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AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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with **ELECTRONICS** REPORTS

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AM STATIONS INCREASE TO 2543 AT MIDYEAR: In our preoccupation with fast-moving TV, we're inclined to overlook fact that radio stations continue to multiply, too. Our midyear (July 1) count comes up with surprising total of 2543 AM stations authorized (2395 licensed and on the air, 148 CPs). This is an increase from 2516 as of last Jan. 1 (2377 on air) and considerably more than 2424 July 1 year ago (2341 on air).

Thus TV's inroads into AM would seem to have an offsetting argument -- that radio stations are increasing in number and that the new ones aren't being built for just for fun of it. Fact is, ever since wartime freeze on radio construction was lifted in 1945 (when there were exactly 1056 AMs), total has jumped year by year.

Record also shows that during last 6 months only 3 AM licenses were turned in, only 5 CPs dropped. Applications for new AM stations as of July 1 totaled 223, not much change from the 232 of last Jan. 1.

As for the FM story, it's best summarized by the simple word "shrinkage." There were 625 FM stations authorized as of July 1 (561 on air) as against 648 last Jan. 1 (612 on air) and 655 at midyear 1952 (632 on air). During the last 6 months, 33 FM licenses were relinquished, 4 CPs dropped. At end of 1951, there were 654 FMs (640 on air); at end of 1950, there were 706 (672 on air).

'PEDIGREE' OF TV STATION OWNERSHIPS: It may be somewhat too early to classify the types of enterprisers venturing into the fast-budding business of telecasting, what with nearly 400 CPs outstanding and one new station starting just about every day-- but an analysis of categories of TV station ownership, based on data now being compiled for our July TV Factbook, offers some interesting facts.

Considering only the 198 stations on-the-air to this date (though the Factbook will also list all the nearly 400 CP holders and the 600 applications still pending, with their principals) -- here are some interesting facts now adducible:

(1) All but 15 of the new-operating stations have connections with AM or FM stations, local or otherwise, mostly identical ownership. This emphasizes oft-voiced trade sentiment that telecasting is the "rightful heritage" of the radio broadcaster.

(2) Exactly 64 of the 198, or about a third, are owned in whole or part by daily newspaper interests -- plus another 7 by magazines and/or weekies. Some of top dogs of printed journalism are deep in audio-visual journalism, including the Scripps-Howard chain with 3 stations, Steinmans (of Lancaster) 3, Chicago Tribune-New York News 2, Washington Post 2, Cincinnati Times-Star (Taft) 2, Cox 2-- to mention only multiple newspaper owners. There's also Meredith with 3, Time Inc. with 2.

(3) TV-radio manufacturers are identified with the ownership of 25 TV stations, including the 5 of NBC (RCA-owned), 5 CBS (now deep in set & tube business), 4 Crosley, 3 DuMont, 3 Empire Coil (components), 2 Westinghouse, one each GE, Stromberg-Carlson and Sarkes Tarzian (components).

(4) Theatrical people have interests in only 17 existing stations-- includ-

ing holdings not only of ABC-UPT (5), Paramount Pictures (1), various local exhibitors, and even entertainers like Gene Autry, Bing Crosby, Jimmy Stewart. This small number is surprising in view of eagerness of movie exhibitors to emulate the historical example of newspapers-in-radio, which was to "join 'em if you can't lick 'em."

(5) Despite much ado about educational TV, only 3 on-the-air stations are identified with educational institutions -- and 2 of them are commercial operators: Iowa State College's WOI-TV, Norbertine Fathers' WBAY-TV, Green Bay, Wis. (St. Norbert College); and U of Houston's KUHT, which alone carries no advertising.

(6) Multiple ownerships are common. ABC & NBC have 5 each, limit allowed; Storer Co. 5, Crosley 4, CBS 3 (plus minority interest in 2 others), General Tire's General Teleradio 3, Scripps-Howard 3, Meredith 3, Empire Coil 3, Steinman 3 -- and quite a few others with 2 each.

Note: It must be emphasized that new stations taking the air render foregoing counts ephemeral, subject to overnight change. But they're here offered to point up trend to date. With our Factbook summaries of the 24 stations involved in sales-&-transfer deals since 1949, with our tabulations of CPs outstanding and their prospective starting dates, with a complete directory of applications still pending (blue section) -- we propose simply to provide you with handy points of reference.

DuMONT'S FIRST UHF AND 3 OTHERS START: Add 4 more uhf to the log of on-the-air stations, which means 45 uhf are now operating out of total of 198. One of latest to begin testing has the first DuMont uhf transmitter -- built for Easton Express' WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently."

WGLV has been running what it calls "sneak preview tests," without announcement, sporadically since June 26. Mgr. Nelson Rcunsley says it's proceeding slowly, won't set commercial date until it's "sure of everything." Meanwhile, he tells us, initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas -- he cited Milford, N.J. as example -- are getting service first time.

"Pilot" DuMont transmitter, first of 4 made, other 3 not yet delivered, was rated at 5-kw but is said to be nearer 7-kw and to yield 125-kw ERP. Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem. Rep will be Headley-Reed. Other new starters:

WKOW-TV, Madison, Wis. (Ch. 27) reports completing tower at 4 p.m. June 30, connecting transmitter to tower cable at 10:30, telecasting first test pattern quite successfully at 11, starting regular test pattern schedules next morning. On July 4, it began test programming, July 8 goes commercial with CBS-TV programs starting at 5 p.m. daily. Test patterns are being carried 9 a.m. to 9 p.m. daily "so that dealers and service men can work overtime to supply great demand for installations," wires gen. mgr. Michael Henry. He adds, "We have excellent reports of reception of test pattern 40 to 50 miles in all directions." Rep is Headley-Reed. Second Madison uhf station WMTV (Ch. 33) is due to begin tests momentarily.

KIMA-TV, Yakima, Wash. (Ch. 29) began test patterns evening of June 30, will go commercial July 19, affiliating with CBS-TV. It's GE-equipped, owned by A.W. Talbot, managed by Tom Bostic. Weed is national sales rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) began test patterns June 27, started program schedules June 30, affiliating with ABC-TV & CBS-TV. It's GE-equipped, controlled and managed by Wm. F. Johns Jr. Rep is Headley-Reed.

FCC HOPES CUT-OFF RULE WILL SPEED CPs: FCC's proposed advertising and 30-day cut-off rule for processing applications (see p. 3), upon which comments may be filed until Aug. 10, has these principal provisions:

(1) Applicant would have to publish, at least once a week for 2 weeks, in a newspaper of general circulation in city for which application is made, the following information: Channel applied for, proposed transmitter site, power, height, name of applicant. Ad must also state that others desiring to file for the channel must apply within 30 days of date of first publication. Ad must be published immediately following the filing of the application.

(2) If no one else files for channel within 30 days after ad first appears, application will be granted if it meets FCC's customary criteria.

(3) Applications now on file, as well as those to come, would have to be published if rule is adopted. Applications filed prior to effective date of new rule would continue to be processed through the 30 days following publication of ads.

(4) When applicant amends to new channel, or files new application for new channel, he must advertise all over again. He needn't advertise any other change.

One big open question in new proposal: What constitutes date of filing? Is it when application is tendered to FCC or when it's accepted? There's sometimes substantial lag between the two. Commission doesn't clarify, expects comments to help it decide which date is proper.

Reasons for proposal, FCC said, are to aid processing, "to promote the early establishment of [TV] throughout the country, and at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities."

If adopted, proposal would amend Sections 1.304, 1.382 & 1.387 of rules. It's designated Doc. 10581, Notice 53-839, Mimeo 91891 -- available from FCC.

6 CPs INCLUDE DECISION ON DENVER'S CH. 7: While producing 6 CPs this week, including final decision awarding Ch. 7 to KLZ group in Denver, FCC proposed a new procedure -- involving advertising in local newspapers and a 30-day cutoff date -- to discourage "strike" applications and speed processing (see above). Week's other grants:

Utica, N.Y., Richard H. Balch, Ch. 19; Midland, Tex., Midessa TV Co., Ch. 2; Fairmont, W.Va., WVVW, Ch. 35; Fairbanks, Alaska, Kiggins & Rollins, Ch. 2. Educational grantee was Denver school system, awarded Ch. 6.

Utica grantee Balch is fishing tackle mfr., ran for lieut.-gov. in 1950. Midland group also owns KSWO-TV, Lawton, Okla., got channel which was relinquished by grantee dubious about city's advertising potential (Vol. 9:19). Keith Kiggins, of Fairbanks grant, is a former ABC v.p., once owned WIKK, Erie, Pa.; his associate, Richard Rollins, is real estate operator. They also seek Ch. 2 in Anchorage.

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Denver decision favored KLZ over Wolfberg Theatres group largely for same reasons given by examiner James Cunningham in his initial decision (Vol. 9:6) -- longer local residence, more local ownership, more ownership-management integration, greater community activity. Commission tossed out various charges competitors had leveled at each other -- regarding anti-trust violations, income tax filings, etc. -- on grounds they weren't serious or willful.

As for ownership of TV stations by theatre interests, Commission said there was "meager evidence" in the record to indicate any conflict of interest which would prohibit such ownership.

But on ownership of TV by AMs, answer was a little different. FCC said: "A grant to Denver Television [Wolfberg group] would bring a qualified newcomer into the field as opposed to Aladdin [KLZ group] which presently operates an AM station in Denver, and whose stockholders hold substantial interests in a number of other stations in the country. In the absence of other comparative considerations, a grant to Denver Television would be indicated...However, Aladdin has demonstrated its superiority in all other material respects [and] this superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and TV interests."

New KLZ-TV should be on air by Oct. 1, says Hugh Terry, gen. mgr. and 16% owner, who reports RCA equipment is promised for August delivery. Station will be basic CBS-TV. Plan is to start with maximum 316-kw, if possible, with transmitter on Lookout Mt., antenna 225 ft. above peak that rises 2380 ft. above Denver. (For further details of KLZ-TV plans, see p. 6.)

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First exception to priorities of processing applications was granted this week, moving Montpelier, Vt. from 604th place to top of A-2 group. FCC accepted arguments of WCAX and Colonial TV Inc., contestants for Ch. 3 there, pointing out

that city now gets no service, may get none for years unless it gets special treatment. Vermont is only state without any grants.

Another "first" was achieved this week when WVEZ, New Orleans, asked FCC to make reserved Ch. 8 available for commercial use, pointing out that no institution has applied for it.

FCC made more policy on "protests" this week, granting one against WCIA, Champaign, Ill. (Ch. 3), and dismissing those against grantees in Durham, N.C. and Salinas-Monterey, Cal., which are now free to build. (For details, see p. 12.)

ESTIMATE OF UHF SET & CONVERTER OUTPUT: How many uhf receivers are there? Probably more than you think. Although no industry statistics are available, we estimate:

More than 600,000 vhf-uhf sets have been built so far this year. Add strips and converters to adapt another 912,000 sets. Then add some 100,000 vhf-uhf sets and converters (including strips) turned out in 1952. This gives total of around 1,620,000 uhf receiving units built so far.

We believe these are conservative estimates. And it appears that by end of 1953, at least 4,300,000 uhf units (sets & converters) will have been produced.

RTMA will report on number of sets built with uhf tuners each month, beginning in August. But it will make no attempt to recap number produced to date, nor will it report on production of converters or strips.

Our figures aren't estimates of sets-in-use; rather they're units produced. Available research indicates audience of the 45 operating uhf stations doesn't approach the 1,620,000 figure. Our estimate includes those sets and converters in trade pipelines and in homes in areas where uhf stations haven't yet gone on air.

* * * *

Here's how we arrived at our estimates: First we surveyed 17 leading set manufacturers who are expected to turn out approximately 6,000,000 of the predicted 7,000,000 sets in 1953. We asked them:

(1) "Of your total output of TV sets for the first 6 months of 1953, what percentage has left your factory equipped with uhf tuners?"

(2) "What do you anticipate this percentage will be for the entire year?"

To assure candid replies, we agreed to keep percentage of individual manufacturers in confidence. Fifteen of the 17 replied, and their percentages for first half 1953 varied from 8% to 61%. Manufacturers using strips as sole means of uhf reception were entered in our tabulation as 0%, since their sets are generally converted by distributors and dealers -- not in the factory. The average, counting the strip-users as 0%, came to 23%.

Then we worked out a weighted percentage figure, taking into account these factors: (1) The top 4 manufacturers make half or more of the sets produced by the entire industry. (2) Smaller manufacturers not queried are assumed to turn out lesser percentage of sets with uhf built-in. Wherever there was a chance for error in our computation, we made sure it would be on conservative side.

This weighted average was then applied to estimated total TV production for first half 1953 -- 3,800,000. This yielded 608,000 sets leaving factory with uhf tuners. From uhf station operators and their researchers we learn that in actual usage, sets converted in field generally outnumber factory-produced vhf-uhf sets by 1.5 to 1. Using this ratio, we arrived at 912,000 field conversions (converters & strips). Adding this to the estimated 100,000 vhf-uhf sets and converters produced last year, yielded the total of 1,620,000 uhf sets in homes and in trade pipelines.

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To forecast number of uhf sets by year's end, we used similar method -- based on expected 1953 production of 7,000,000 TVs -- and came up with these figures: Sets with factory-installed tuners, 1,680,000. Field conversions, 2,520,000. Sets & converters made last year, 100,000. Total expected uhf receivers in use and in pipelines by end of December, 4,300,000.

Despite unexpected softness of uhf set market (Vol. 9:21), most set makers are setting their sights ahead for second half of year. Of the 15 manufacturers who

responded to our survey, 14 plan to boost uhf set production during second half of year -- and many of the boosts are considerable. For all of 1953, individual manufacturers plan to include uhf tuners in 10%-65% of their sets. Unweighted average comes to 31% -- again not including strips shipped to distributors.

We again call to your attention the fact that these figures are conservative estimates, and to our knowledge the only published information on uhf production to date. They're only estimates, but we challenge anyone to do better.

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Taking some of sting out of last week's story of first uhf station failure in Roanoke (Vol. 9:26) is growing indication that Madison Avenue is beginning to realize uhf can do the job. This is exemplified by report this week of visit to Fort Lauderdale by BDDO's Frank Silvernail, known as "the dean of timebuyers".

Silvernail came back with healthy respect for uhf stations and their potentialities. After observing signals from WFTL-TV (Ch. 23), he urged advertisers and agencies to abandon their fears about uhf, and use the new channels extensively. He specifically commented on station's clear picture, and the great number of bow-tie antennas observed on local rooftops.

Personal Notes: Leonard F. Erickson, v.p. & director of McCann-Erickson and onetime CBS sales executive, appointed head of Voice of America and commissioned by Robert L. Johnson, head of State Dept.'s international information div., to reorganize it; he succeeds Alfred H. Morton, who becomes chief consultant to Johnson . . . Walter S. Lemmon, pres. of World Wide Broadcasting System, operating international shortwave WRUL, Boston, with Washington attorney Leonard Marks, were White House visitors July 1, and explained to the President operations of broadcasting to Latin America . . . Lloyd E. Yoder, gen. mgr. of NBC's KNBC, San Francisco, was quietly married in judge's chambers there June 30 to Alma Cella, concert singer and daughter of J. B. Cella, founder of Roma Wines; he's a widower, ex-mgr. of KOA, Denver, was 1926 All-American tackle at Carnegie Tech . . . Werner Michel named DuMont exec. producer in charge of production, A. L. Hollander in charge of program operation, Richard L. Geismar bus. mgr., in shifting of personnel this week by James L. Caddigan, program & production director . . . Paul B. Mowrey, ex-ABC, Aug. 1 joins WFIL-TV & WFIL, Philadelphia, as program & sales advisor . . . Edward Hochhauser Jr., sales mgr., succeeds Maurice B. Mitchell as v.p. & gen. mgr., Associated Program Service, Mitchell becoming president of Encyclopaedia Britannica Films, Chicago . . . Arthur Rankin Jr. quits ABC-TV as graphic art director to devote full time to own TV art service firm, Video Associates . . . Jack Tolen, ex-WDTV, Pittsburgh, named program director of new KFSD-TV, San Diego (Ch. 10), due on air in August; Charles Baldour also leaving WDTV to become KFSD-TV production mgr. . . . Don Menard and David Murray quitting WDTV to become sales mgr. & program mgr., respectively, of new WENS, Pittsburgh (Ch. 16) due on air in August . . . Earl M. Willhite, ex-Tullis Co., Los Angeles, named gen. sales mgr. of new KMO-TV, Tacoma (Ch. 13), due on air this month . . . Ellis Moore promoted to mgr. of NBC mgr. of business publicity under v.p. Sydney Eiges; he succeeds William Lauten, resigned . . . George T. LaBoda, Colgate adv. research chief, succeeds Leslie T. Harris, resigned, as TV-radio director, Colgate-Palmolive-Peet . . . Donald D. Sullivan promoted to director of adv., KVTU, Sioux City.

Sumner Harris, 53, owner of radio WOKW, Sturgeon Bay, Wis., and publisher of the *Door County Advocate*, and his 50-year-old wife were stabbed to death in their home there June 30, police charging the slaying to a 15-year-old neighborhood boy.

STATION REPS are jockeying for new positions as result of the changing TV-radio structure being wrought by the advent of new TV stations and the shift of sponsor emphasis to TV. Not all those who have dominated the radio representation field are going to be the top runners in the national sales representation of TV stations, judging from a recapitulation of station lineups to July 1 made possible by data compiled for the *Directory of National Sales Representatives of TV Stations* to be included in the July edition of our semi-annual *TV Factbook* (No. 17) due off the presses in about 2 weeks.

Some small-fry radio reps are coming to the fore, some radio reps who never were identified with TV are appearing on the list for first time. Mere numbers of stations represented aren't a true criterion—notably as against markets and network affiliations. But they're the simplest index available—and here's the count to July 1, bearing in mind figures are subject to change as more stations go on air and more CPs are granted:

Katz Agency tops list of active stations, with 29 (6 of them construction permit holders not yet on air). Hollingbery has 30 (20 of them still CPs); Weed 27 (11 CPs); Petry 22 (8 CPs); Headley-Reed 21 (9 CPs); H-R Television 21 (11 CPs); Blair 17 (4 CPs); Free & Peters 16 (4 CPs); Bolling 15 (12 CPs); John Pearson 15 (11 CPs); Avery-Knodel 14 (5 CPs); Adam Young 16 (8 CPs); Forjoe 14 (10 CPs); O. L. Taylor 13 (7 CPs); Meeker 11 (4 CPs); NBC Spot Sales 10 (no CPs); CBS Spot Sales 10 (no CPs); Raymer 10 (5 CPs); Branham 9 (2 CPs); Walker 6 (4 CPs); Harrington, Righter & Parsons 6 (no CPs); Everett-McKinney 6 (5 CPs); Joseph Hershey McGillvra 5 (3 CPs); Rambeau 4 (3 CPs); Burn-Smith 3 (2 CPs); Gill-Perna 3 (2 CPs); W. S. Grant 3 (2 CPs); George W. Clark 3 (3 CPs); Donald Cooke 3 (2 CPs); Hal Holman 2 (1 CP).

There are a scattering few others, all minor with but one or 2 stations signed up—and there's All-Canada Radio Facilities Ltd. with 7 of the 9 commercial stations thus far authorized in that country already signed, though the stations aren't yet built.

Attempted "shakedown" of WBAL-TV, Baltimore, was being investigated by City Council this week after reports that unidentified representative of city zoning board had asked station for \$15,000 payoff for assurance that zoning regulations would be changed to permit it to build 750-ft. tower on tract adjacent to present site which had been rezoned residential. Station officials declined comment.

ACCCELERATED shipments of transmitters were promised by RCA this week also, in wake of "catch-up" program revealed last week by recently strike-bound GE (Vol. 9:26). Five vhf plants went out of Camden June 30, and 3 more are scheduled week of July 6, RCA reports, at same time revealing that "crash crew" may keep production and shipments going during July 20-Aug. 3 vacation period.

The June 30 vhf shipments were 10-kw to WIS-TV, Columbia, S. C. (Ch. 10) and KGNC-TV, Amarillo, Tex. (Ch. 4); 2-kw to KRDO-TV, Colorado Springs, Colo. (Ch. 13); 25-kw amplifier for previously delivered 5-kw transmitter to KCMO-TV, Kansas City (Ch. 5); 500-watt to KXLF-TV, Butte, Mont. (Ch. 6). Also being shipped this week were 10-kw to KCEN-TV, Temple, Tex. (Ch. 6) and KMO-TV, Tacoma, Wash. (Ch. 13), and week of July 6 a 2-kw goes to KHSL-TV, Chico, Cal. (Ch. 12). On the uhf side, RCA this week got off shipments to KEDD, Wichita, Kan. (Ch. 16) and WPMT, Portland, Me. (Ch. 53). And week of July 6, uhf shipments go to WICS, Springfield, Ill. (Ch. 20); WCHA-TV, Chambersburg, Pa. (Ch. 46); WTAO-TV, Cambridge, Mass. (Ch. 56); KIT-TV, Yakima, Wash. (Ch. 23).

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General Electric is fast catching up on production and deliveries (Vol. 9:26), but is somewhat disturbed by apparent "whispering campaign" against its 12-kw uhf transmitter. This week, Wm. J. Morelock, gen. mgr., commercial equipment subdept., issued this statement:

"Rumors that we are not going to continue to build 12-kw uhf transmitters, using the klystron, are strictly unfounded. We will deliver this year at least 46 such units, including antennas and filter diplexers. While the strike dealt us a serious blow, we have every reason to believe our total production will be as planned and most of our customers will not be seriously delayed."

DuMont got off 5-kw transmitters July 2 to KMBC-TV & WHB-TV, Kansas City (Ch. 5), which will share time, and to WREX-TV, Rockford, Ill. (Ch. 13)—and next day shut down plant for vacation until July 20. There will be no deliveries during the 2 vacation weeks. Federal this week delivered antenna to WACH-TV, Newport News, Va. (Ch. 33) and completed shipment of 1-kw transmitter to WNAO-TV, Raleigh, N. C. (Ch. 28).

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

KLZ-TV, Denver (Ch. 7), which will be Denver's third vhf and basic CBS-TV, no sooner got final FCC grant this week (see p. 3) than it received RCA's assurance of equipment delivery by August and fixed an Oct. 1 target. It plans 316-kw power, with 225-ft. Lehig tower on Lookout Mt., surmounted by 8-bay superturnstile. To house both TV & AM, it's remodeling 3-story 35,000-sq. ft. former auto showroom building at 131 Speer Blvd., which will include two 2500-sq. ft. TV studios and have an auto ramp to 100x125-ft. roof for outdoor pickups. Mgr. Hugh Terry has detailed Clayton Brace as TV program director, Eugene Jenkins (ex-Crosley and WOAI, San Antonio) as chief engineer. Jack Tipton, TV sales mgr., suffered an accident recently which has bedridden him for next 4 months, said Terry. Katz will be rep.

WTCN-TV, Minneapolis, and WMIN-TV, St. Paul, Ch. 11 share-time grantees, now hope to begin tests Aug. 25 with RCA transmitter atop Minneapolis' Foshay Tower Bldg., reports WTCN promotion & publicity director George Hudak. Blair will be WTCN-TV rep.

New Channel 14 grantee for Worcester, Mass., Salisbury Bestg. Corp. (call letters not yet assigned), hasn't yet ordered equipment but Dec. 15, 1953, is target date, reports v.p. & gen. mgr. Ansel E. Gridley, who also is pres. of AM station WFGM, Fitchburg. Raymer is rep.

MANUFACTURE of color telecasting equipment will be started "immediately" by RCA on custom-built basis for delivery in first half of 1954—"approximately a year in advance of the earliest dates on which regular production equipment can be made available." RCA sent this announcement July 1 to all TV stations and TV-radio consulting engineers & lawyers, along with order blanks and lists of prices and equipment groupings, which differ somewhat from those submitted last week in RCA's color petition to FCC (see p. 9).

Deadline for placing orders is July 31. The custom-built equipment will be similar to RCA's prototype gear used in Camden and New York. Letter to telecasters notes that "production models" can't be designed until FCC finalizes compatible color standards, and that production models may differ in some respects from custom-built equipment. It's also pointed out that it will be necessary to "replace or modify certain monochrome equipment now in use by existing TV stations" to accommodate the additional information needed for NTSC signal.

RCA has arranged 6 groupings of color equipment as "building blocks" in conversion of station for color. Each group builds upon preceding ones. For instance, Group A equipment permits station to transmit only color programs received from network. To originate color pictures from slides, Groups A through D are required; for color film, A through E, etc. RCA requires 25% down payment for custom-built equipment, 2% for standard items included in package (racks, amplifiers, power supplies, etc.). Prices of most major equipment still are tagged as estimates, but RCA guarantees actual prices won't exceed these by more than 10%. Following are major items of equipment specified for each group:

GROUP A, network only: Color stabilizing amplifier, tri-color monitor, 2 phase correction networks, lower subcarrier notch filter and additional standard stock items, \$14,380.

GROUP B, recommended test equipment: Convergence dot generator, color monitor analyzer, linearity checker, color signal analyzer, burst controlled oscillator, color bar generator, square wave generator, oscilloscope, \$12,230.

GROUP C, synchronizing generator equipment (for stations planning to originate own color programs): Color frequency standard, burst flag generator, standard studio sync generator with modification kit, cabinet rack, \$7480.

GROUP D, color slide camera chain: Slide camera preamplifier, slide camera pickup, monitor auxiliary, remote control panel, slide camera table top & kinescope equipment, deflection chassis, power supply, channel amplifier, aperture compensator, gamma amplifier, colorplexer, tri-color monitor, monochrome control, bias supply and standard stock items, \$31,378.

GROUP E, color film chain: Projector, projector camera preamplifier & control panel, table top kinescope & mounting, deflection chassis, power supply, channel amplifier, gamma amplifier, aperture compensator, colorplexer, tri-color monitor, monitor auxiliary, monochrome control monitor, bias supply, standard items, \$49,399.

GROUP F, studio camera equipment: Color camera, viewfinder with hood & kine, camera channel amplifier, cable terminal chassis, focus current regulator, camera control, shading generator, monitor auxiliary, special cables, monochrome control monitor, aperture compensator, bias supply, gamma amplifier, colorplexer, tri-color monitor, standard items, \$66,580.

WELI-TV, New Haven, Conn. (Ch. 59) has GE equipment on order, plans start in "8 months to one year," writes pres. Richard W. Davis, who heads management group recently acquiring the AM station from Harry C. Wilder. H-R Television will be rep.

WTVP, Decatur, Ill. (Ch. 17) will get RCA antenna week late, and now tentatively plans July 14 start in lieu of last reported July 1 debut (Vol. 9:24), according to pres. W. L. Shellabarger. Geo. W. Clark Inc. will be rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), granted last week, is negotiating for equipment, begins construction immediately, and plans November debut, writes mgr. Lester P. Etter. Rep not yet chosen.

WIMA-TV, Lima, O. (Ch. 35), DuMont equipment ordered, has rescheduled start to "somewhere around the first of the year" from earlier announced summer debut (Vol. 8:52), reports gen. mgr. R. W. Mack. Rep will be Weed Television.

Telecasting Notes: Critic Jack Gould, *New York Times*, currently abroad, writes from London that U. S. viewers "are missing a number of excellent types of presentations" but also "are escaping from some colossal bores." His June 30 dispatch says: "At first glance, British TV seems almost the contemporary American dream come true. There are no commercials, no urgent pleas to test and compare, and no interruptions. The peace and quiet in the English living room are almost indescribable, a delightfully novel and soothing experience in viewing. But there is a catch. When the set owner here is trapped in an interminably wordy play of 90 minutes about Joan of Arc [his] frustration is complete [and] there is no station selector switch. Receivers are pre-tuned to the one and only channel of the BBC. The American viewer's inalienable right to look for a better program might even excuse a middle commercial" . . . One thing that Gould particularly noticed was high quality of film reproduction, which on BBC is "virtually equal to live video in the U. S. and often superior to live video" in London; British newsreels on TV are "decidedly superior," he reports, "and kinescope and video films seen at home simply are not in the same running" . . . British TV runs to culturally higher standards than U. S., but lacks flair for popular entertainment—albeit mysteries, sports, children's shows abound. And Gould also noted BBC gives screen credits to composers and lyricists, which he calls "a sensible idea" and suggests ASCAP take note . . . NBC pres. Frank White will head network contingent at radio affiliates' July 27 meeting in Chicago (Vol. 9:26), at which AMs are expected to ask greater separation of AM & TV, more attention to radio; looks like White will concentrate mainly on radio problems next few months, leaving to Chairman Sarnoff and vice chairman Pat Weaver the administration of TV

Station Accounts: Grant Tool Co., Chicago, spotting 10-min. film demonstrating its new "Gay Blade," combination glass-cutter and tool sharpener, got such big response via Altoona's WFBG-TV that it's repeating same film on same station 6 times, thru Arthur Meyerhoff & Co., Chicago; station itself, dept. store-owned and a relative newcomer on air, having started last February (Vol. 9:9), reported it was "overwhelmed" by 1275 mail orders received from first showing . . . Englander Co. (Airfoam mattresses and Red-Line Foundation ensemble) planning TV spots to back up magazine & newspaper campaign, thru Leo Burnett Co., Chicago . . . RCA Victor breaks spot campaign in every TV market July 10 to promote new "Rotomatic" TV line, radios, phonos and "Strato-World" 7-band portable, thru J. Walter Thompson . . . Universal-International has prepared series of 20 & 60-sec. spots on all its film releases in July & August, to be placed locally and available from N. Y. office (David A. Lipton, v.p.) . . . General Foods, for Post Krinkles, sponsoring *Rootie Kazootie*, described as "popular Lilliputian program for the lollipop set," on WABC-TV, New York, Tue. 6-6:15 p.m., thru Foote, Cone & Belding; Pioneer Ice Cream is Mon. sponsor, Gordon Baking Co., Wed. & Fri. . . . Among other advertisers reported using or preparing to use TV: Blue Star Food Inc. (Blue Star chicken), thru Laughhammer Agency, Omaha; Family Digest for Better Health Inc. (magazine), thru Zlowe Co., N. Y.; Republic Steel Corp. (steel kitchens), thru Meldrum & Fewsmith, Cleveland; Eskimo Pie Corp. (ice cream), thru Buchanan & Co., N. Y.; Vitamin Corp. of America (Cal-O-Metric dietary aid), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Roto-Rooter Corp. (Roto-Rooter sewer cleaning machine), thru Cole's Inc., Des Moines; Gates Rubber Co. (flexible hose & garden sprinkler), thru Harold Walter Clark, Denver; N. Y. State Dept. of Commerce, thru Knox Reeves Adv., Minneapolis; Kaz Mfg. Co. (elec-

. . . July *Fortune Magazine* out with 8-p. article titled "CBS Steals the Show" containing comparisons between RCA "dollars" and CBS "showmanship" (with sideswipes about CBS's defeat on color issue) that probably won't please either . . . Ed Sullivan's CBS-TV *Toast of the Town* has dropped much-publicized preview clips of big movie features, claiming audience reaction wasn't so hot . . . New CBS-Radio documentary film titled *It's Time for Everybody* is reported as excellent job of extolling the medium, will be ready for trade release soon . . . Nice break for NBC-TV's 7-9 a.m. *Today* July 1, when ex-President Truman stepped up to window of RCA Exhibition Hall during early-morning stroll, peeked in, was invited inside to be asked a few questions; fact that daughter Margaret is NBC contract artist may or may not have contributed to the coincidence . . . Fascinating article on techniques used by WCCO-TV, Minneapolis, in series of one-hour telecasts of Minneapolis Symphony is "Televising a Symphony Orchestra" by TV consultant Rudy Bretz in May *Journal of the Society of Motion Picture & TV Engineers* . . . 3-year strike at KSTP-TV & KSTP, St. Paul, ended this week with undisclosed settlement with IBEW technicians . . . Branham Co. has sued owners of KFMB-TV & KFMB, San Diego, for alleged breach of contract by reason of Petry acquisition of 22.22% ownership (Vol. 9:23) and switch of reps; Los Angeles superior court case asks \$400,000 damages, alleging this is potential return on contract with 2 years yet to run . . . Every weekday at 5 p.m., Bridgeport's WICC-TV (Ch. 43) carries *Let's Talk About Television*, 5-min. during which gen. mgr. Philip Merryman talks to local servicemen and dealers, with occasional guests . . . Revised weekend rate classification by NBC-TV, effective Sept. 1, changes 1-5 p.m. Sat. & Sun. from Class A to Class B . . . WHAS-TV, Louisville, raises base hourly rate from \$600 to \$700 July 15.

tric vaporizers), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Bell Portable Sewing Machine Corp., thru Goold & BBDO, N. Y.; Art Instruction Inc. (art course by mail), Tierney, N. Y.; Shell Oil Co. (premium gas with "TCP"), thru J. Walter Thompson, N. Y.; Dix Minit Donut Corp. (frozen doughnuts), thru Charles O. Puffer Co., Chicago; F. Pirrone & Sons (wine), thru Marshall Ford Adv., Sacramento, Cal.

Network Accounts: Five new sponsors signed up this week for 15-min. participations on *Garry Moore Show*, beginning Sept. 3 on CBS-TV, Mon.-thru-Fri. 1:30-2 p.m., completing roster of sponsors. New sponsors: Swift & Co. (meat products), Thu. 1:30-1:45 p.m., thru J. Walter Thompson Co.; Hoover Co. (vacuum cleaners), Mon. 1:45-2, thru Leo Burnett Co.; Cat's Paw Rubber Co. (heels & soles), Tue. 1:30-1:45, thru S. A. Levyne & Co.; Best Foods Inc., Wed. 1:45-2, thru Earle Ludgin Inc.; Norge Refrigerators, Thu. 1:45-2, thru J. Walter Thompson Co. . . . B.B. Pen Co. (ball point pens) buys alt.-week sponsorship of *George Jessel Show*, beginning in fall, on ABC-TV, Sun. 9:30-10 p.m., thru Roy S. Durstine Co. . . . Brown & Williamson (Kools) buys *My Friend Irma*, beginning in fall, on CBS-TV, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Philip Morris Co. (Dunhill cigarettes) to sponsor Ezio Pinza comedy *I Bonino*, beginning Sept. 12, on NBC-TV, thru Biow . . . S. C. Johnson & Co. (floor wax), reported buying *Life with Father*, beginning in fall, on CBS-TV, Sun. 7-7:30 p.m., thru Needham, Louis & Brorby . . . Wrigley (chewing gum) switches *Gene Autry Show* from Sun. 8-8:30 p.m. to Tue. 7-7:30 p.m., beginning July 14, on CBS-TV . . . Bristol-Myers Co. reported buying *Police Story*, beginning in fall, on CBS-TV, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Schenfield . . . American Tobacco Co. reported buying *Ray Bolger Show* on ABC-TV alt. weeks starting in fall, Thu. 9:30-10 p.m.

LOTS OF LIFE IN TV MARKET, NARDA TOLD: TV-appliance dealers had their place in the sun this week -- their NARDA convention in Chicago coming out with spirited program for: (1) Closer liaison with manufacturers. (2) Better business practices (what one distributor calls "creative selling") to weed out inept dealers and reduce the alarming rate of business mortalities among retailers.

NARDA appointed new committee headed by Vergal Bourland, Fort Worth, to work out effective plan to meet with TV & appliance manufacturers periodically on mutual problems. First step, Bourland said, would be to survey NARDA members on what brands they carry, what they like and dislike about individual manufacturers' merchandising policies. Then the committee members will sit down with manufacturers to see if some solution can be worked out. All public statements emanating from such meetings will be cleared with manufacturers to make certain their viewpoint is properly presented.

Retailers rang the changes again on their old complaints of low markups, too many lines, etc. Some of their hopes were answered July 1 when Motorola announced it was introducing fewer models (20) than any other major manufacturer and would increase discounts to dealers (see Topics & Trends, p. 10).

Not too much worrying about prospect of price increases this fall was evident, though some manufacturers have declared they're near-certainty (Vol.9:25,26). This week, too, Raytheon v.p. William Dunn elaborated on his prediction of price hike with statement that recent 10% increase in capacitor and CR tube prices gives "us no choice but to fall in line with economic trends and adjust our TV set prices in accordance with rising costs." He added Raytheon will continue to follow industry pattern of holding off as long as possible but that hikes seem "a certainty."

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Magnavox president Frank Freimann threw down a challenge to dealers and set a fighting tone to the convention when he told them in the main address to cut out the wailing and bring back some of the hard-selling practices they used in days when all customers weren't pushovers.

Though there are an estimated 23,000,000 TV receivers in presently served areas, there are still 7,000,000 families not yet sold in these areas, plus another 20,000,000 families yet to be sold in upcoming markets, he said, adding:

"There are approximately 4,000,000 sets of a size smaller than 17-in. and over 3 years old now in use -- a ready replacement market. Also in use are an estimated 6,000,000 sets of inadequate size to provide enjoyable TV viewing -- another large replacement market. The second set market has hardly been touched. Any talk of saturation in the TV business is merely academic and realistically unsound, as demonstrated by the historical pattern of the radio industry itself."

After Freimann's challenge, dealers settled down to thrash out some of their problems. Harry Alter, president of Harry Alter Co., Chicago Crosley distributor, quickly put his finger on what he considered 4 major weaknesses besetting trade:

(1) Too many people are in the TV-appliance business. "There are too many manufacturers, too much production, too many distributors and far too many dealers. And not a thing can be done about it except the workings of the oldest law of nature, 'survival of the fittest.'" He later predicted economic necessity would eventually reduce TV-appliance manufacturers to about 10 "big name complete-line national brands with all others either out of the picture or relegated to position of unimportance."

(2) Too much price-cutting. "Price cutting on big ticket items is too easily disguised by the 'trade-in-allowance' subterfuge, so that the maintenance of fair-trade prices seems like an impossibility to me."

(3) Too much stock. "Everyone is trying to load-up everybody else. The factories cram it down the threat of distributors; they in turn try to load-up the

dealer on the theory that if he is overstocked he can't buy from competitors and so he'll have to cut prices to unload and pay his bills."

(4) Retail ads too often feature price alone, neglecting product benefits to consumers. "Seldom do we see ads in our daily papers telling a product feature story -- why someone should buy the product."

Alter left dealers with this warning: "Smart dealers will start shaping their affairs for the day when they will become exclusive dealers of one complete line, obtaining along with such franchise, reasonable territory protection. I am confident that to a great extent better selling will improve profit margins for the dealers who have exclusive and protected full line dealerships. Not only can you do better selling but you can again resume creative selling. Probably the one thing that this industry is in most need of is 'creative selling.'"

More advice to dealers came from NARDA president Wallace Johnston. Going directly to the point of current business failures among retailers, Johnston said one way of avoiding bankruptcy is to check inventories at least every month.

"More than a 30-day supply of a product should not be carried by a dealer. We are retailers, not warehouses. It is the distributor's function to carry the inventory to supply the dealer. I think this is the place where good management can come to the forefront to know what to buy, how to buy, what not to buy."

Johnston said he makes it a point to see his banker and finance man every 90 days to learn retail trends, status of the economy in his city (Memphis) and any ideas they have which might benefit his business.

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TV production declined to 103,629 (4804 private label) week ended June 26, down from 122,279 preceding week and 115,469 week ended June 12. It was year's 25th week, one short of 6 months by RTMA calculations. It looks now like 3,850,000 output for first half of 1953 vs. 2,318,236 first half of 1952.

Radio production dropped to 214,777 (103,648 private), lowest since year's first week, decrease from 271,274 week ended June 19 and 261,609 week before. Week's radios: 52,521 home, 48,622 portable, 23,672 clock, 89,962 auto.

Trade Personals: Clyde S. Gischel appointed gen. mgr. of consumer products, Westinghouse Electric Supply Corp., New York, in charge of sales in company's 17 districts and 112 branch offices . . . Vergal Bourland, NARDA v.p. and owner of Bourland Appliances, Fort Worth, named chairman of new NARDA committee to serve as liaison between dealers and manufacturers . . . Robert J. Bahr promoted to director of purchases, Emerson Radio, succeeding Stanley L. Abrams, recently advanced to director of material div. . . . Delmus J. Fagge, ex-Sylvania tube div. govt. sales representative, Washington, named Washington engineering representative, Potter & Brumfield, Princeton, Ind. (relays) . . . Miss E'lise Harmon, ex-National Bureau of Standards engineer-physicist, named Aerovox director of printed circuit development . . . John S. Brown promoted to chief engineer, Lawrence R. Krahe appointed head of advance development group, Andrew Corp. (antennas & transmission lines) . . . Wm. H. Beretish, ex-Dole Valve Co., named special asst. to pres. of Packard-Bell to plan for new products . . . Eric Gompertz, service mgr. of DuMont's factory branch in Miami, named Caribbean sales representative for DuMont international div., with offices after Aug. 1 at 7000 N.E. 4th Ct., Miami . . . H. Hugh Willis, ex-Vitro Corp., appointed director of advanced instrumentation, General Precision Equipment Corp. . . . Philo T. Farnsworth, TV inventor, was guest of honor at testimonial dinner in his native Salt Lake City June 30, NARTB pres. Harold E. Fellows delivering main address . . . Sidney Joffe resigns as pres., Pathe Television Corp., N. Y.

COLOR TV still hasn't been discussed by FCC commissioners, since RCA filed petition last week (Vol. 9:26), though staff is giving document a lot of study. Obviously, Commission is waiting to see what NTSC has to say—though it may get procedures rolling, aimed at speeding consideration of compatible system, before NTSC files its comments. NTSC petition is expected by end of month.

Still a question is whether FCC will insist that new system be put on air in Washington. Chairman Hyde doesn't consider it much of a question, though, saying: "That's just a detail."

Commission staff has attended quite a few demonstrations of NTSC color, but FCC has yet to indicate whether that suffices. Lab Div., at Laurel, Md., has been working with compatible color signal generator and RCA tri-color tubes but hasn't had money needed to convert equipment to current NTSC specifications.

RCA this week sent to all stations, TV-radio consulting engineers and attorneys details of color transmitting equipment costs and delivery dates (see p. 6).

Another technical symposium on tri-color tubes for its patent licensees was scheduled for July 15 by RCA. Stating that purpose is to bring manufacturers up-to-date on production processes, v.p. E. C. Anderson said that "the decision has recently been made to concentrate on development of a tri-color tube with a glass envelope."

NARDA will seek \$200,000 from TV industry sources this year as part of 3-year program to aid educational TV. Fund would be administered by NARDA Educational TV Foundation, which was chartered last month.

Topics & Trends of TV Trade: "Shortest line with the longest discount" among any of the majors — that was Motorola's keynote as it introduced new 20-model line at Chicago's Palmer House July 1, featuring its first 24 & 27-in. sets as well as a high-fidelity radio-phonograph. It was last of the major manufacturers to introduce its new line (for new line of other manufacturers, see Vol. 9:23-26).

Motorola made quite a point of fewer sets, exec. v.p. Robert W. Galvin observing to some 100 distributors attending that every other major company has introduced "anywhere from 40 to 55 models in their fall lines," with resulting complications in warehousing, display, finance, product identification and service. Without specifying exact percentage, Galvin said discounts to dealers will be increased on all models under \$300—"not by just a nibble, but by a good mouthful."

Engineering features of new line are "Pictron" high-voltage transformer for brighter picture; improved anti-noise protection; new all-channel "Roto-tenna" device mounted in cabinet on pivot and calibrated for easy adjustment by set owner; new all-channel "Robot 82" cascade tuner bringing in all stations with one-knob operation; new delayed gain control to prevent picture fading in changing channels. Prices range from 17-in. ebony plastic table model at \$180 to 27-in. full-door mahogany console at \$675. The full line:

Table Models: 17-in. ebony plastic \$180, mahogany \$200; 21-in. mahogany \$230, \$250, \$270, blonde \$280.

Consoles: 17-in. mahogany \$280, blonde \$290; 21-in. mahogany \$300, blonde \$320; 21-in. open-face walnut \$300, mahogany \$330, blonde \$340; 21-in. half-door mahogany \$350, blonde \$370; 21-in. full-door mahogany, walnut or birch \$400, blonde \$420; 24-in. walnut \$400, mahogany \$430; 24-in. full-door mahogany \$470 & \$550, blonde \$490 & \$575; 27-in. full-door mahogany console \$595 & \$675, blonde \$625.

Combination: 21-in. mahogany \$595, blonde \$625.

Also introduced were "Sonata" high-fidelity radio-phonograph, in walnut bakelite, with 6x9-in. inverted speaker, listing at \$100; clock radio with printed circuits, \$30; table model radio, \$25.

Trade Miscellany: An unnamed TV-radio set manufacturer, seeking a "big league sales mgr." to handle national operations, has asked *Tide Magazine* to help find the man; if you're interested, write Reginald Clough, publisher, *Tide*, 232 Madison Ave., N. Y. . . . Philadelphia area TV sales of 19 major brands totaled 6106 sets in May vs. 7000 in May, 1952; in 5 months to May 31, they were 61,475 vs. 60,639 . . . Motorola plans to spend more than \$12,000,000 on promotion this year to celebrate 25th anniversary, using all media . . . GE's ad campaign backing new TV-radio line will be concentrated on new TV markets, where heavy local promotions will be launched 2 weeks before station goes on air, according to E. F. Peterson, TV-radio marketing mgr. . . . CBS-Columbia Inc. planning big national and local campaign, including spot TV & radio, to back up bid to become major brand in TV receiver field . . . Raytheon is sponsoring entry in annual All-Woman Transcontinental Air Race July 7—a Beechcraft Bonanza, piloted by Mrs. Jane White, Glenview, Ill.

Distributor Notes: RCA Victor Distributing Corp. elects E. Earle Hart, ex-Buffalo-Rochester, as v.p. of Kansas City div. . . . RCA Victor names Ward Terry Co., Denver (Ward E. Terry, pres.), replacing Hendrie & Bolthoff Co.; appoints Dulaney's of Texas Inc., Amarillo, Tex. (Paul Davis, gen. mgr.) . . . Mascon of Rhode Island Inc., Providence (Admiral), announces resignation of Henry Grimes as gen. sales mgr. . . . Electro-Pliance Corp., Milwaukee (Motorola) announces resignation of E.P. Toal as gen. mgr.; he joins Cosne Callaghan, ex-Chicago manu-

EMERSON made trade headlines this week with introduction of 17-in. mahogany wood finish table model at \$150 and 21-in. table model at \$200, both including tax and warranty. Introduction of low-priced leaders came along with 43 other models at New York's Plaza Hotel June 29.

David J. Hopkins, adv. & sales director, emphasized low-priced sets "are not advertising leaders to be nailed down on dealers' floors for promotion or as teasers. This is in keeping with the traditional Emerson policy of delivering leader models in quantity. We are engaging, and will continue to engage, in quantity production of these and all other leader models."

Pres. Benjamin Abrams foresaw bright future for TV sales in both old and new markets in next 18 months, said Emerson's TV production next year will double 1953 output, added start of color production won't retard black-and-white sales. He said he expects first few color sets early next year.

Twenty-eight sets are vhf-only, other 16 containing all-channel tuning. Feature of line is one-knob "Simpli-matic" tuning. The full line:

Table Models: 17-in. mahogany wood finish \$150 or \$200 (uhf), blonde \$180 or \$230 (uhf); 17-in. grained mahogany or blonde finish \$200; 17-in. limed oak, mahogany or blonde veneer \$230 or \$250 (uhf); 17-in. early American maple veneer \$270; 21-in. mahogany wood finish \$200, blonde \$230; 21-in. mahogany or limed veneer \$280.

Consoles: 17-in. mahogany wood finish \$230, blonde \$240; 17-in. mahogany veneer \$250 & \$300 (uhf); 17-in. blonde veneer \$270 & \$320 (uhf); 21-in. mahogany wood finish \$250 & \$280 (uhf), blonde \$270 & \$300 (uhf); 21-in. mahogany veneer \$300 & \$350 (uhf); 21-in. blonde veneer \$320 & \$370 (uhf); 21-in. mahogany veneer with side controls \$390; 21-in. full-door mahogany veneer \$430 & \$480 (uhf); 21-in. full-door blonde veneer \$460 & \$510 (uhf); 21-in. full-door French provincial \$430 & \$480 (uhf); 27-in. full-door mahogany veneer \$750.

Combinations: 21-in. mahogany veneer \$430 & \$480 (uhf); 21-in. blonde veneer \$550 & \$630 (uhf).

factorer's rep, in new TV distributing concern, with headquarters in Schroeder Bldg., Milwaukee . . . Capehart-Farnsworth appoints newly formed Greber Distributing Co., 929 H St. NW, Washington, headed by Joseph Greber, ex-sales v.p., Greber Distributors Inc., Baltimore (Motorola), his brothers Ben & Saul continuing Baltimore firm; Capehart also names Swanson-Nunn Sales Co., Evansville, Ind. (Wm. Knopsnyder, owner) . . . CBS-Columbia Distributors Inc., New York, appoints Bert Rice, ex-Zenith New York, as sales mgr. . . . Stewart-Warner appoints Herndon Thomas Electronics, Atlanta (Herndon Thomas, owner) . . . Apex Electronic Sales Corp., New York (Philharmonic) announces resignation of Al Jacobs as pres.

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Picture tube sales for first 5 months of this year totaled 4,450,249 valued at \$105,013,272, compared to 1,940,142 worth \$43,181,847 in same 1952 period, reports RTMA—rectangular 20-in. and larger representing 70% of sales. May picture tube sales totaled 744,252 worth \$15,659,541, compared to 907,076 at \$21,657,266 in April and 305,395 at \$6,470,060 in May 1952.

Receiving tube sales in first 5 months totaled 200,654,663 valued at \$135,769,040 vs. 135,818,064 at \$97,890,279 in same 1952 period. Of sales, 142,210,500 went for new sets, 43,994,354 replacement, 8,138,606 export, 6,311,203 govt. For May, receiving tube sales totaled 37,253,308 worth \$25,093,037, compared to 41,342,599 at \$27,720,635 in April and 23,636,484 at \$17,037,274 in May 1952.

Electronics Reports: Twenty electronics manufacturers are represented on Defense Dept.'s list of 100 companies receiving biggest volume of military prime contracts from July 1950 through December 1952. Three electronics and related companies are above billion-dollar mark in post-Korea military prime contracts—GE, AT&T and Westinghouse—with GE close to \$3 billion. Prime contracts of the 20 firms totaled \$10 billion or some 12.5% of dollar value of all prime contracts let by Govt. since Korea.

Electronics and related companies in "top 100" show little change in ranking since last list, which covered July 1950-June 1952 (Vol. 9:10). None left the list, and there are no newcomers. GE continues in second place, with more than \$2.8 billion in prime contracts, or 3.6% of the dollar value of all prime contracts. General Motors is still No. 1, and it has more than \$5 billion in prime contracts. Of the remainder of top ten, 6 are aircraft firms, 2 automotive companies.

Many electronic items, of course, are made by the big "non-electronic" companies on list (i.e., aircraft companies, with their gigantic guided missile programs) and many electronic companies make non-electronic items—such as GE with its huge jet engine business. Much of the contracts have been subcontracted to smaller firms.

Here's how the electronics and related firms stacked up in the top 100. They're listed below together with their position on list in December 1952 and June 1952, dollar value of their prime contracts and their percentage of total military contracts:

Company	Position (Dec. 1952)	Amount of Contracts	Percent- age of Total	Position (June 1952)
General Electric	2	\$2,855,400,000	3.6%	2
AT&T	13	1,197,600,000	1.5	12
Westinghouse	14	1,100,000,000	1.4	14
Sperry Corp.	17	755,800,000	0.9	18
Bendix	18	746,700,000	0.9	19
Avco	23	480,800,000	0.6	28
RCA	24	480,400,000	0.6	23
Hughes Tool Co.	26	451,600,000	0.6	22
IT&T	31	354,600,000	0.4	29
Philco	40	305,200,000	0.4	44
Collins	42	278,000,000	0.4	40
Raytheon	44	262,700,000	0.3	42
American Bosch	59	174,800,000	0.2	58
Hazeltine	73	131,200,000	0.2	70
Sylvania	79	119,300,000	0.2	71
Minneapolis-Honeywell	84	114,300,000	0.1	82
Admiral	92	101,300,000	0.1	84
Stewart-Warner	94	95,400,000	0.1	90
Motorola	95	92,100,000	0.1	96
Gilfillan Bros.	96	88,700,000	0.1	94

NPA Electronics Div. will continue operations for remainder of month with staff of 4. NPA was due to be supplanted July 1 by Commerce Dept. Business Services Agency (Vol. 9:23), but reorganization of Commerce Dept. was postponed until Aug. 1, and NPA was extended for another month—but with about two-thirds of its personnel slashed off. Electronics Div. now consists of director Donald S. Parris; Joseph Bauler, in charge of equipment; Ray Knobbe, expediting & expansion; one mail-&-file clerk. Electronics was cut more than most other divisions, and will be able to work on emergency cases only, but director Parris gives assurance that "the military job will be done." Some former NPA personnel may be rehired when Commerce Dept. industry divisions are set up. June 30 was changeover day in defense controls program—Controlled Materials Plan dying and being supplanted by Defense Materials System, which rations materials to defense users only. Also on that day, Congress gave Small Defense Plants Administration one more month to live. It dies July 31 unless extended by Congressional action.

La Pointe Electronics Inc. has purchased 95% interest in Circuitron Inc., manufacturer of printed circuits, from J. H. Whitney & Co. for undisclosed amount. Whitney retains 5% interest in Circuitron, which will continue as separate corporation.

Financial & Trade Notes: Paramount's policy against release of old films to TV remains unchanged, despite advent of 3-D. President Barney Balaban gave that answer to question by stockholder at recent annual meeting. He added that current potential revenue from TV was so small that he could not recommend releasing Paramount's oldies. Total value of all films made by Paramount prior to September 1952 is carried on company's books at "no more than about \$100,000 or \$200,000," he said. In answer to another question he said Paramount's total investment in 50%-owned International Telemeter Corp. is "about \$775,000 or \$800,000 and an advance of \$50,000, plus a loan to one of Telemeter's principal officers secured by all of the latter's Telemeter stock."

Note: Big studios won't release backlogs for another 7 years—that's view of one big distributor of films to TV, as reported in July 1 *Variety*. Arche Mayers, president of Unity TV Corp., described as biggest distributor of feature films for TV, is quoted: "As long as the major studios are not in the red ink they won't sell to TV. And right now, thanks to 40% of their revenue coming from the foreign market, they're still in the black." It would be "senseless," he said, for majors to sell to TV while they have financial interest in 25% of U. S. first-run theatres.

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One movie producer showing nicely improved gross and earnings: Universal Pictures Co., for 26 weeks ended May 2, reports consolidated sales up to \$34,476,837 from \$30,377,422 same period last year; net earnings \$1,346,632 (\$1.27 a share on 961,698 shares of common) after \$2,310,000 taxes, up from \$1,220,440 (\$1.14) after \$1,550,000 taxes.

Sylvania's place in the industrial firmament, as outlined by retired chairman Max F. Balcom at recent stockholders meeting: (1) Radio receiving tubes—second largest manufacturer, "and not very far from the top, producing more than one-fifth the domestic output last year." (2) TV sets—"we believe we are among the 10 largest." (3) Picture tubes—"a very strong second position." (4) Incandescent lamps—"a much more important third than a year ago." (5) Fluorescent lamps—"we probably continue in second place." (6) Photoflash lamps—"indisputable position as the leader."

Stromberg-Carlson's upsurge again indicated by figures disclosed by pres. Robert Tait, indicating sales for 1953 will run \$60-65,000,000 vs. \$48,098,000 in 1952, \$33,632,495 in 1951, \$39,192,917 in 1950. Net earnings after taxes estimated at about \$2,500,000 are expected to equal nearly \$7 per share on present capitalization vs. \$3.28 in 1952, \$1.66 in 1951, \$2.53 in 1950.

Sentinel Radio reports net profit of \$404,246 (\$1.06 a share on 380,000 common shares outstanding) on sales of \$15,152,005 for fiscal year ended March 31, compared to \$263,691 (69¢) on \$10,150,269 preceding year. Pres. Ernest Alschuler in annual report stated company ended year with low inventories of civilian products, foresaw even greater volume and profit in current year.

Avco net sales for 6 months ended May 31 increased to record \$219,455,797 from preceding year's \$130,834,354, but consolidated net income declined to \$3,315,897 (35¢ on 8,990,648 shares) from \$3,542,928 (38¢ on 8,887,959). Pres. Victor Emanuel explained that strikes in 3 company plants seriously affected earnings.

Dividends: Emerson Radio, 10¢ regular plus 5¢ extra, payable July 15 to stockholders of record July 6; Weston Electrical Instrument, 25¢ Sept. 10 to holders Aug. 26; Collins Radio, 50¢ plus 10% stock July 31 to holders July 15; American Phenolic, 25¢ July 24 to holders July 10.

FCC POLICY on "protest" procedure, inaugurated by McFarland Act last year, has shifted like a weathercock (see p. 2). At first, Commission threw out protests willy-nilly. Then it ran up against opposition from Justice Dept., went to other extreme—granting virtually all protests, halting construction of stations against which protests were directed. This week, Commission started back towards middle course in actions on 3 protests:

(1) WTVP, Decatur, Ill. (Ch. 17) had protested modification of grant to WCIA, Champaign (Ch. 3) which permitted WCIA to move closer to Decatur and increase height. WTVP said that WCIA would put Grade A signal into Decatur; that CBS says it will drop WTVP and shift to WCIA; that WTVP has lost "confirmed orders" for sponsored network shows; that WCIA will tend to monopolize media since its stockholders own *Champaign News-Gazette*, WSOY, Decatur, and WDWS, Champaign, etc. FCC weighed protest, decided to call hearing on it July 20, hold up CP for WCIA. Case may develop into hot issue, involving vhf vs. uhf and network affiliation policies.

(2) In Salinas, Cal., uhf grantee KICU (Ch. 28) had protested share-time grant to KSBW-TV, Salinas, and KMBY-TV, Monterey (Ch. 8). KICU charged that it hadn't been given enough time to study share-time proposals before they were granted and that the shared proposal didn't comply with FCC rules. FCC said it shouldn't have granted protest in first place, because it was too vague. However, it discussed complaints anyway, concluded they had no merit.

(3) In Durham case, AM station WSSB had protested grant to WCIG-TV (Ch. 46), saying it didn't have enough time to file competing application when WCIG's opposition disappeared; it also raised overlap question. FCC said, somewhat caustically, that WSSB had the 10 months since April 14, 1952 to file if it chose. Commission also said that WSSB's protest on overlap was too vague to comply with statute.

Only 2 applications for new TV stations were filed this week. Together with dismissal of 4 applications, they bring total on file to 592. Week's applications were for Kansas City, Ch. 65, by local AM station KUDL (David Segal); San Antonio, Ch. 41, by Jacob Newborn, owner of Tyler, Tex., grantee KETX and 25% owner of Beaumont grantee KBMT. [For further details about these applications, see *TV Addenda 16-Z* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with *Addenda* to date.]

Los Angeles & St. Louis have enough channels for the present, with 10 and 7 each, respectively, said FCC this week in turning down petitions to add a uhf channel to each. Commission said smaller nearby town might need the channels and "moreover, we cannot conclude at this time that the 10 channels in Los Angeles and 7 channels in St. Louis do not constitute a fair and equitable assignment of the available TV facilities to these communities."

Power boosts: KGNC-TV, Amarillo, this week received RCA 10-kw transmitter, plans to increase power to 100 kw as soon as it's installed. WBAY-TV, Green Bay, Wis., this week got RCA 10-kw driver. On RCA schedule next week is 25-kw amplifier to KBTB, Denver.

Hearst's quest for Ch. 10 in Milwaukee, asking FCC to make it available for commercial rather than educational use, was again rebuffed this week. Commission turned down petition for reconsideration, saying that Hearst has presented no new facts not previously considered.

WFTL-TV, Fort Lauderdale, Fla. (Ch. 23), was interconnected July 1 to AT&T's networking facilities, by tapping Jacksonville-Miami cable, making total of 140 stations in 93 cities now interconnected.

NBC-TV is "breaking clean" with WTAR-TV, Norfolk (Ch. 4) as of Sept. 19 when it affiliates with uhf WVEC-TV, Hampton (Ch. 15) for coverage of big naval base area. WTAR-TV shifts to CBS-TV then (Vol. 9:25) and, said an NBC spokesman, even though second interconnection "line" may not be available until "some time in fourth quarter," the plan is to sever relations entirely with the vhf. Until second AT&T microwave link is available via Richmond, WTAR-TV & WVEC-TV will have to share the present single link on equal basis. Since WVEC-TV is first uhf in one-vhf-station Norfolk, it's being watched by everyone interested in advancement of uhf, NBC with RCA expect to make this a major uhf "proving ground," will start big promotion-publicity campaign next week designed to get 50,000-75,000 sets converted by Sept. 19. To NBC-TV sponsors who sign for WVEC-TV by Aug. 1, it's offering inducement of 8 free weeks, after which \$200 base rate will prevail.

Comr. Paul A. Walker, retiring from FCC after serving since its inception in 1934, was given big party at Commission June 30, his last day, and will again be feted by National Citizens Committee on Educational Television (Dr. Milton Eisenhower) and Joint Committee on Educational Television (Ralph Steetle) at dinner in Washington's Statler Hotel, July 7. The 72-year-old gentleman was presented scroll paying tribute to his service, plus a gold watch. Walker says his plans are indefinite, though it's predicted he'll join some educational group in consulting capacity. He'll receive modest pension from Govt. Same day, Comr. George Sterling marked completion of 30th year in Govt.

Ultimate in antipathy: A crazed unemployed shipping clerk, who told police he hated "all television," invaded CBS-TV studio 58 at 55th & 9th Ave. in New York June 30 during rehearsal of *City Hospital*, stabbed cameraman Dennis McBride in the chest with 8-in. carving knife, struck actor Eric Dressler on the head with a water pitcher and terrorized 25 others on stage before he was subdued by police. The assailant, Richard Gaughan, 29, told police: "There ought to be a law against TV. I want to kill a TV operator." He especially hated baseball and wrestling, he said. Next day he was committed to Bellevue Hospital for psychiatric examination.

Easing of minimum separation requirements by 5 miles is requested in petition to amend Sec. 3.611 of rules filed this week by WSAL, Logansport, Ind. Proposed amendment provides, however, that transmitter separations would have to meet FCC's present rules on separations. Stations says it's far more straightforward and realistic to make such amendment than to get around substandard spacings by assigning channels to Irwin, Pa. (near Pittsburgh), Old Hickory, Tenn. (Nashville) and Warner Robins, Ga. (Macon)—as FCC has done in past.

Tiny portable radio weighing less than 1 lb., measuring 6x1½-in., selling for \$40, was introduced this week by Emerson, which claims it's world's smallest portable. It has built-in antenna and full-volume speaker, is product of many years of development by Emerson's exec. v.p. and engineering veteran Dorman Israel. Emerson also introduced new 60-model radio line ranging from \$15 table model to \$100 radio-phono combination.

You'll never find it in high school Latin books, but a new word has been added by Pope Pius XII's official Latin expert to the third edition of his modern Latin dictionary: It's "televisio," genitive "televisionis," and it means you-know-what. Monsignor Antonio Bacci, the Latinist, whose job is to popularize and preserve a dead language, defines derivation of "televisio" as "sight from afar."

Add uhf DX's: George W. Dougherty, Bayside, Va., reports "perfect audio & video" from Atlantic City's WFGP-TV (Ch. 46), more than 200 air mi. distant.

Television Digest

with **ELECTRONICS REPORTS**

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PATTERN OF UHF RECEIVER CIRCULATION: Viewers will convert to uhf in a hurry wherever it will bring them good programs they can't receive on vhf.

In areas far from vhf stations -- where TV penetration is low -- uhf stations have no difficulty building up good-sized audiences quickly.

These are becoming the accepted axioms of uhf audience circulation. We've stated them before, in reporting on American Research Bureau's widely accepted first survey of cities served by both uhf and vhf stations (Vol. 9:24). And ARB's second uhf survey, completed this week and covering 32 cities, removes all traces of doubt that "in uhf as in vhf, the program's the thing."

Rapidity with which some communities are approaching "100% conversion" to uhf, gives added proof that where uhf is providing a needed service it already is every bit as much an integral part of the American TV spectrum as is vhf. And again, survey shows that uhf stations in highly saturated vhf areas are still having tough time building sizeable audience where they merely duplicate programs easily available from vhf stations in neighboring cities.

ARB's new survey includes all communities with uhf stations as of June 1. It's based on telephone samples of approximately 1000 in each community June 15-30, and gives data on TV saturation, uhf saturation, channels received and channels viewed most in each of the 32 communities. Second survey had been anxiously awaited since 11-city study made last April gained acceptance as the first definitive research on a wide scale of the uhf audience field.

In the original 11 cities, increase in uhf audience was as high as 28% in the 3 months between surveys, average being about 12%. Boost in audience in these "old" uhf cities shows growing acceptance of uhf stations in their home communities.

* * * *

Dividing cities into groups according to percentage of sets equipped for uhf shows this very marked pattern:

There are 8 communities where more than 80% of sets can pick up uhf station. Of these, 6 have no good vhf signal readily available. In the seventh community, one vhf station can be easily received in addition to the uhf. The eighth city has relatively good reception from 5 vhf stations in other cities, yet close to 90% of its sets can also receive uhf; the uhf station there is interconnected with CBS, NBC & DuMont -- indicating that good programming and aggressive promotion can overcome the obstacles of intense vhf competition.

Of these 8 communities with highest percentage of uhf-equipped sets, none has more than 41% TV saturation. In these cities, where number of uhf receivers has virtually "caught up" with total number of TV sets, conversion is no longer a problem. From here on, stations' audience should build up in normal manner, all new sets added being combination vhf-uhf sets.

In 6 other communities, 50-80% of sets are equipped for uhf. Four of these

cities have only one easily-received vhf signal available. The 2 exceptions: In one city with 57% conversion, good reception is available from 4 out-of-town vhf stations -- but the city has 2 uhf stations, providing programs from all 4 networks. In the other case, local uhf station carries major network programs, has followed strong local programming policy, including live sports coverage -- and has achieved over 75% conversion despite proximity of 4 vhf stations.

All 12 of the communities where uhf conversion ranges from 20-50% can also receive fair-to-good signals from at least one nearby vhf station. Of the remaining 6 communities, where fewer than 20% of sets are uhf-equipped, 5 have 3 or more good vhf signals available. TV saturation of these 6 communities ranges from 60-82%, highest of any group.

* * * *

Other interesting facts brought to light in survey: (1) In areas where there are 2 uhf stations, nearly all uhf viewers report they can receive both channels -- indicating very few "one-strip" conversion. (2) Percentage of sets equipped for uhf ranges from 1.6% to 99.8% in cities measured. Median percentage of uhf-equipped sets is 45%; average is a little over 50%. This includes stations on air month or less when survey was made, as well as "old timers" on air for half-year or more.

4 CPs INCLUDE MT. WASHINGTON PROJECT: Station with greatest coverage area in U.S., perhaps in world, to transmit from top of New Hampshire's 6288-ft. Mt. Washington, was authorized by FCC this week. It was one of 4 CPs, all made possible by amendments, dropouts, mergers, etc. And FCC examiners knocked off 3 more initial decisions, while even more grants became imminent as competition melted away.

This week's grants: Poland, Me. (Lewiston), Mt. Washington TV Inc., Ch. 8; Lewiston, Me., WLAM, Ch. 17; Winston-Salem, N.C., WSJS, Ch. 12; Norfolk, Va., WLOW (Portsmouth), Ch. 27.

Initial decisions favored WFMZ-FM, Allentown, Pa. (Ch. 67), where WHOL dismissed; Cal Tel Co., Sacramento, Cal. (Ch. 40), where Maria Helen Alvarez dismissed; WAPA, San Juan, Puerto Rico (Ch. 4), where WKVM dropped out.

In Harrisburg, Pa., WHGB told Commission it won't contest initial decision favoring WCMB for Ch. 22 (Vol. 9:25). And in Worcester, Mass., WTAG pulled out, leaving Ch. 20 to Wilson Enterprises. All should result in CPs shortly.

Only non-AM getting nod was Cal Tel Co., Sacramento. It's partnership of Ashley L. Robison and Frank E. Hurd. Former owns machine shop, also works with Albert Zugsmith, Hollywood producer; Hurd is a food importer-distributor. Interesting angle of Winston-Salem grant is that onetime actress Mary Pickford Rogers owns one-third, other two-thirds being controlled by veteran publisher-broadcaster Gordon Gray, former Secretary of the Army, now president of U of No. Carolina.

* * * *

Mt. Washington grant is a dilly. Company is owned by 9 AMs in area, largest stockholders being Horace Hildreth (35.2%) and owners of WPOR, Portland (35.2%). Mr. Hildreth, who owns 50% of WABI-TV, Bangor, is a former governor of Maine, ex-president of Bucknell U, now Ambassador to Pakistan. He was president of company until appointed ambassador; office then went to John W. (Duke) Guider, 11.8% stockholder, owner of WMOU, Littleton, N.H., onetime Washington radio attorney.

Grant came after WLAM amended to Ch. 17 and WCOU dropped application to become minor stockholder. CP is conditioned on removal of interlocking ownership with applications in Portland, because of total Grade A overlap.

Calculated Grade A radius is 70-80 mi., Grade B 90-100 mi., with 3840-ft. above average terrain, 105-kw ERP. Area-wise, coverage will be greater than that of Los Angeles stations on Mt. Wilson. Mt. Washington station will be higher, will put most of its signal over land, won't be blocked by mountains on any side.

It's also most rugged site extant, since winds have been clocked at U.S. record of 188 mph, and icing is so bad that antenna will be encased in fiberglass or plexiglas. Yankee Network once had FM station there; Army and other govt. agencies have facilities there now. Site is inaccessible several months at a time. Principals say they expect station on air by Aug.-Sept. 1954.

Though Mt. Washington is high, location of Emilio Azcarraga's XEQ-TV, at 13,000-ft. Cortez Pass near Mexico City, makes it look like a pimple. But 17,000-ft peaks beside it limit coverage somewhat in some directions, make comparisons difficult. Reliable XEQ-TV signal, with 30-kw ERP, is received at 150 mi. or more.

WEEK'S 5 STARTERS OPEN NEW MARKETS: Five new stations took to the air this week, bringing to 203 the total now operating in this country -- 48 of them uhf. Three which turned on the juice were uhf, going into new TV cities. Week's new starters:

WISE-TV, Asheville, N.C. (Ch. 62) became first post-freeze station in state by putting on first test patterns July 5, one day ahead of WNAO-TV, Raleigh. WISE-TV opens virgin TV territory, reports 40-mi. range with its RCA transmitter despite the mountainous terrain. It goes commercial July 20 with \$150 base rate. Harold Thoms is president. Bolling is national rep.

WNAO-TV, Raleigh, N.C. (Ch. 28) began equipment tests July 6, test patterns July 8, plans to go commercial July 12-15 with what mgr. Charles Stone calls "probably the fattest initial commercial lineup of any post-freeze station." He reports one weekly hour, 5 half-hour shows sold locally, plus 31 national and 12 local Class A announcements. Starting schedule is 5-12 p.m. daily. Base rate is \$200. Primary affiliation is CBS-TV, which is expected to supply 15 hours a week, rest of schedule coming from other 3 networks, interconnecting Oct. 1. It has Federal's second 1-kw uhf transmitter, reports reception excellent in all directions. Avery-Knodel is rep.

WMTV, Madison, Wis. (Ch. 33), city's second uhf to start within 2 weeks (Vol. 9:27), turned on its RCA transmitter July 8, tentatively plans commercial service with ABC, DuMont, NBC from July 20. Like local rival WKOW-TV, its base rate is \$200. It's owned by group of Wisconsin broadcasters, headed by Gerald A. Bartell, WOKY, Milwaukee. Manager is Alan Beaumont. Rep is Bolling.

KLAS-TV, Las Vegas, Nev. (Ch. 8) started test patterns night of July 6, will begin programs July 20 with service from ABC, CBS, DuMont. It's controlled by local KLAS interests headed by R. G. Jolley. First station in state, its GE transmitter is at Wilbur Clark's famed Desert Inn. Manager is Alex Struthers. Rep. is Weed.

KIDO-TV, Boise, Ida. (Ch. 7) reported first test patterns as of July 9, is second vhf outlet in area within few weeks -- KFXD-TV, Nampa (Ch. 6), located only 8 mi. to north, having started June 18 (Vol. 9:26). It has RCA equipment. Base rate is \$150, networks CBS, DuMont, NBC. Manager is Walter Wagstaff. Rep. is Blair.

VITAL STATISTICS OF COMMUNITY ANTENNAS: Statistics on community antenna operations are mighty elusive things to track down, since operators are not required by law to report to any govt. agency. However, thanks to the cooperation of many operators, equipment manufacturers, etc., we've been able to keep fairly close tabs on them and will include an up-to-date directory on systems in our July 15 TV Factbook No. 17.

We've studied new directory rather carefully, extracted some interesting figures. Here's nub of our findings:

(1) 240 systems are in operation, versus 94 year ago (Vol. 8:27), and about 30 are reported under construction or definitely planned.

(2) 92 operators reported number of subscribers each has -- for total of 39,796, versus total of 13,750 for the 69 reporting a year ago.

(3) Average number of subscribers is 432 for the 92 reporting, versus 199 for the 69 reporting last year.

(4) For 61 systems more than a year old, average is 528 subscribers. The 31 less than year old average 245.

(5) 96 operators estimated potential number of subscribers they can serve -- for total of 167,150, and average of 1741. Year ago, 74 estimated they could ultimately reach 144,356, averaging 1950 each -- somewhat higher than current estimates.

(6) Largest system serves 2500. Next are: 2250, 1781, 1600, 1400, 1390, 1340, 1250, 1227, 1110, 1090, 1025, 1004, 1000. Rest are under 1000.

* * * *

Since more than half the operators didn't supply figures, it's impossible to tell whether those who did report are typical. We're inclined to believe that

those who reported are generally more alert and successful, so that the average number of subscribers of the non-reporters is probably less.

Taking an "average" operation, here's the income setup: 528 subscribers, at \$125 for initial connection fee -- \$65,000. At \$3.50 per month for service, yearly income is \$22,176. Big question, of course, is expenses -- which vary all over the lot, depending on amount of cable needed, layout of city, kind of equipment, etc. Generally, however, system with 528 subscribers or more should be comfortably in operating black -- with capital costs frequently already recovered.

Personal Notes: William S. Paley, CBS board chairman, among guests at White House dinner July 6; he and Mrs. Paley sailed July 8 for south of France . . . Jack Van Volkenburg, CBS-TV pres., elected to board of Advertising Federation of America, first TV man to be chosen . . . J. Robert Kerns, mgr. of WSAI, Cincinnati, sold by Storer interests, slated to become gen. mgr. of WBRC-TV and WBRC, Birmingham, Ala., recently purchased by Storer . . . Frank G. King promoted to gen. mgr., KECA-TV, Los Angeles, succeeding Phil Hoffman, resigned; Elton H. Rule takes over as gen. sales mgr. . . . Sylvia D. Kessler, chief of FCC office of opinions & review, decision-writing arm of commissioners, resigned July 3, hasn't indicated plans; successor hasn't been named . . . Miss Alice E. Cook, ex-traffic mgr., named asst. operations mgr. in charge of planning, WPIX, New York; Jack F. A. Flynn, ex-weekend mgr., and John Tillman, ex-night mgr., both named asst. mgrs. for control operations . . . Richard W. Hubbell, ex-Voice of America, has joined new WGLV, Easton, Pa., as asst. to pres. J. L. Stackhouse, who also is publisher of *Easton Express* . . . Joseph A. Jenkins, ex-NBC, named commercial mgr. of new WKJF-TV, Pittsburgh (Ch. 53), due on air this month . . . M. Clay Adams, who directed NBC-TV's *Victory at Sea* series, named CBS-TV mgr. of film production . . . Thomas L. Milana has sold his TV film program directory service to Broadcast Information Bureau, is retiring from field July 16 to join film distributing firm . . . Joe Dwyer, ex-WLWT, Cincinnati, transferred to WLWA, Atlanta, as office mgr. . . . Jerry Keefe promoted to asst. chief engineer, WHBF-TV & WHBF, Rock Island, Ill. . . . Alan Beaumont, from WMTV, Madison, Wis., joins NBC-Chicago as production mgr. of WNBQ & WMAQ . . . Bob Blake resigns as publicity director, WCBS, to become publicity director for all NBC o-&o stations . . . Gregory Reeser, ex-RCA Thesaurus sales & ASCAP, Aug. 1 becomes NARTB station relations representative covering midwest . . . Nat C. Wildman, ex-Joseph Katz Co., now v.p. & gen. mgr., Emil Mogul Co., N. Y. . . . Frank Samuels resigns as director of west coast TV-radio, William Morris Agency . . . Howard Flynn now TV-radio director, Walter McCreery Inc., Beverly Hills, Cal. . . . Gene Walz, ex-WLW, appointed creative program mgr., WNBK & WTAM, Cleveland, succeeding Brooke Taylor, recently promoted to program director . . . James E. Swift, ex-American Tobacco Co., joins NBC-TV film div. as asst. supervisor of adv. dept.; Jason Lane, ex-Schwerin, joins research staff . . . Raymond F. Guy, NBC, named chairman of NARTB's new TV engineering advisory committee . . . Harry E. Travis has resigned as gen. mgr. of new WBKZ-TV, Battle Creek, Mich. (Ch. 64).

Attempted "shakedown" of WBAL-TV, Baltimore, for \$15,000 for proposed rezoning ordinance to let station erect 750-ft. tower on adjacent tract (Vol. 9:27), resulted in indictment this week of Maurice J. Soypher, Baltimore lawyer and Democratic delegate to Md. General Assembly, who represented 300 residents protesting ordinance. Grand jury said Soypher conspired "to corruptly extort, procure and obtain the sum of \$15,000" on promise that if the money was paid opposition to rezoning would disappear.

Ambitious theatre-TV plans were announced this week by newly formed Box Office Television Inc., 655 Madison Ave., New York, which has signed 5-year contract with U of Notre Dame and 7-year pact with Harlem Globetrotters basketball team for closed-circuit theatre telecasts of sporting events. New theatre-TV firm is headed by Milton N. Mound, of Lewis & Mound law firm which represents NBC-TV comedian Sid Caesar and producer Max Liebman. Caesar himself is a v.p. of Box Office TV. Other officers are Abram Chasins, music dir. of *New York Times'* WQXR, v.p.; Wm. B. Rosensohn, secy.; *New York Times* promotion mgr. Ivan Veit, treas. Board members include pres. Walter J. Bergman of Lily-Tulip Cup Co.; Bill Hobin, TV dir. of *Your Show of Shows*; Bernie Green, conductor & composer; Dr. Irving Somach. On this year's theatre-TV schedule, Mound announced, are 7 Notre Dame football games—including Dec. 5 Southern Methodist game which will also be seen on home screens—and 4 Globetrotters basketball games. Also under way, said Mound, are negotiations to present U of Kentucky basketball games and at least 2 championship fights, as well as "Broadway shows, concerts and operas." Box Office TV plans to use own camera and production crews.

Norfolk area's new WVEC-TV (Ch. 15), due to become basic NBC outlet Sept. 19 (Vol. 9:25, 27), ran into bad break afternoon of July 9 when first 180-ft. of 447-ft. Stainless tower slid off base as a guy hook opened up. The girders rotated on supporting crane, then toppled over and sliced into 250-watt WVEC-AM tower 100 ft. away. The TV tower bounced once, then ended upside down, still hooked to crane, with 3 sections damaged. Small boy on top of 100-ft. boom narrowly escaped death by clinging to it. Insurance covered damage estimated at about \$7-8000 for both, the AM getting back on air next morning with temporary horizontal antenna. Tom Chisman, WVEC-TV pres., who has launched July promotions totaling more than \$50,000, backed by NBC and looking to uhf conversions, says new tower sections were shipped immediately and promises no delay in Aug. 1 target for first test patterns.

Another "strike" application, related to one thrown out by FCC several weeks ago (Vol. 9:25), was summarily dismissed this week. Burnett Estes, Dallas businessman who had filed for Ch. 5 in Fort Smith, Ark., was asked to justify his application, failed to do so. Estes had been involved with his partner Gaylord Shaw in Ch. 7 application for Pine Bluff, Ark., which Commission dismissed when Shaw failed to justify application.

CBS sold its Vine St. Theatre in Hollywood this week to Huntington Hartford III, A&P food heir, who will operate it as legitimate theatre.

Harry L. Nace Sr., 67, controlling stockholder of KTYL-TV & KTYL, Mesa-Phoenix, whose son is pres. of radio firm, shot and killed himself in Phoenix June 30. He had been an Arizona theatreman for 36 years, was suffering from ill health. With him in new TV enterprise were Dwight Harkins, 36% stockholder, and Lorenzo Lis- onbee, 10%.

SHIPMENTS of new transmitters reported by RCA this week included 10-kw, destined next week for share-time WTCN-TV & WMIN-TV, Minneapolis-St. Paul (Ch. 11) which are aiming for late Aug. debut. Along with unit goes RCA's first 50-kw power supply for high-band vhf—though 50-kw amplifier, permitting full 316-kw ERP, won't be delivered until Dec. Shipped to station's Minneapolis Foshay Tower site this week was 9-bay supergain antenna, capable of 7.3 gain.

Only company reporting any shipments this week, RCA sent out uhf transmitters to WEHT, Henderson, Ky. (Ch. 56) and WIRK-TV, West Palm Beach, Fla. (Ch. 21) in addition to those previously reported (Vol. 9:27). Next week, the 2-kw transmitter of KHSL-TV, Chico, Cal. (Ch. 12) is due to go out, as well as new 10-kw to WNCT, Greenville, N.C. (Ch. 9). Rescheduled for shipment week of July 13 was uhf to WICS, Springfield, Ill. (Ch. 20), and held up at customer's request was Ch. 23 job prepared for KIT-TV, Yakima, Wash.

* * * *

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

New Ch. 2 grantee for Fairbanks, Alaska, has "tentative" Dec. 1 target, reports 50% owner Keith Kiggins, ex-ABC v.p. & ex-pres. of WIKK, Erie, Pa. Construction at Fairbanks is to be "synchronized" with proposed Anchorage Ch. 2 outlet, which still awaits FCC action. San Diego lab of grantee firm is building composite transmitters for both. Reps not yet chosen.

WSVA-TV, Harrisonburg, Va. (Ch. 3), with GE equipment due by July 31, plans Aug. 15 tests, goes commercial Sept. 1. "The same mountains that have always been so good to us on AM now really give us an exclusive on our TV [for] the Shenandoah Valley," writes pres. Frederick L. Allman. Hour rate will be \$200. Devney & Co. will be rep, this being first TV grantee to designate that firm.

KFBC-TV, Cheyenne, Wyo. (Ch. 5) hopes to begin testing about Dec. 1, starts programming Dec. 25, according to mgr. Wm. C. Grove. Rep not yet chosen.

KLZ-TV, Denver (Ch. 7), reported last week for Oct. 1 start, is "shooting for Nov. 1 instead," will use RCA equipment, reports pres. & mgr. Hugh B. Terry. Rep will be Katz.

KMBY-TV, Monterey, Cal. (Ch. 8), share-time grantee with KSBW-TV, Salinas, which got green light when FCC overruled protest (Vol. 9:27), now plans Aug. tests, Sept. 1 commercial. Hour rate will be \$200. Rep not yet chosen.

WJHL-TV, Johnson City, Tenn. (Ch. 11), last reported for July 20 start with GE equipment (Vol. 9:26), is making tower adjustments and now plans test patterns "by the end of second week in Aug.," reports mgr. W. H. Lancaster Jr. Pearson will be rep.

WTOK-TV, Meridian, Miss. (Ch. 11) has ordered DuMont equipment for Aug. delivery, still plans Sept. 27 commercial debut (Vol. 9:24). Headley-Reed will be rep.

General Precision Laboratory, Pleasantville, N. Y., this week signed sales tieup with Continental Electronics Mfg. Co., Dallas, to become exclusive sales agent for latter's new uhf line of transmitters—first of which is being delivered to upcoming Ch. 34 KANG-TV, Waco, Tex. (Vol. 9:24). James Weldon, Continental pres., and Blair Fouldes, GPL v.p., signed deal whereby marketing will be done under GPL-Continental trade name, latter stating that this rounds out complete station "package" comprising camera chains, projectors, video recorders, rapid film processors, etc.

WTVP, Decatur, Ill. (Ch. 17), with RCA equipment to be shipped July 14, has rescheduled target to July 22, according to pres. W. L. Shellabarger. Geo. W. Clark will be rep.

New Channel 19 grantee for Utica, N.Y., Richard H. Balch, writes "no plans yet for construction—we had expected there would be a long-drawn-out hearing [and] I am very sure it will be another year anyway before we can get this station on the air."

KBAY-TV, San Francisco (Ch. 20) has RCA equipment due in Oct. and plans Nov. debut, according to grantee's attorney Joseph Brenner. Mt. Sutro (also site of KGO-TV & KPIX) will be transmitter site, he reports. Rep not yet chosen.

WICS, Springfield, Ill. (Ch. 20) now plans Sept. 15 start with RCA equipment in lieu of last reported Aug. 1 date (Vol. 9:23), according to newly-appointed mgr. Milton D. Friedland, ex-WBBM-TV and WBKB, Chicago. Adam Young will be rep.

KCEB, Tulsa (Ch. 23) reports RCA equipment due in July, expects to begin tests in Sept. or Oct., reports owner Elfred Beck. Bolling will be rep.

KPIC, Salem, Ore. (Ch. 24), last reported for mid-summer (Vol. 9:6), has ordered RCA equipment, plans to begin 1-kw interim operation in Oct., go to 10-kw in Feb., 1954. An auxiliary studio may be established in Portland, reports v.p. Joseph Brenner, ex-FCC attorney now practicing in Los Angeles. Harold W. Jury named director of TV operations. Rep not yet chosen.

KCOK-TV, Tulare, Cal. (Ch. 27), earlier reported for Aug. start (Vol. 9:16, 20), begins construction this month and now plans Sept. debut with GE equipment, according to owner Sheldon Anderson. Forjoe will be rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29), last reporting early July debut (Vol. 9:25), received RCA equipment last week, now plans July 21 test patterns, special inaugural program July 28, according to mgr. Naum Healy. Forjoe will be rep.

KTVU, Stockton, Cal. (Ch. 36), ordering GE equipment for Sept. delivery, now plans Oct. 15 test patterns and Oct. 30 commercial debut in lieu of previously reported Aug. 15-Sept. 1 date (Vol. 9:3), according to v.p. & gen. mgr. Knox LaRue, ex-Hollingbery. Rep not chosen.

New Channel 46 grantee for Sacramento, Cal., John H. Poole, has GE equipment on order for September delivery and hopes to begin "before Christmas." Rep not yet chosen. His other station, KPIK (Ch. 22), Los Angeles, is getting ready for September debut.

WKAR-TV, East Lansing, Mich. (Ch. 60), Michigan State College grantee, gets transmitter in Oct. (make unspecified), has rescheduled debut to next Dec. or Jan. from original July-Sept. target (Vol. 8:43), according to promotion mgr. Wm. H. Tomlinson. Ch. 60 in East Lansing is unrestricted, but only educational non-commercial programs will be carried. Dr. Armand L. Hunter, director of TV Development at Michigan State, will be station mgr.; J. D. Davis is operations mgr.; James B. Tintera, production mgr.; J. Kenneth Richards, program mgr.; Linn P. Towsley, chief engineer.

Power increases: WAVE-TV, Louisville, July 6 boosted power to full 100 kw. It previously had switched from Ch. #5 to 3. RCA last week shipped 25-kw amplifier to WFIL-TV, Philadelphia. Philadelphia's WPTZ, Green Bay's WBAY-TV and Denver's KBTV are slated to get RCA 25-kw units next week.

"Marker beacon signal", sending out low power audio note to help servicemen pre-align uhf sets and orient antennas (Vol. 9:8, 23) went on air July 6 on Ch. 33 from antenna of upcoming WACH-TV, Newport News, Va. Station itself is slated to go on air in fall.

Telecasting Notes: ABC billings, both TV & radio, have slipped somewhat during first 5 months of this year as against same 1952 period—but new United Paramount money, new programs planned for fall, new business signed with major sponsors (American Tobacco, DuPont, Armour, Pepsi-Cola, Bristol-Myers) leads *Tide Magazine* to observe: "After 6 months of enjoying UPT backing, the ABC is beginning to make the first tentative moves toward challenging the leadership of NBC and CBS [and] its plans for the fall may well mark the beginning of its long climb back" . . . While ABC has signed such talent as Danny Thomas, George Jessel, Ray Bolger, Paul Hartman, Barry Sullivan, Martin Block—most of them to be featured in special packages, filmed for syndication, with Danny Thomas already sold to American Tobacco—fact is the ABC sales balance sheet still has to show better results. Last PIB report (Vol. 9:26) shows ABC-TV Jan.-thru-May billings down to \$8,268,952 from \$9,437,783 for same 1952 months; ABC-Radio billings for Jan.-May down to \$13,242,116 from \$16,402,402 . . . That's long way from challenging NBC TV's \$37,871,123 (for first 5 months this year), CBS's \$36,806,449; and from CBS-Radio's \$26,009,035, NBC-Radio's \$20,753,318 . . . Tremendous growth of film in the TV picture is delineated by survey in July 8 *Variety*, which reports film for TV in all forms, "from commercials to newsreels to feature pictures," has become \$100,000,000-a-year business. Some 22% of network programming — more than 34 hours weekly — is now on film, says *Variety*, a 200% increase in past 12 months . . . TV films placed as national spot now account for 40 hours a week of all station time, or increase of nearly 600% in year, article adds. In addition, it's estimated some \$20,000,000 a year is invested in filmed commercials, \$10,000,000 in news & sports reels, \$40,000,000 in shorts, serials and features, plus live shows which are partially filmed . . . Breakdown of weekly film use by networks: ABC, 15 hours live, 13¾ hours film; NBC, 55¾ hours live, 12¼ hours film; CBS, 52 hours live, 8 hours film; DuMont, 27½ hours, all live . . . New pay rates for actors in filmed TV commercials are presented in handy form in pamphlet just published by Screen Actors Guild and available from all Guild offices . . . Victor McLaglen signed by Arthur Kurian Productions for half-hour film series based on *Mickey Finn* cartoon strip . . . "Operation Doorstep," 10-min. 16mm film produced for Civil Defense Administration, showing effects of atomic blasts, being sent to all TV stations . . . NBC and KFI concluded new 2-year Los Angeles AM affiliation this week, setting at rest repeated rumors network is dickering to buy 50-kw KMPC, now reported being considered by ABC in lieu of its own 5-kw KECA . . . Akron's new WAKR-TV (Ch. 49), which began testing June 7, starts programming July 9, affiliates with ABC-TV.

Ronald Reagan, pres. of Screen Actors Guild, has issued warning to film industry that it's making mistake in permitting its creative talent and technicians to quit studios to go into TV; comment was occasioned by apparent abandonment of contract system (even Betty Grable was let off) which he said is "what built movie industry."

IT&T stockholders this week approved merger of its U. S. manufacturing and research subsidiaries with parent company. To become IT&T divisions are Capehart-Farnsworth, Coolerator Co., Federal Telecommunications Labs, Federal Telephone & Radio, Kellogg Switchboard & Supply.

Blaw-Knox, which has built more than 13,000 towers, has issued 20-p. bulletin titled *Blaw-Knox Towers*, describing its TV, AM, FM, microwave, radar units; it's available free from Blaw-Knox Co., Farmers Bank Bldg., Pittsburgh.

Big Meredith Publishing Co., Des Moines, which owns 3 TV and 2 AM stations, is subject of half-page article in July 10 *Wall Street Journal* which discloses that, out of fiscal 1952 earnings of \$2,937,776, TV-radio earnings came to 6.1% and more than absorbed an 8% decline in publishing earnings after taxes. Publisher of *Better Homes & Gardens* (circ. 3,700,000 copies monthly) and *Successful Farming* (1,200,000) went into TV-radio—founding Syracuse's WHEN, buying Omaha's WOW-TV & WOW and Phoenix's KPHO-TV & KPHO—to "stabilize position," says article. Each station functions independently, all reporting to 38-year-old controller Payson Hall, who keeps tight rein on purse strings while Meredith family "lovingly nurtures" their new TV "baby." As for future broadcasting, Hall is quoted as saying: "As opportunities present themselves, we'll buy. We had applications for channels in Minneapolis, St. Louis and Rochester. But we withdrew them because the expense of preparing for the FCC hearings wasn't worth the chance of getting the channels."

FCC is paving way for "a public disaster" by permitting AM operators to get into TV. That's conclusion of Washington attorneys Henry B. Weaver Jr. & Tom Cooley in article in *University of Pennsylvania Law Review*. Article assails Commission's attitude toward AM broadcasters in FM & TV as inconsistent with its policy against overlapping AM or TV stations owned by same interests. "If radio interests are allowed to own TV, they can be expected to subordinate the weaker service [AM] to the stronger, as they did with FM," the authors argue. "TV being the more costly, but also the more popular, owners of both will undoubtedly build up their TV service and economize on the other—in all probability by duplicating service where possible. The public will ultimately receive a single service in 3 forms, although 3 services capable of competing [are] actually in existence."

Analysis of AM-FM ownership by TV grantees and pre-freeze stations was released by FCC this week, showing: (a) Total of 90, or 83.3% of the 108 pre-freeze stations with AM or FM in same city; 10 (9.3%) with AM-FM in other cities; 8 (7.4%) with no AM or FM. (b) 251 (67.1%) of the 374 post-freeze CPs granted up to June 27 with identical AM or FM ownership in same city; 13 (3.5%) with AM-FM in other cities; 37 (9.9%) with majority or minority interlocking ownership in AM-FM in same or different city, 73 (19.5%) with no AM-FM. (For our analysis of all TV stations on air, by AM, newspaper, TV-radio manufacturing, theatre and multiple ownership, see Vol. 9:27).

Struggle to get Ch. 6 assigned to Bluefield, W. Va. or High Point, N. C.—between WHIS, Bluefield, and WHPE, High Point—was set down for rule-making by FCC because requests are mutually exclusive. Comments may be filed until Aug. 17. Lawrence A. Harvey, Los Angeles, who lost out in effort to get Ch. 58 added to Los Angeles, now asks Commission to put it in Beverly Hills. He also withdrew request that Ch. 30 be added to Washington, D. C., asked for Ch. 50 instead.

Hassle over Ch. 7 between KWWL & KXEL, both Waterloo, Ia., is now in courts, former charging latter with violating Sherman Antitrust Act. Filing in U. S. District Court for Northern District of Iowa, KWWL says KXEL has been persuading advertisers to boycott KWWL by claiming KWWL's TV application is deliberately blocking grant to KXEL. Station asks \$500,000 triple damages.

American Medical Assn., through its *Journal*, last week assailed TV-radio advertising that feature stethoscopes, white coats and medical claims as "a cheap attempt to mislead the audiences into believing that the claims have been proven medically."

Network Accounts: Value of TV advertising is clearly shown in NBC research study, *Why Sales Come in Curves*, based on 10,000 interviews in Quad City TV market (Davenport, Ia.-Moline-Rock Island-East Moline, Ill.), released this week and available from NBC. It showed these results: (1) When customers begin viewing TV, they also start buying products advertised on TV. (2) When customers switch brands, they switch to those they've seen on TV. (3) When an advertiser goes off TV, buying of his product drops appreciably. Total of 42 TV-advertised and 44 non-TV-advertised brands was studied. Interviews in market with 2 stations receiving all networks (WOC-TV, Davenport & WHBF-TV, Rock Island) were conducted in 2 waves—in Feb. 1952 and 13 weeks later in May. Those interviewed were asked the same questions on buying and TV program viewing, and results were correlated to determine any changes in buying and viewing habits and relation between the changes. Actual sampling and field work were done for NBC by W. R. Simmons Research Inc., New York . . . Pepsi Cola to sponsor *Pepsi Cola Playhouse*, starring Arlene Dahl as hostess, beginning Oct. 2, on ABC-TV, Fri. 8:30-9 p.m., thru Biow . . . Lady Esther Co. (cosmetics) to sponsor Ezio Pinza comedy, *I Bonino*, alt. weeks with Dunhill Cigarettes, beginning Sept. 12, on NBC-TV, Sat. 8-8:30 p.m., thru Biow . . . American Tobacco Co. (Lucky Strike) to sponsor *Danny Thomas Show* every week, rather than alt. weeks as originally anticipated, beginning in fall, on ABC-TV, Tues. 9-9:30 p.m., thru BBDO . . . Old Gold to sponsor new Fred Allen quiz, *Judge for Yourself*, which replaces Herb Shriner's *Two for the Money*, beginning Aug. 18, on NBC-TV, Tues. 10-10:30 p.m., thru Lennen & Newell; Old Gold moves *Two for the Money*, beginning Aug. 15, to CBS-TV, Sat. 9-9:30 p.m. . . . Duffy-Mott Co. (fruit juices) to sponsor dramatic series *Jamie*, alt. weeks, beginning Sept. 28, on ABC-TV, Mon. 7:30-8 p.m. thru Young & Rubicam.

National advertising on TV increased 6% from April to May, and 25% from May 1952 to May 1953, reports *Printers Ink* in its general index of national advertising. At same time, radio advertising dropped 3% from April to May, but was 2% higher in May 1953 than May 1952. Although TV showed highest increase over last year, all other media were on the rise too, with advertising expenditures in May 1953 some 17% above May 1952. National advertising, says magazine, is running 8% ahead of record 1952, promises to reach close to \$8 billion for 1953.

Useful reference work for just about everybody connected with advertising and TV station operation is *Television Advertising & Production Handbook* (Crowell, 480 pp., \$6), edited by Irving Settel, merchandising & promotion consultant to DuMont, and Norman Glenn, publisher of *Sponsor Magazine*, containing sections by 17 leaders in TV, advertising and merchandising.

Test of closed-circuit local origination with community antenna system employing borrowed camera chain, was conducted June 27 by Trans-Video Corp., Pottsville, Pa. Half-hour show included talks by mayor, city council members, chamber of commerce officials, officers of National Community TV Assn., interview with soapbox derby winner, 4-piece orchestra, etc. System manager Frank Waters reports excellent results technically, enthusiastic reaction from subscribers.

New community antenna system in Clarksburg, W.Va., to be operated by Whitney Jerrold group (Vol. 9:4-5), will get underway shortly. Operators have succeeded in formidable job of pacifying aged Cecil B. Highland, publisher of local *Exponent* and *Telegram*, bitter TV-radio opponent; fight was reported in Feb. 2 *Time Magazine*.

Station Accounts: General Teleradio v.p. James Gaines is going ahead with his long-planned "Double Exposure" sponsorship plan (Vol. 9:20), whereby network sponsors can place their half-hour films on WOR-TV for free repeats same week, thereby giving that independent station chance to sell adjacencies to same or other sponsors as well as balance its program fare. Starting Sat., July 18, WOR-TV will repeat *Man Against Crime* (Camel) at 9:30 p.m., *Inspector Mark Sabre* (Bayer Aspirin) at 10; and it's planned to carry *Sky King* (Peter Pan Products) and 3 other children's shows on same basis Sat., 5-7 p.m. Says ex-NBC v.p. Gaines: "By trading top-caliber programming for time, we will enable WOR-TV to present better programming, in addition to solving the here-today-gone-tomorrow dilemma facing many sponsors who get but one crack at an audience with their high-cost shows . . . Sherwood Brothers (paints) and Betholine-Sinclair dealers (gas & oil) assume sponsorship of *This Is Your Zoo*, locally produced on WAAM, Baltimore, Thu. 7-7:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Hosid Products Inc. (Glamur rug & upholstery cleaner), thru Barlow Adv. Agency, Syracuse; Allen Products Co., (Alpo dog food), thru Weightman Inc., Philadelphia; Arthur Guinness & Sons Co. (ale), thru Hewitt, Ogilvy, Benson & Mather, N. Y.; Country Home Bread, thru Edward Graceman & Assoc., Hartford, Conn.; International Milk Processors Inc. (Med-O-Milk canned milk), thru John W. Shaw Agency, Chicago; Martnat Packing Co. (Big Time dog food), thru Cox Agency, Columbia, S. C.

Commenting on Skiatron's fee-TV demonstrations (Vol. 9:24) and subscription TV in general, June 20 *Motion Picture Herald* editorializes: "The interests of fee TV and theatres, by nature, are diametrically opposed. Exhibitors should and must fight it like the plague . . . That fee TV adherents will fight theatres for product with all their resources is indicated by the nature of Skiatron's test film program. In what is supposed to be a typical American home scene, the program asserts that going to the movies is too expensive, that it is too hard to park, that baby sitters are hard to find, that youngsters in the family want to tag along and—as a last straw, want to eat too much expensive popcorn!" Note: NARTB recently announced new membership of its Subscription TV Study Committee: Paul Raibourn, KTLA, Los Angeles, chairman; Clair McCollough, WGAL-TV, Lancaster, and Ward L. Quaal, WLWT, Cincinnati. Quaal replaces Henry W. Slavick, WMCT, Memphis. Several weeks ago Zenith refused to cooperate with committee, assailing Slavick's "openly expressed opposition to subscription TV."

Public reaction to fee-TV tests conducted recently in New York by Skiatron (Vol. 9:24) shows 93.6% of observers willing to pay for "outstanding programs of types not otherwise available," according to Skiatron president Arthur Levey. He reported that analysis of 1000 questionnaires showed 83.1% willing to pay for hit Broadway shows, 78.9% for new feature movies, 58.7% for educational courses, 56.4% for top sports, 53.7% for opera, 29.6% for children's programs. Clarifying Skiatron's estimate of cost of boxoffice TV service, if approved by FCC, company official T. J. O'Brien says it would cost \$5-\$10 to put decoder in subscriber's home, but it hasn't been decided whether subscriber or company would bear cost. Then, customer would make advance deposit of \$10 for month's programs, pay only for programs thereafter.

Another community antenna system proposing to originate own programs in addition to pickups of WRGB, Schenectady, is Green Mountain TV Corp., Burlington, Vt., which has purchased 2 DuMont chains with vidicon cameras. Others experimenting with local originations are in Florence, S. C. and Oil City, Pa. (Vol. 9:23).

LISTS OF SET, TUBE, TUNER, ANTENNA MAKERS: There are fewer manufacturers of TVs now than there were last Jan. 1, fewer than year ago this month--but not many less. We detail 82 companies reporting themselves as producers of TV receivers in a Directory of Manufacturers of Television Receiving Sets compiled for the July edition of our semi-annual TV Factbook (No. 17). Of the 82, ten are merely assemblers of sets; and there's good reason to believe that several more aren't currently in TV production.

Gone from previous listings are such names as American, Crestwood, Keeney (jukebox TVs), MP Television, Pathe, Peerless, Starrett, Tele-tone, Vidair. New in latest list are Guild, Mars, Pacific Vogue, Snaider -- none a major industry factor.

Last January, our directory listed 87 firms reporting they made TVs, 12 of them assemblers; in July, 1952 the total was 86, of which 7 were assemblers. There have been a few bankruptcies, but except for Tele-tone, the brand names involved cut very little ice; several have been revived -- notably Sonora, Jackson, Freed.

Shrinkage of TV manufacturers to a few big-name producers hasn't occurred to any marked degree as yet, though often predicted -- this despite fact that by far bulk of U.S. production is in hands of a dozen or so top firms -- nearly half total output attributable to Big 4 (Admiral, Philco, RCA, Motorola) plus perhaps Zenith.

And in Canada, whose TV-radio manufacturers are also listed in the directory, the number is actually on the rise -- 21, to be exact.

TV Factbook (No. 17) also provides a directory of 50 tubemakers, mostly manufacturers of cathode ray picture tubes and of power tubes of various types -- 14 of them also making receiving tubes. Listed too are 4 metal cone spinners, 3 glass blank makers, 2 faceplate makers.

There are 22 Manufacturers of TV Tuners and UHF Converters, other than set makers who make their own, according to the directory. And there's a surprising total of 72 Manufacturers of TV Receiving Antennas. Directories under those titles are included in the July Factbook, which goes to all of Television Digest's full-service subscribers in about a week; extra copies, \$3.

FIGURES, SURVEYS SPUR TRADE AT MIDYEAR: Top TV production for any first-half year--combined with some highly authoritative economic surveys and continued forecasts of good business conditions -- give TV-radio trade vigorous, healthy outlook at midyear.

TV production for 6-month period totaled about 3,820,000, subject to final adjustment by RTMA. This is a new record for any first half-year, second only to the 4,327,500 TVs produced in second half of 1950 as all-time 6-month record. This year's first half also stacks up far ahead of the 2,318,236 in first half of 1952 and well ahead of the 3,334,505 in first half of 1951.

Present pace of output, in fact, is running far ahead of 1950 when, at mid-year, the figure was 3,036,300; last half spurt zoomed it to record 7,463,800.

With some factories already shut down for vacations, TV production slumped to 69,144 (3301 private label) week ended July 13, last week of first 6 months, down from 103,629 preceding week and 122,279 week ended June 19. It brought production for June to about 510,000.

It was a big 6-month period for radio, too -- production totaling about 7,265,000, of which a little more than 3,000,000 were auto radios. It compared with 4,838,345 in first half of 1952 and 7,865,340 in 1951. For week ended July 3, radio output was 134,294 (64,907 private), down from 214,777 week ended June 26 and 271,274 June 19. Week's radios: 40,177 home, 26,758 portable, 11,058 clock, 56,306 auto.

That sets are moving well too, generally, is clearly shown in RTMA data released this week disclosing 2,344,811 TVs, 2,568,080 radios (excluding auto) sold at retail in first 5 months. For May, retail TV sales were 244,191, compared to 319,721 in April. May retail radio sales were 716,407 vs. 412,802 in April.

[Our TV Factbook No. 17, off the presses about July 15, contains monthly TV production statistics, broken down by types of sets, from 1950 through May 1953, as well as new single table showing monthly TV & radio set sales at factory, distributor & retail levels with factory and distributor inventories on same dates.]

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Industry folk got added encouragement this week, apart from statistical support, from 4 highly-placed general economic reports:

(1) Dun & Bradstreet survey among 1281 corporation executives revealed 62% of them expect fourth-quarter sales this year to increase over corresponding 1952 period; 24% foresaw no change; 14% anticipated declines. Broken down by groups, survey showed 65% of manufacturers of durable goods, 64% of non-durables expected sales hikes in fourth quarter; 58% of wholesalers, 61% of retailers saw increases.

Nearly all thought prices would be about same in final quarter. Other results of survey: 16% expected their companies to increase their staffs; 77% to have same number of employes; 7% to employ fewer; nearly 33% expected to increase levels of their inventories by end of year.

(2) Securities & Exchange Commission disclosed individual savings in first quarter of 1953 reached \$2.5 billion, increase of \$100,000,000 over first quarter of 1952. It was highest first-quarter savings total since war.

(3) Federal Reserve Board reported in its 1953 Survey of Consumer Finances that consumers are confident about their economic outlook, plan to increase their purchases of durable goods this year. Based on interviews conducted in the first 3 months of year, survey noted that 38% of consumers checked "felt better off" in 1953 than last year, 26% felt worse off. Survey also found sharp rise in number of consumers with \$5000-and-over annual income, drop in number with less than \$2000.

(4) National Retail Dry Goods Assn. reported that net profits and sales of both dept. stores and specialty shops were higher in 3-month period ended April 30 than in corresponding 1952 period. Survey covering 244 dept. stores and specialty shops with combined annual sales volume of approximately \$750,000,000 showed typical dept. store earned 1.5¢ on each dollar of sales, compared with 1.2¢ year earlier; specialty shop earned 1.8¢ on each dollar vs. 1.7¢ year ago.

Trade Personals: Dr. Wilbur A. Lazier elected v.p. & technical director in charge of research & engineering, Sprague Electric Co.; Neal W. Welch named sales v.p.; Dr. Preston Robinson, a director and ex-research & engineering chief, continues as a consultant . . . Dr. Carsten C. Steffens, asst. director of Stanford Research Institute from 1947-49, when he joined U of New Mexico faculty, returns to the Institute as technical research coordinator . . . Milton R. Schulte, v.p. in charge of electronics & flashers div., elected chairman of board, Tung-Sol . . . John H. Ganzenhuber, ex-Western Electric, recently Hoffman radio mgr. of govt. contracts, elected v.p. & gen. mgr., Hughey & Phillips tower lighting div., Burbank, Cal. . . . Berne Fisher, ex-General Instrument Corp., appointed engineering director, Standard Coil Products Co. . . . A. Raymond Bermond promoted to adv. mgr., Hallicrafters radio div. . . . Arnold Letteken promoted to sales mgr., Merit Coil & Transformer Co. . . . J. K. Peff, ex-Erie Resistor, now sales mgr., jobber div., Pyramid Electric . . . Ludwig J. Ulrich Jr. promoted to Stromberg-Carlson sales rep. head-quartering in Erie, Pa. . . . Charles E. Smith, ex-GE field engineer, named asst. to F. Robert Walker, Los Angeles district mgr. for broadcast equipment sales . . . Allen E. Bailey Jr., pioneer in industrial electronic control, has retired from GE after 37 years service . . . H. Joseph Sarlin named New England sales mgr., DuMont receiver div., reporting to Richard O'Brion, eastern regional mgr. . . . Frank J. Froehlich, ex-Hazeltine, appointed CBS-Columbia project engineer for military electronics equipment . . . R. H. Mulford, Owens-Illinois v.p., elected v.p. & gen. mgr. of subsidiary Kimble Glass Co., succeeding S. J. McGiveran.

Upcoming RTMA board and executive committee meetings scheduled for current fiscal year ending June 30, 1954, as released this week: Sept. 15-17, at New York's Biltmore Hotel; Nov. 17-19, at Chicago's Palmer House; Feb. 16-18 and April 26-27, both at New York's Roosevelt Hotel, latter followed by joint conference with Canadian RTMA board at General Brock Hotel, Niagara Falls, Ont., April 29-30. RTMA's 30th annual convention will be held at Chicago's Palmer House, June 15-17, 1954.

New RCA board member elected this week is Harry Hagerty, financial v.p., Metropolitan Life Insurance Co., filling vacancy left by resignation of Adm. Lewis L. Strauss, now chairman of Atomic Energy Commission. Wm. E. Robinson, publisher and exec. v.p., *New York Herald Tribune*, takes Adm. Strauss' place on NBC board.

May excise tax collections on TVs, radios, phonos & components were \$14,517,845, compared with \$18,131,401 in April and \$10,704,725 in May 1952. On refrigerators, air conditioners, freezers, etc., Govt. collected \$11,236,220 in May vs. \$8,677,771 in April and \$5,820,645 in May 1952.

Transistor operation at 425 mc, highest frequency reported to date, was described by RCA's F. L. Hunter, who read paper he co-authored with B. N. Slade, at July 7 IRE-AIEE conference on transistor research at Pennsylvania State College.

Alexander Eisemann, 67, one of founders of old Freed-Eisemann Radio Corp., died of heart attack last week at his New York home. He retired from radio business many years ago.

Topics & Trends of TV Trade: With NARDA backing idea for first time, new impetus is being given old and oft-debated objective of TV retailers to emulate automobile industry's practice of authorizing exclusive-brand dealers. Economic necessity of some TV dealers clearly inspires revival of the plan, which NARDA is now actively pushing.

NARDA gave matter serious consideration at its convention last week (Vol. 9:27)—and while it didn't come up with any easy answers, it did agree that patterning TV on the auto merchandising structure should be a definite goal in coming year. With slogan, "Give Meaning to Franchise," NARDA managing director A. W. Bernsohn launched promotion campaign this week to urge dealers to "define their loyalties, to choose 2 or 3 brands and sell their hearts out."

NARDA officers see 3 immediate advantages in exclusive franchises: (1) Increase in turnover of stock, with corresponding decrease in inventories. (2) Improved credit position with distributors. (3) Better servicing arrangements.

On latter point, dealers who do not service their own customers would be expected to work through independent service organizations. NARDA's position is flatly against servicing directly by manufacturers, as RCA does, for example.

One who endorses general principle of fewer lines by retailers is Irving Sarnoff, exec. v.p. of Bruno-New York, biggest RCA distributor. He said he didn't think one-line idea is economically feasible right now, but narrowing brands to 2 or 3 was a "must" if many TV retailers are to stay in business. He saw TV industry coming to one exclusive franchise ultimately—perhaps in 5 or 6 years at the earliest.

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Westinghouse introduced its new line this week via unique closed-circuit telecast to distributors in 32 cities, originating from NBC-TV studios in New York. Speakers included T. J. Newcomb, TV-radio mgr.; Sheldon F. Myers, adv. & sales promotion mgr.; NBC commentator Ben Grauer; sportscaster Herman Hickman, and Betty Furness.

Features of line are an improved automatic brightness control; "automatic area selector"; "long-range tuner", which amplifies weak signals; all-channel tuner and built-in "non-directional antenna". Line starts with 17-in. plastic table model at \$180, goes up to 21-in. combination in blonde or walnut veneer, at \$600. Full line:

Table Models: 17-in. plastic \$180, mahogany veneer \$220 & \$240, blonde \$240; 21-in. maroon finish \$230, mahogany veneer \$250, \$280 & \$350, blonde \$290; 24-in. mahogany veneer \$400, blonde \$410; 27-in. mahogany \$500.

Consoles: 21-in. open-face mahogany veneer \$300, \$340 & \$400, blonde \$360 & \$420; 21-in. half-door mahogany veneer \$380, blonde \$400; 21-in. full-door mahogany veneer \$400 & \$480, blonde \$430 & \$500, walnut \$500; 24-in. open-face mahogany veneer \$450.

Combinations: 21-in. half-door mahogany veneer \$500 & \$550, blonde or walnut veneer \$600.

Also introduced were 4 table radios ranging from 5-tube brown at \$20 to 7-tube ivory at \$65; 2 clock radios, at \$30 & \$40; 2 portables, \$30 & \$40.

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Crosley reduced price this week of its 17-in. de luxe table model, in mahogany wood or limed oak, to \$170 as a "summer special" for distributors' introductory period only. Model is adaptable to uhf with addition of special all-channel tuner, was priced at \$190 in mahogany wood, \$200 in limed oak, when introduced at Cincinnati convention in June (for full Crosley line, see Vol. 9:25).

Hoffman Radio introduced new line featuring "Triophonic" high-fidelity sound system in top end of its line, with calibrated treble and bass tone controls permitting adjustments up to 20,000 cycles. Also added were noise rejection circuits and a redesigned chassis intended to give longer life to set by separating heat elements.

To aid servicemen, models also have removable bottom plates, plug-in yokes, high-voltage cages, open picture cups. Most models are available with standard cascode tuners or "detent action" 82-channel tuners. Line ranges in price from 17-in mahogany wood table model at \$180 to 21-in. blonde combination at \$795. Full line:

Table Models: 17-in. mahogany wood \$180 & \$200, blonde \$195 & \$215, maple \$215; 21-in. mahogany \$260, \$280 & \$320, blonde \$270, \$290 & \$330, maple 290; 24-in. mahogany \$380, blonde \$400.

Consoles: 21-in. mahogany \$300, \$330, \$370, \$400, \$440, \$450 & \$465, blonde \$300, \$350, \$380, \$390, \$400, \$420 & \$475, cherry wood \$390, \$420 & \$475; 24-in. mahogany \$450, \$550 & \$695, blonde \$465 & \$625; 27-in. mahogany \$695.

Combinations: 21-in. mahogany \$525 & 775, blonde \$550 & \$795; French provincial \$560.

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Sylvania showed its 42-model line this week, featuring new "Photo Power" chassis and built-in optional all-channel tuner. John K. McDonough, TV-radio gen. mgr., said new chassis provides picture tube voltage up to 22,000, more sensitive receiving circuits, anti-noise circuits.

Another feature is a "panelescent" electric light which houses the dials. Its brightness can be adjusted by rheostat control on back of set. Prices range from 17-in. mahogany veneer table model at \$190 to 27-in. blonde combination at \$930. Full line:

Table Models: 17-in. mahogany veneer \$190, blonde \$200; 21-in. mahogany veneer \$250, \$300, \$330, \$360; 21-in. blonde \$260, \$310, \$340, \$370.

Consoles: 17-in. mahogany \$260 & \$280; blonde \$280 & \$300; 21-in. blonde \$360, \$400 & \$470, mahogany \$380 & \$450, maple \$390; 21-in. full-door mahogany \$480 & \$500, blonde \$500 & \$520, maple \$510; 24-in. open-face mahogany \$500, blonde \$520; 24-in. full-door mahogany \$550, blonde \$570; 27-in. mahogany \$600 & \$650, blonde \$620 & \$670.

Combinations: 21-in. mahogany \$680, blonde \$700; 27-in. mahogany \$900, blonde \$930.

Sylvania also introduced 3 table model radios, from \$20 to \$28; 3 clock, from \$40 to \$48; one portable, at \$45.

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Stromberg-Carlson introduced 31-model line featuring 4 "Custom 400" high-fidelity combinations. Restricted to 21 and 24-in. sets, line has optional strip or all-channel tuners on all models. It ranges from 21-in. plectone wood table model at \$250 to 24-in. full-door blonde combination at \$1145. Pres. Robert C. Tait predicted big sales of high-fidelity equipment in fall and urged speedy FCC approval of a compatible color system so production of color sets can get under way next year. Full line:

Table Models: 21-in. plectone wood \$250, mahogany veneer \$310 & \$350, blonde \$320 & \$360.

Consoles: 21-in. open-face mahogany veneer \$370 & \$420, blonde \$375 & \$430; 21-in. full-door mahogany \$450, \$485, \$520, \$545, \$575 & \$645, blonde \$480, \$495, \$535 & \$550; 24-in. open-face mahogany \$475 & \$525; 24-in. tambour-door mahogany \$535 & \$595, blonde \$545 & \$615.

Combinations: 24-in. full-door mahogany, with AM-FM radio & phono, \$1065 & \$1125, blonde \$1085 & \$1145.

Kaye-Halbert adds 15,000-sq. ft. extension to Culver City, Cal. plant, due to be completed July 15, to house executive offices as well as expanded manufacturing space.

Merchandising Notes: Laudatory article on Philco and its president Wm. Balderston was feature of *New York Times* July 5 financial page, stressed Philco's contributions in electronics and appliance field, told how company has kept out of "verbal donnybrook" on color while quietly taking orders for new color film scanner (Vol. 9:18) . . . "Philco Does It Like Nobody Did" captions full-length article in July 1 *Sales Management*, recounting recent convention (Vol. 9:24) which brought 8000 dealers to Atlantic City at cost of \$2,000,000 with resulting \$64,000,000 sales . . . Motorola taking over giant illuminated sign previously occupied by Calvert measuring 52 ft. across on Chicago lake shore, called world's largest illuminated display sign . . . Emerson to back its new TV-radio line with \$7,000,000 promotion campaign, biggest in its history, for year ending June 30, 1954, using all media . . . CBS-Columbia launched big promotion campaign with 4-page ad in July 8 *Retailing Daily*, using CBS-TV stars Jackie Gleason, Arthur Godfrey and Red Buttons to plug new line . . . Westinghouse tube div. offering Bermuda-Nassau cruise as sales prize for 100 distributors next Jan. . . . Hallcrafters will introduce its new TV-radio line at Chicago's Drake Hotel, Aug. 3.

Distributor Notes: DuMont, in further expansion of foreign market development, appoints Cia. de Ingenieros en Comunicaciones Electricas, S.A., Mexico City, and Davis Autos Ltda, Santiago, Chile; now has 9 distributors in foreign countries . . . Harper-Megee Inc. drops RCA Victor Line in Portland, Ore., will continue as its distributor in Seattle & Spokane; no successor appointed yet in Portland . . . Capehart-Farnsworth appoints Hawaii Piano Co., Honolulu (E.T. Suzuki, mgr.) . . . CBS-Columbia appoints Pugh Furniture Co., Charleston, W. Va. (H. C. Robinson, mgr.) . . . Westinghouse Electric Supply Co. Grand Rapids, Mich., appoints Paul Jacobson sales promotion mgr. . . . Admiral appoints Pacific Appliance Distributors Inc., Santa Barbara, Cal. (R. D. Northrup, pres.).

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Expansion into growing Canadian TV & appliance market was launched this week by Avco, which purchased Moffats Ltd., Toronto, one of Canada's leading household appliance manufacturers (specializes in electric and gas ranges). At same time, Avco pres. Victor Emanuel announced formation of new subsidiary, Avco of Canada Ltd., which will acquire assets of Moffats, as well as those of Avco's present Canadian manufacturing subsidiaries, Crosley Radio & Television Ltd. and Bendix Home Appliances Canada Ltd. In letter to Avco stockholders, extent of growth of 3 Canadian concerns involved in transaction was disclosed. Net earnings of Moffats for first 5 months of 1953 were \$468,198, compared to \$662,691 for all of 1952; for Crosley of Canada, 5-month earnings were \$211,712, compared to loss of \$15,990 in all 1952; Bendix showed 5-month profit of \$35,967 vs. \$41,567 last year.

"Quick Facts About Color Television," a 17-page pocket-size digest of Dr. W. R. G. Baker's May 25 address to National Assn. of Electrical Distributors (*Television Digest* Special Report, May 30), is being distributed by GE to all its dealers and distributors to equip salesmen with answers to customers' queries.

DuMont reports \$41,395,000 sales for 24 weeks ended June 14, compared with \$29,036,000 for same 1952 period. Net profit was \$913,000 (36¢ a share on 2,361,054 common shares outstanding) vs. \$56,000 for comparable 1952 period.

Argument on GE's motion to have court declare RCA has no right to grant or extend sublicenses under GE TV-radio patents after end of this year (Vol. 9:24), has been set for October by Federal court in Wilmington.

FIRST MOVE in color by FCC since RCA-NBC filed petition (Vol. 9:26) was to send letter this week to Dr. W. R. G. Baker, chairman of National TV System Committee, asking him "when the results of your field testing program will be made available to the Commission for assistance in its consideration of the rule-making petition."

Letter was brief, noted filing of RCA-NBC petition, pointed out that color standards proposed in petition are those approved by NTSC, stated that "the Commission has maintained a continuous interest in the experimentation and development conducted by the NTSC in the field of color TV, and has been kept advised of your progress by various written reports and attendance at demonstrations."

Dr. Baker was on vacation when letter was released, but it's assumed he'll reply that NTSC will meet July 21 to consider draft of petition, file in matter of days after approval—which is expected to be unanimous or nearly so.

FCC's purpose in writing letter is to get things going, keep industry on its toes, show Congress it's not dawdling—nothing else. Some Senators and Congressmen have begun to get a bit querulous.

GE this week indicated it wasn't going to permit RCA to run away with color transmitting equipment business if it can help it (Vol. 9:26-27). It released to its district sales managers statement outlining following equipment schedule:

(1) Network only. Transmitter kit, demodulator kit, gamma amplifier, diplexer kit, wave form kit, stabilizing amplifier, standard stock items, test equipment—total \$18,800. Additional stabilizing amplifier, at \$1600, recommended. Deliveries—first quarter 1954.

(2) Slides. Camera channel, calibration monitor, console sync color adaptor and sync generator kit, color utility amplifier group, color monitor, monitor switching unit, bar generator, slide projector assembly, stock items—total \$39,500. Deliveries—second quarter 1954.

(3) Film. Camera channel, calibration monitor console, sync color adaptor and sync generator kit, color utility amplifier group, color monitor, monitor switching unit, bar generator, 16mm projector, stock items—total \$49,500. Deliveries—second quarter 1954. Combination slide and film—\$68,500.

(4) Live. Camera channel including camera, control, color monitor, cabinet racks, calibration monitor console, monitor switching unit, stock items—total \$69,500. Deliveries—fourth quarter 1954.

A peek at GE's developmental "transparent picture tube" was given *Wall Street Journal* reporter Joseph M. Guilfoyle who, in June 29 article about the varied industrial research programs being conducted in the big Schenectady labs, says tube gives clearer pictures with more contrast, and adds this description: "The screen of the new tube, instead of being coated inside with a phosphorescent powder, is coated with a transparent film. Looking at one of these transparent screens the viewer sees through it into the dark recesses of the tube. It is this greater degree of darkness, as opposed to the relative grayness of the usual screen, which accounts for the better contrast and clearer picture. At present these new transparent screens show a yellow-orange picture, which isn't unpleasing to the eye. But the scientists say it will be possible to produce a black-&-white picture with the tube, too. Further development work will be required before the tube is ready for commercial use."

Assets of Preview Television Corp. were sold at public auction this week by order of Chicago Federal court. Sale followed filing of involuntary bankruptcy petition against firm by 3 creditors (Vol. 9:26). Preview, headed by M. G. Severinghaus, was distributor of coin-operated TV device for hotels and motels (Vol. 8:40). Legal action against company was taken by Addressors Inc., Arthur Nagel Inc. and Radio Parts Distributors Inc., all of Chicago.

Motorola distributors have pitched in \$13,000 to set up the Paul V. Galvin Scholarship Fund at U of Illinois, his alma mater.

NOT TO BE OUTDONE by CBS's research dept., which recently published a brochure detailing county-by-county TV ownership with total families and percentages of TV homes (Vol. 9:21), the NBC research dept. is about to release a detailed study along same lines with tables of radio ownership added.

Both studies are dated May 1, 1953; both fulfill a long-felt need in the industry and, in the case of NBC-TV, the new compilation takes its researchers off the self-elected hook of estimating monthly sets-in-use figures for the areas of each of its affiliated stations. Almost since the beginning of TV, the latter figures (which we've printed regularly) have been just about the only sets-in-use estimates available—though they've been subject of considerable controversy.

With the new figures—both CBS's and NBC's—station managements (calculating from signal strength and perhaps fan mail) and advertising & merchandising folk (drawing their own circles of feasible coverage) are expected to figure out the probable sets-in-use for any particular area that's under scrutiny. All they need in addition are maps that delineate the counties.

NBC's method of estimating, it explains, was to use the Nielsen Coverage Service personal interview study, largest ever conducted, covering 100,000 homes in every county in the U.S. that sent in questionnaires in the spring of 1952—and then projecting these figures on the basis of RTMA reports on county-by-county set sales to dealers for the months after the NCS survey. NBC says its estimates are "conservative"—as indeed they seem to be, being dated May 1 and considering the way sets have been continuing to move.

There's no disparity between CBS & NBC figures on total homes, of course, since U.S. Census is used; there's some disparity, however, in their sets-in-use figures. NBC tabulates all counties, including those without TV service; CBS bunches the non-TV counties. NBC also lists, for each county, total radio homes and percentages and gives separate tabulations by metropolitan areas, geographical areas and states.

Both show U.S. family total as 45,639,000 as of May 1, but CBS shows total TV families as 23,582,240, NBC 23,930,000—approximately 52% in both cases. However, illustrating more striking variances: For Bronx County, New York, with 447,000 homes, CBS count is 380,210 TV homes (85%), NBC 305,740 (68%). For District of Columbia, with 238,700 families, CBS shows 210,060 TV homes (88%), NBC 226,700 TV homes (95%).

These are only a few random selections, showing how different researchers can come up with different results. Their variance, and fact that May 1 figures soon become dated and should be brought current at least every quarter, emphasize all the more strongly the necessity of one central clearing source for such estimates — supported not only by the networks but by RTMA, AAAA, ANA, perhaps others with a stake in accurate, professional, non-partisan estimates.

Note: We're publishing both the NBC & CBS compilations in our *TV Factbook No. 17*, due off the presses in about a week; we're also including therein the April 1, 1953 J. Walter Thompson estimates of households and TV sets in *The First 312 Markets of the United States*, first published under that title as a *Television Digest Supplement* with our Vol. 9:14 last April 4.

This week's 4 applications for new TV stations included 2 by the principals of KDUB-TV, Lubbock, Tex., for Big Spring (Ch. 4) and Sweetwater (Ch. 12), Tex. Other applications were for Newport, Ky., suburb of Cincinnati, Ch. 74, by local WNOP (James G. Lang, pres.), and for Canton, O., Ch. 29, by local group headed by *Canton Economist* publisher Morton Frank. These applications together with week's CPs and 8 dismissals bring total in FCC file to 586, of which 190 are for uhf stations. [For further details about these applications, see *TV Addenda 17-A* herewith; for complete listing of all post-freeze applications, grants, etc., see *TV Factbook No. 17*, due off presses next week.]

Ex-Sen. Ernest W. McFarland (D-Ariz.), majority leader in 82nd Congress and former head of communications subcommittee of Senate Commerce Committee, became president and largest stockholder (40%) of Arizona TV Co., applicant for Ch. 3 in Phoenix, in amendment filed this week. Other stockholders: Edward Cooper, TV director of Motion Picture Assn. of America, onetime Senate Commerce Committee aide who was top assistant to McFarland when he was majority leader; rancher Leon M. Nowell and auto dealer-farmer Ralph A. Watkins. Application has 2 competitors for Ch. 3.

Baseball TV-radio restrictions embodied in bill (S. 1396) by Sen. Ed Johnson (Vol. 9:24, 26) looked more & more like dead issue this week after second move to get it passed by unanimous consent was blocked by objection of Sen. Long (D-La.). Bill strenuously opposed by NARTB seems unlikely to be passed this session, since Republican floor leaders seem averse even to bring it up for debate.

Amusing sidelight to week's hearing and NARBA treaty, covering AM, before Senate Foreign Relations subcommittee: Chairman Tobey (R-N.H.), to whom TV has proved wonderful political windfall, was astonished by interest in AM, shouted: "Wake up! This is a television age!"

"Thou shall not covet thy neighbor's TV channel," quoth the Senate's angry and righteous man, Sen. Charles Tobey (R-N.H.), proposing an "amendment to the Ten Commandments" in talk at educator's testimonial dinner to retired FCC Comr. Paul A. Walker in Washington's Statler Hotel July 7. Powerful chairman of Senate Commerce Committee referred to rule-making procedure requested by WWEZ Inc., New Orleans, so it could apply for that city's Ch. 8 educational assignment—and he made it very clear to FCC members present that he was solidly against commercial interests "coveting" educational channels, individually or severally. In another educational TV development this week, Wisconsin Attorney General Thomson wired FCC that application filed by Gov. Kohler for Ch. 10 in Milwaukee (Vol. 9:21) would be amended to place it in name of State Radio Council, following passage of bill in legislature requiring such action.

FCC exhorted amateurs and everyone else concerned to cooperate in reducing interference to TV reception caused by 21-mc amateur transmissions. In public notice (53-843) released this week, it stated that amateurs shouldn't be blamed as long as they're operating according to rules, and that problem can usually be cleared up by simple and inexpensive means. Commission noted that there are about 300 local committees doing good job of solving problem, urged formation of more.

Now TV is sending 'em back to the library. Ruth Rutzen, head of Detroit Public Library's home reading service, told recent American Library Assn. convention in Los Angeles: "When [TV] was new, librarians noted a falling off of readers. But as the novelty wore off, people began returning to the library to ask for books on subjects brought to their attention on the TV screen."

Ready for uhf: TV dealer in Belleville, Ill. told police somebody stole 2 uhf converters from his shop. St. Louis area's first uhf station, Belleville's WTVI (Ch. 54), is slated to go on air in next few weeks.

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July 18, 1953

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[For Complete Text of New FCC Processing Procedures, Plus Illustrative Tables of Cities, See Special Report Herewith]

MORE STARTERS SWELL TOTAL ON AIR TO 206: Four more stations on air and one going off (see p. 3) bring total now operating to 206, of which 50 are uhf. That means 98 have started since first post-freeze outlet of just year ago this month. It also means 81 starters so far this year -- and our records indicate that perhaps 100 more out of the 300-odd CPs outstanding will begin before year ends. This week's starters:

WGVL, Greenville, S.C. (Ch. 23) began test patterns July 15, possibly first to hit initial target date on nose. It goes commercial Aug. 1, affiliated with ABC, NBC, DuMont and with base \$200 an hour rate. Opening new TV area in western end of state, it reports reception from its RCA transmitter covering 50-mi. radius, local signals receivable with indoor antennas. Tower is on Paris Mt., 1142-ft. above av. terrain. Ben McKinnon is gen. mgr. H-R Television is national rep.

WKJF-TV, Pittsburgh, Pa. (Ch. 53) began testing July 14, first of 3 uhf stations granted that city. It's RCA-equipped, owned by Mrs. Agnes J. Reeves, coal and steel operator who also publishes daily Dominion News in nearby Morgantown, W. Va., operates radio stations there, in Elkins and in Dover, O. Class A hour is \$450. F.G. Raese is mgr., Weed is rep. [Note: Pittsburgh's new WENS (Ch. 16) and WTVQ (Ch. 47) are promised for Aug.; its vhf educational WQED (Ch. 13) not yet heard from.]

KROC-TV, Rochester, Minn. (Ch. 10) began testing July 14, went commercial July 16, affiliated with ABC, DuMont, NBC and due to be interconnected in October. Base rate is \$150. Owned by Gentling family, managed by David Gentling, KROC-TV was scheduled to start earlier but RCA antenna fell while being hoisted atop its 500-ft. tower in May and had to be replaced. Meeker is national rep.

KFSA-TV, Ft. Smith, Ark. (Ch. 22) began testing July 10, goes commercial on July 19 with ABC, DuMont, NBC affiliations. It uses GE equipment, is owned by newspaper publisher Donald W. Reynolds, who also owns 50% of new KRTV, Little Rock (Ch. 17) which began in April. Base rate is \$150. Mgr. is Weldon Stamps, rep is Pearson.

FCC REVISES PROCESSING PROCEDURES: New priority procedure adopted by FCC this week will completely supersede procedures in effect since July 1, 1952, when they become effective -- about last week in August.

Full text of new rules (Special Report herewith) is largely self-explanatory. However, to guide you in determining how the rules will affect your city, until FCC comes out with official tables of cities, we have included in our Special Report the tables as they would have appeared had rules been effective July 1. Tables may be brought up-to-date by applying criteria outlined in new rules.

Only competitive applications are affected, since Commission is current on non-competitive applications, granting almost as fast as they arrive. Current hearings are not affected. Purpose of revision is to reflect fact that old rules determined a city's priority on basis of whether or not it was served by any of the 108

pre-freeze stations. Since number of stations has almost doubled, many of them in new markets, old rules are obviously obsolete.

New rules set up 2 processing lines, Groups A & B. Group A comprises cities with no operating stations (old 40-mi. rule is out the window), in descending order of population. Group B comprises all cities with stations; Group B is subdivided into one-station cities, 2-station, etc. -- fewer the stations, higher the priority.

Cities will be processed alternately from Groups A & B. Using the July 1 list in Special Report as example, sequence would be: Des Moines, St. Louis, Hartford, Pittsburgh, and so on.

Whenever a new station begins operating in a city, that city moves down the list. For example, St. Louis headed Group B July 1. When a second station starts there, city will be dropped down to 2-station category. Since cities will be processed alternately between Groups A & B, St. Louis would move down about 70 places.

A very important clause in new rules is one permitting FCC to ignore priorities completely "to prevent manifest injustice." Only time can tell what Commission will consider "manifest injustice."

Another area that will take some interpreting is what constitutes an "operating station." Rules say it's one with a license, STA for commercial operation or authority for program tests. However, there's sometimes considerable lag between time station gets STA and goes on air. FCC's solution probably will be to withhold STA until it's sure station means to get going quickly.

At least one situation isn't spelled out clearly. Assume that KFUD-TV, in suburban Clayton, Mo., using St. Louis Ch. 30, starts operating. Does this make St. Louis a 2-station city and move it down the list? At FCC, offhand opinion is that it will. On other hand, it's believed that advent of WTVI, Belleville, Ill., won't affect St. Louis' priority, because Belleville has own channel allocated to it -- even though WTVI may serve St. Louis as well as KFUD-TV will.

To prevent obsolescence of new rules, priorities will be revised every two months to reflect new stations which have begun operating.

Comr. Hennock dissented, stating that change is too important to be adopted without rule-making procedure; that existing CPs are given no weight; that areas without TV are given no weight; that the "manifest injustice" clause "may very well undercut and vitiate the very rule which the Commission has adopted."

6 CPs, MORE FINAL AND INITIAL DECISIONS: Dismissals by competitors continue to pave way for lion's share of CPs -- 5 of this week's 6 CPs and 3 out of 4 initial decisions being derived that way. This week's grants:

Boston, WGBH Educational Foundation, Ch. 2 (educational); Weslaco, Tex., KRGV, Ch. 5. Final decisions: Sacramento, Cal., Cal Tel Co., Ch. 40; Trenton, N.J., WTTM, Ch. 41; Portland, Ore., KOIN, Ch. 6; Allentown, Pa., WFMZ(FM), Ch. 57.

Initial decisions: Tampa, Fla., WFLA-Tribune, Ch. 8; Joliet, Ill., WJOL, Ch. 48; Worcester, Mass., Wilson Enterprises, Ch. 20; Knoxville, Tenn., Mountcastle Bcstg. Co. Inc., Ch. 6. Only Tampa decision came hard way, after hearing.

Weslaco grant is a record of sorts, 3 competitors dropping out to permit grant. Week also saw 2 more CPs handed back to Commission -- WHHH-TV, Warren, O. (Ch. 67) and WWOD-TV, Lynchburg, Va. (Ch. 16), deciding not to build (see p. 3).

WFLA-Tribune wins first round in fight for Ch. 8 in Tampa -- but it looks like lots of legal battling ahead. In 3-way quest, its rivals were WSTP-St. Petersburg Times and newcomer Tampa Bay Area Telecasting Corp. Examiner Basil Cooper used these criteria in picking WFLA over other two (FCC 53D-32):

(1) Its studios would be larger and better, somewhat more centrally located and more readily accessible to transportation. Though WTSP's studios would be quite accessible, in downtown St. Petersburg, he felt parking might be difficult. Tampa Bay Area Telecasting Corp. studios would be 1½ mi. from nearest public transportation, would be wooden structure, thus greater fire hazard, he noted.

(2) WFLA would provide \$75,000 to reimburse people appearing on its shows. This, said Cooper, would encourage more careful preparation. He also found that in 3 types of programs out of 8, WFLA offered superior proposals, was equal in other 5.

(3) Though Tribune has largest circulation in area, with only 10% of stock locally owned, Cooper felt it superior applicant in most other respects. Publisher Nelson Poynter, of St. Petersburg Times, owns 60% of WTSP, will own 100% ultimately. Some of principals in third application live in area; others planned to move there if CP were granted; they include figures prominent in advertising circles, each of the following owning 535½ out of 3213 common shares issued: Robert A. James, St. Petersburg contractor, realtor & trucker; Hal James, TV-radio v.p., Ellington & Co., ad agency; Trevor Adams Jr., sales mgr., WABC-TV, New York; Harry W. Bennett Jr., v.p., Sherman & Marquette agency; John S. Houseknecht, TV executive, Wm. Esty & Co.; Robert W. Evans, business associate of Robert A. James.

ROANOKE POINTS UP POST-FREEZE PROBLEMS: The economic facts of life are being driven home with force and with suddenness to the operators of new TV stations -- particularly those in uhf band, where problems usually are great deal rougher than in vhf.

Roanoke's WROV-TV (Ch. 27) this week became first operating TV station to turn in its CP -- and some other uhf grantees were taking a long second look and in some instances were deciding not to build.

Last month, WROV-TV petitioned FCC to let it continue its uhf operation "as long as resources will permit" while it joins 2-way conflict for Roanoke's Ch. 7 (Vol. 9:26). Without waiting for the verdict, it told FCC this week that further operation "has proven to be economically unsound", and that it plans to go dark at the close of business July 18. It enclosed new application for Ch. 7.

This week saw 2 other uhf CPs returned. In the case of WWOD-TV, Lynchburg (Ch. 16), decision obviously was prompted by close observation of its 45-mi. neighbor in Roanoke. Said Lynchburg grantee: "The economic risks are too great." Other CP was turned in by WHHH-TV, Warren, O. (Ch. 67), which felt it was doomed by proximity of Cleveland's 3 vhf (48 mi.), Youngstown's 2 uhf (13 mi.).

Six other post-freeze CPs had previously been returned -- 4 of them uhf (2 in Austin, one each in McAllen, Tex. & Gadsden, Ala.), 2 vhf (Midland & San Angelo, Tex.). You'll find them listed in our new TV Factbook No. 17. Financial distress forced Honolulu's vhf KONA off air for 3 months, but it's now on air under new ownership (Vol. 9:26). Pre-freeze, in TV's early days, 16 grantees didn't take the plunge -- but for 4 of them it was due to conditions beyond their control (Vol. 7:51).

You can expect quite a few more CPs surrendered -- and not all of them uhf, either -- by those who see the economic cards stacked against them. And there may well be more on-the-air stations which don't weather the storm.

* * * *

In the case of uhf, it's obvious that stations which are bucking vhf outlets can expect much tougher sledding than those which -- for present, at least -- have virtual monopolies in their areas. Quite a few uhf stations in otherwise sparsely-served TV areas can see black ink on the horizon, if they haven't already reached it. And uhf stations in markets where there is only one vhf generally appear to be doing O.K. -- except where the vhf has all the major network affiliations.

But real danger zone is area in which uhf is bucking 3 or more vhf stations in neighboring cities, as shown so starkly in American Research Bureau's surveys of uhf set circulation (Vol. 9:24,28). Even in this danger zone, there may be room for uhf stations with good management, imaginative programming and ability to operate at loss during the "set conversion period".

It's no secret some uhf stations are having tough time; almost without exception they're in areas heavily served by vhf. Programming, of course, is the key.

Many of the complaints of station owners in the trouble spots are aimed at the 2 big networks. Again and again we hear the charge that networks have refused to let non-affiliated uhf stations carry some of their programs -- those which local or neighboring vhf outlets don't use -- even in cases where the uhf station has cleared it with the sponsor.

And there's plenty of bitter talk among the uhf operators of an "organized campaign among big vhf stations and networks to hold uhf down". One station owner remarked that WROV-TV's 3-month loss of \$11,500 (Vol. 9:26) was "a drop in the bucket"

and added: "We lose more than that in a month." But he's hanging on, he said, and looking to fall programming and local sponsorships to take him over the hump.

ABC network and its long-anticipated improvement in programming looms large in hopes and aspirations of uhf operators. That network has large number of uhf affiliates, and good commercial programming on ABC would be big boon to uhf stations bucking vhf outlets which offer viewers the enticement of CBS & NBC programs.

Another frequent complaint from uhf operators in "vhf areas" is high cost of set conversion — often running to \$80 or more, including new antenna and transmission line. "It's like trying to sell a meal to a man who has just stepped out of a restaurant," said one. Heavier promotion of the less-expensive strips and time-payment plans for converters -- such as RCA-NBC have arranged for the Norfolk area (see Vol. 9:25 & p. 7) -- are given by some station owners as possible remedies.

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The last 6 months have shown that post-freeze TV is not a "fast buck" business — especially for uhf operators in already-served vhf areas. Indeed, it's surprising that there haven't been more cases of acute financial distress, such as the uhf WROV-TV and the vhf KONA.

Uhf entrepreneurs face income problem not unlike those of first TV ventures of the "long-ago" days of 1946-48. Basically, it stems from slow accretion of sets, which are the lifeblood "circulation" of TV. The chronic low-uhf-blood-pressure in many vhf-served areas is, in turn, due to inability of uhf stations to offer from the start attractive programming which doesn't duplicate that already received via vhf. Completing the cycle, this condition results from networks' and advertisers' reluctance — understandable in many cases — to place big shows on stations which can't boast big audiences.

If there are more mortalities among the eager uhf starters, there may also be some vhf too, in communities that cannot economically support TV at current stage of the art. Some of these stations could end up as satellites of well-heeled stations in nearby metropolitan areas, linked by microwave. The "mother station" might welcome a "whistling post" as a way of widening its range and audience.

Some small-time starters can't afford the blue chips needed not only to go into TV, but to operate a station through the trying loss period. Many haven't parental backers, like wealthy AMS, newspapers, networks, manufacturers, etc. They haven't the wherewithal to promote, to sweat out if necessary an obsolescence cycle of TV sets during which all would be replaced in areas where conversion is slow.

* * * * *

Long-range, the prognosis for uhf is excellent. Progress to date shows that there are no technical limitations to hamper uhf stations when programming is good. And the determination of FCC to see that uhf stations get at least an even break is a big mark on the plus side of the ledger. Add to this the protestations of fealty to uhf by all four of the TV networks.

Eyes of uhf enterprisers are on RCA-NBC drive in Norfolk where new WVEC-TV (Ch. 15) becomes NBC affiliate as of Sept. 1, and gets launching campaign bigger even than Portland's KPTV (see p. 7). In case of Portland, uhf was the only station in area. In Norfolk, there's entrenched vhf competition -- WTAR-TV having switched from NBC to CBS. Other big-city uhf grantees are watching, wondering if they'll get similar buildup from their networks when they take the air.

OUR TV FACTBOOK A MILEPOST IN TV'S UPSURGE: From the 4-page "TV Directory No. 1" of Dec. 1, 1947 -- listing 16 stations then on the air, 55 construction permit holders, 48 applications pending for new stations -- our semi-annual TV Factbooks have grown apace with the industry. New 1953 midyear edition, our 17th, now in the mails to all full-service subscribers, comprises 356-pp., compares with 272-pp. last January.

It's the most complete -- and we think the best -- Factbook we've yet compiled. It brings all old depts. up-to-date and adds such new depts. as Sets-in-Use by States and Counties (both NBC Research's TV-&-Radio count and CBS's TV count); the J. Walter Thompson Co. study of Households and TV Sets in First 312 Markets of the U.S.; new directory of TV Stations in Foreign Countries; tables showing Annual

Volume of Advertising in U.S. by Media, 1946-52; tabulation of Financial Data on Leading TV-Radio Manufacturers; first detailed lists of Tuner, Converter & Receiving Antenna Manufacturers; and several other new sections.

The July Factbook provides personnel listings, facilities and ownership data and rate card digests of all TV networks (including the new Canadian), and of the 227 U.S. stations now operating or due to be in operation by Aug. 1 -- plus similarly complete data on all Canadian and Mexican border stations.

The 306 Construction Permits for New Stations outstanding as of July 11 are tabulated in handy format, with facilities granted, national reps & probable starting dates. The usual "Blue Section" gives data on all 594 new-station applications pending as of July 4 -- showing facilities sought, principals, addresses, attorneys, engineers, etc.; this section can be kept current with our weekly Blue Addenda.

These are only a few of the depts. that pack this directory edition, now the standard reference for just about everybody in the industry. Among other features are directories of Program Sources, FCC Personnel, Attorneys, Engineers, Consultants, Trade Associations, Unions, Publications, etc. There's a current list of Community Antenna Systems (grown to 240), of Theatres Equipped for TV, and the usual directories of Manufacturers of Receivers, Tubes, Transmitters, Studio equipment, etc.

Channel Allocation Tables and FCC Priority Lists are brought up-to-date, as are the monthly Network TV-Radio Billings, 1949-53, and FCC reports on Revenues, Expenses & Earnings of TV Networks and Stations, 1946-52.

A newly enlarged wall map in color (43x29-in.) is included with each Factbook. It shows all present TV cities, all cities with more than 10,000 pop. or with TV identities, all actual and projected coaxial-microwave interconnections.

Extra copies of TV Factbook No. 17 are available at \$3 each; extra copies of the map at \$1 each. We suggest Newsletter-only subscribers use enclosed order card.

Personal Notes: Donald G. McGannon named asst. managing director, DuMont Network, under Chris J. Witting, who also announced these other appointments: Ted Bergmann, gen. mgr.; Wm. G. Martin, ex-Lennen & Mitchell, sales director; John H. Bachem, national sales mgr. . . . Max D. Paglin, FCC hearing div. attorney, named legal asst. to Comr. Robert T. Bartley . . . Ward L. Quaal named v.p. & asst. gen. mgr., Crosley Broadcasting Corp., as chairman James Shouse and pres. Robt. Dunville announce these other new v.p.'s: Gilbert W. Kingsbury, in charge of public relations; H. P. Lasker, in charge of WLWD, Dayton; James Leonard, in charge of WLWC, Columbus; Bernard Musnik, in charge of eastern div., N.Y.; Harry P. Albrecht, in charge of central div., Chicago . . . Frank Marx, ABC engineering v.p., named to NARTB's TV engineering advisory committee . . . Murray B. Grabhorn, ex-managing dir., Station Representatives Assn., resigns position with Edward Petry & Co., station rep firm . . . Earl R. Stanley, FCC attorney in TV div., joins Washington law firm of Dow, Lohnes & Albertson . . . Douglas R. Clawson, ex-R. H. Macy Co., recently asst. mgr. of Zion's Securities Corp., Salt Lake City, appointed sales director of KDYL-TV & KDYL . . . C. T. Garten promoted from station mgr. of WSAZ to asst. gen. mgr. of WSAZ Inc., Huntington, W. Va., supervising WSAZ-TV operations under gen. mgr. Lawrence Rogers . . . Don Kratz, ABC-TV Chicago producer, becomes operations mgr. of new WTCN-TV, Minneapolis, due on air Aug. 25 . . . Morton J. Wagner now becomes sales mgr. with addition of new staff at WMTV, Madison, Wis., which went on air July 8; John Sigrist, ex-WTMJ-TV, Milwaukee, named studio mgr.; Lee Jenkins, film mgr.; Nancy Smart, continuity director; Michael Grif-fin, news editor . . . Arthur M. Swift promoted to gen. sales mgr., WOOD-TV & WOOD, Grand Rapids . . . David F. Milligan, ex-WFBM-TV & WFBM, Indianapolis, named gen. mgr. of WFAM-TV & WFAM, Lafayette, Ind., to fill post of late E. R. Herkner . . . Harry W. Hoth, com-

mercial mgr., KRDO-TV, Colorado Springs, elected v.p. of U.S. Junior Chamber of Commerce . . . Wm. H. Blackton, from *Easton Express*, named regional sales & promotion mgr., new WGLV, Easton, Pa. . . . Ray Scott named sports director, WDTV, Pittsburgh . . . Ralph Ginzburg, ex-WNBT & WNBC, joins Wm. H. Weintraub agency . . . James Cobb promoted to mgr. of adv. & promotion, WRGB & WGY, Schenectady, succeeding George Peck, now in GE community relations dept. . . . Terence Clyne, TV-radio director and supervisor of Bulova Watch account since 1946, named senior v.p., Biow Co. . . . Nicholas E. Keesely, TV-radio director elected a senior v.p., Lennen & Newell . . . Larry Wherry elected pres., Sherman & Marquette, Chicago, Arthur F. Marquette becoming chairman of board; Louis E. Tilden and Bruce Baker elected v.p.'s . . . Richard H. Gordon re-elected pres., Screen Extras Guild (AFL).

New directors elected to board of National Assn. for Better Radio & TV (Mrs. Clara S. Logan, Los Angeles, pres.): Benedict Cottone, ex-FCC gen. counsel now member of Lucas & Thomas law firm; John C. Schwarzwald, mgr., educational KUHT, Houston; Dr. Paul Witty, Northwestern U; Mrs. A. Stanley Adams, national v.p., Kappa Gamma Phi, honor sorority for Catholic women's colleges.

Dr. Allen B. DuMont, whose hobby is his TV-equipped cruiser *Hurricane III*, won Eastern Cruiser Assn. commodore's trophy for lowest percentage of error in navigational accuracy tests in Long Island Sound.

Technical description of Lawrence tri-color tube is contained in July *Proceedings of the IRE*. Author is Robert Dressler, research director of Chromatic TV Labs.

Mrs. Gordon Gray, 39, wife of president of U of North Carolina and publisher of *Winston-Salem Journal* and *Sentinel* (WSJS), died in Baltimore hospital July 15. Her husband is ex-Secy. of the Army. Four sons survive.

Network Accounts: Pro football TV schedule on DuMont, released this week by sponsor Westinghouse, comprises 20 games, Sat. nights & Sun. afternoons, on 11 consecutive weekends, beginning Oct. 2. To accommodate Westinghouse, National Football League pres. Bert Bell said League schedules have been revised to include more Sat. night games . . . Admiral buys largest network hook-up for any regular TV program—132 stations—when Bishop Fulton J. Sheen's *Life is Worth Living* returns to DuMont Network beginning Oct. 13 Tue. 8-8:30 p.m., thru Erwin, Wasey Inc. . . . U.S. Steel to sponsor *United States Steel Theater* on ABC-TV, alt. weeks, beginning in early Oct., Tue. 9:30-10:30 p.m., thru BBDO . . . Aluminum Co. of America to sponsor *Youth Views the News* panel show on CBS-TV, beginning Aug. 18, Tue. 10:30-11 p.m., thru Fuller & Smith & Ross . . . Scott Paper Co. (tissues) to sponsor *My Little Margie* on NBC-TV beginning Sept. 2, Wed. 8:30-9 p.m., thru J. Walter Thompson Co. . . . Bristol-Myers Co. to sponsor *Man Behind the Badge*, new series of crime case histories, on CBS-TV, beginning Oct. 11, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Johnson & Johnson (band-aids) buys 10-min. segment of 10-10:30 p.m. portion, Benrus Co. (watches) renews 10-min. of 9-9:30 portion, of *Your Show of Shows*, beginning Sept. 12, on NBC-TV, Sat. 9-10:30 p.m., thru Young & Rubicam . . . Hotpoint Inc. (appliances) renews alt. week sponsorship of *Adventures of Ozzie and Harriet*, on ABC-TV, beginning Sept. 25, Fri. 8-8:30 p.m., thru Maxon Inc. . . . Kaywoodie Co. (pipes) joins 5-day Deodorant Pads in sponsorship of *Break the Bank* on NBC-TV, Tue. 8:30-9 p.m., thru Grey Adv. . . . Doeskin Products Inc. (tissues) renews Thu. 3:30-3:45 p.m. segment of *Kate Smith Hour* on NBC-TV for 37 weeks beginning Sept. 24, thru Grey Adv.

Station Accounts: New stations going on the air report good sales of test patterns to sponsors—some even before they begin operating commercially. TV set manufacturers, distributors and servicemen are usually quick to grab up availabilities. This week, from Sudbury, Ont., where CKSO-TV (Ch. 5) may be Dominion's first commercial outlet by virtue of Sept. 20 test target, mgr. W. J. Woodill reports all 9-11 a.m. test patterns sold out from then until Dec. 15 official opening . . . Cantrell & Cochran Corp. (Super Beverages, canned soft drinks), after N. Y. tests, to expand TV-radio spots apace with new distributorships, thru Ted Bates; ex-Pepsi-Cola pres. Walter Mack heads firm, which has been asked by N. Y. stations to tone down "throw away bottles" theme after carbonated beverage and bottling firms objected . . . American Tobacco Co., to promote Roi-Tan cigars, buying TV spots in 11 cities, thru Lawrence C. Gumbinner Adv., N. Y. . . . General Cigar Co., for Robert Burns cigars, buys Mon.-Wed.-Fri. *Sports of the Night* for 22 weeks on WCBS-TV, thru Young & Rubicam; Piel Beer sponsors other 3 nights . . . MGM buying lots of spots to promote openings of its lavish new musical *The Band Wagon*, thru Donahue & Coe, N. Y. . . . Among other advertisers reported using or preparing to use TV: Tidy House Products Co. (Perfex cleaner, Gloss Tex starch), thru Buchanan-Thomas Adv. Co., Omaha; Hotpoint Inc. (ranges, refrigerators), thru Maxon Inc., N. Y.; Vitaco Inc. (Vita-Pakt orange juice), Jewell Adv., Oakland, Cal.; Shell Oil Co. (TCP gasoline), thru J. Walter Thompson, N. Y.; Baltimore & Ohio Railroad, thru Richard A. Foley Adv., Philadelphia; General Foods (Yuban coffee), thru Benton & Bowles, N. Y.; Bristol-Myers (Ammen antiseptic powder), thru Doherty, Clifford & Shenfield, N. Y.; A. O. Smith Corp. (Permaglas water heaters), thru Henri, Hurst & McDonald, Chicago.

NBC ABANDONS integration as operating policy, with decisions of chairman David Sarnoff this week designating John K. Herbert as v.p. in charge of TV network, Wm. H. Fineshriber v.p. in charge of radio network, with v.p. Charles (Bud) Barry as TV program chief and v.p. George Frey as TV sales chief. Ted Cott, in charge of New York owned-&-operated stations, becomes operating v.p. of the radio network.

Both Herbert and Fineshriber report to pres. Frank White. Owned-&-operated stations and NBC Spot Sales continues under v.p. Charles R. Denny. David Adams is v.p. for administration, and added personnel dealing exclusively with TV and radio program sales will be announced shortly.

NBC thus returns to separation of TV-radio operations, except for top administration, similar to way it previously functioned and similar to CBS setup (whose TV and Radio divisions are headed by presidents). Service depts., such as research, engineering, station relations and accounting, will continue to serve both TV and radio.

Decision on separation comes as network is preparing for radio affiliates' meeting in Chicago July 27, at which stations are expected to demand added emphasis on radio sales, programming and promotion.

Some 57 foreign countries now have TV—as shown in handy directory which is one of new features of our just-issued *TV Factbook No. 17*. Compiled from information direct from foreign govts. wherever possible, and from U. S. govt. agencies, equipment manufacturers and other trade sources—directory presents in tabular form the locations, technical standards, frequencies and powers of foreign TV stations on air, under construction and planned. In addition to the 57 now on air, it shows some 15 slated to start this year. Cuba apparently is leader in TV among foreign countries, with 9 stations on air (if you count the 4 CMQ-TV satellites as individual stations). Others: Great Britain, 8 (including 2 temporary mobile stations & one temporary satellite); West Germany, 7; Mexico, 6; Brazil, 4; Canada, France & Russia, 3 each; Denmark, Italy, Japan & Venezuela, 2 each; Argentina, E. Germany, Netherlands, Poland, Vatican City & Yugoslavia, 1 each. *Factbook* contains detailed information on Canadian, Cuban and Mexican stations.

"These two protagonists in the struggle for radio-TV supremacy are as opposite in character as are their companies. Sarnoff rules. Paley presides. Sarnoff is certain. Paley is tentative. RCA is a formal organization; CBS an informal one. RCA is a \$690,000,000 colossus in the electronics world; CBS is a sassy upstart that has pushed its sales from \$98,000,000 in 1948 to over a quarter billion last year. Each company in its own way covets the same objective, neither will be satisfied with the second position." From "CBS Steals the Show" in July *Fortune Magazine*.

ABC sets up new "ABC Syndication" div. Aug. 5 under George T. Shupert, now v.p.-gen. mgr. of United Artists TV Corp. and formerly asst. to pres. Paul Raibourn of Paramount TV Productions. New division will be "devoted to the purchase and sale of TV films to the TV industry," non-affiliates as well as ABC-TV affiliates.

TV homes as of June 1 totaled 24,292,600, up 362,600 from May 1, reports NBC Research. Top markets: New York, with 3,535,000 TV homes; Chicago, 1,570,000; Los Angeles, 1,460,000; Philadelphia, 1,255,000; Boston, 1,061,000.

WJR, The Goodwill Station Inc. reports sales of \$1,617,817 for 6 mo. ended June 30, net earnings after taxes \$260,213 (50¢ a share). This compares with \$1,670,366 sales, \$230,161 (44¢) profit for same 1952 period.

FOUR NEW VHF transmitters were scheduled to be shipped by RCA this week—10-kw drivers to WMT-TV, Cedar Rapids, Ia. (Ch. 2) and KOMO-TV, Seattle (Ch. 4) and 2-kw to KVOA-TV, Tucson, Ariz. (Ch. 4) and CKSO-TV, Sudbury, Ont. (Ch. 5). Rescheduled were shipments of 10-kw to WNCT, Greenville, N. C. (Ch. 9) and KHSL-TV, Chico, Cal. (Ch. 12), now due to leave Camden July 20, first day of RCA summer vacation shut-down during which a crash crew is expected to continue working on transmitter orders.

On the uhf side, only new order reported by RCA goes to WTAP, Parkersburg, W. Va. (Ch. 15) on July 20, when delayed shipments are also due to go to WITV, Ft. Lauderdale, Fla. (Ch. 17) and WICS, Springfield, Ill. (Ch. 20).

Other transmitter manufacturers, on vacation, had no reports on new orders or shipments this week.

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

CBUT, Vancouver, B. C. (Ch. 2) should begin preliminary operation during November, using temporary equipment with reduced power at start, as does Ottawa's CBOT (Ch. 4), reports E. L. Bushnell, acting gen. mgr., Canadian Broadcasting Corp. Canadian Marconi equipment has been ordered, reports CBC engineering director W. B. Richardson. CBC regional mgr. Kenneth Caple said that even with temporary power of 5 kw from antenna on roof of chalet type transmitter building on Mt. Seymour, station is expected to provide "excellent signal" in most parts of metropolitan Vancouver area as well as to the south of Bellingham, Wash.

WSJS-TV, Winston-Salem, N. C. (Ch. 12), granted last week, has ordered GE equipment, plans fall debut using present FM tower site, according to exec. v.p. Harold Essex. "Back in 1948 when we built that site for FM, I had in mind that someday it would make an excellent site for TV," he writes. Sidelight on grant is agreement to purchase \$20,000 of local WAAA's radio time to promote WSJS-TV; on July 8, WAAA withdrew application for Ch. 12 to clear way for grantees Gordon Gray-Mary Pickford Rogers. Headley-Reed will be rep.

KICKOFF for what may be biggest promotion campaign ever to herald debut of a TV station came at slam-bang pep meeting July 17 at Hotel Chamberlain, Old Point Comfort, Va., when executives of RCA, NBC and station outlined huge drive to build up uhf audience for WVEC-TV (Ch. 15), new NBC-TV affiliate for Norfolk area, replacing WTAR-TV which "seceded" to CBS (Vol. 9:20-21, 24). Meeting was attended by some 500 servicemen, dealers, manufacturers and distributors, as well as mayors of Norfolk, Portsmouth, Hampton, Newport News and a small army of RCA & NBC executives.

Speakers included RCA consumer products v.p. J. B. Elliott, WVEC-TV pres. Tom Chisman, NBC publicity dir. James Nelson, promotion dir. Norman Pader, merchandising mgr. Fred Dodge. Pulling out all the stops, they announced plans for \$100,000 promotional drive before station's Sept. 15 on-air date.

Cynosure of everybody in the industry interested in uhf—regarded as first real clinical test of uhf's potential in long-established vhf community—WVEC-TV will be backed by \$40,000 in newspaper ads alone. And distributors will place at least \$50,000 more in newspaper ads. Station will place 5 full-page ads in local papers, 40 one-third-page ads, 10 spot announcements daily for 60 days on 4 radio stations, bus cards, billboards and 5 different sets of counter display cards in stores—all drawn up by NBC ad dept. Theme of campaign will be, "Beat the rush—get your set converted," and will feature pictures of

WGEM-TV, Quincy, Ill. (Ch. 10) beginning Stainless tower construction this week, has transmitter building nearly ready, plans "early fall" start with DuMont equipment, reports program director Paul McClelland. Rep will be Walker.

WHBQ-TV, Memphis (Ch. 13) has begun construction, plans Sept. test patterns with RCA equipment in lieu of first-reported Aug. 1 (Vol. 9:12), according to gen. mgr. John Cleghorn. Blair will be rep.

WLAM-TV, Lewiston, Me. (Ch. 17), granted last week, plans to begin with RCA equipment on Nov. 15, from Apple Sass Hill location on Pleasant St., Lewiston, according to gen. mgr. Frank S. Hoy. It will be interconnected with other Hoy-grantee WPMT, Portland, due on the air by Sept., to make television available to "approximately half of Maine's entire population." Last week's other Lewiston-area grantee, Mt. Washington TV Inc. (Ch. 8), has Aug.-Sept. 1954 target, expects to have 70-80 mi. Grade A radius with 105-kw ERP (Vol. 9:28). WPMT rep will be Everett-McKinney; WLAM-TV rep not reported.

WITV, Ft. Lauderdale, Fla. (Ch. 17) now reports it's planning start "before 1953 winter season," using RCA equipment now on delivery. It will be second uhf in Miami area; WFTL-TV, Ft. Lauderdale (Ch. 23) began operation last April as NBC affiliate. President and 25% owner of WITV is Comdr. Mortimer W. Loewi, ex-DuMont executive, also operates nearby "Out-of-This-World" resort; other owners are identified with local WRD (AM). WITV will be DuMont affiliate; rep not yet chosen.

WCIG-TV, Durham, N. C. (Ch. 46) got green light June 26 when FCC overruled WSSB protest (Vol. 9:27), but plans remain indefinite because "WSSB may appeal the decision to the Federal Court," reports secy.-treas. John G. Johnson, also gen. mgr. and part owner of WTOB-TV, Winston-Salem grantee. He reports RCA equipment available for Aug. delivery. H-R Television Inc. will be rep.

WTVP, Decatur, Ill. (Ch. 17), now reports RCA antenna due July 21 or 22, plans first test pattern July 27. Microwave hookup won't be completed until about Oct. 1, and initial programming will be principally film. George W. Clark Inc. will be rep.

NBC-TV stars Dave Garroway, Jimmy Durante, Martin & Lewis, Bob Hope, Sid Caesar & Imogene Coca, Robert Montgomery, reminding viewers they can be seen only on Ch. 15.

To bring set conversion within easier reach of all, RCA & NBC have arranged with Bank of Virginia, Norfolk's Bank of Commerce and Personal Loan Corp. of Newark, N. J. for special small-payment "converter loans" which can be repaid a few dollars a month. In departure from policy, RCA Service Co. announced it will help any dealer install or convert any make of TV set.

Though on-air date is still 2 months off, pres. Chisman says estimate of 4000 sets already converted in area appears "quite conservative." On the sidelines but standing to benefit heavily from mass conversion campaign, are area's 2 other uhf grantees—WACH-TV, Newport News (Ch. 33), which plans test patterns by Sept. 1, and WLOW-TV, Norfolk (Ch. 27), which received CP last week.

Initial decision favoring Woodruff Inc. in Portsmouth, O. (Ch. 30) was held up by FCC this week "pending review." No exceptions have been filed to decision, but Commission didn't disclose reasons for its hesitancy in making decision final. Grantee is owned by attorney Edward Lamb, operator of WICU, Erie, former owner of WTVN, Columbus, holder of CP for WMAC-TV, Massillon, O. (Ch. 23), TV applicant in Toledo and Orlando, Fla., and operator of several AMs.

NTSC HOLDS its important session on color next week, July 21—and no significant dissent from adoption of proposed compatible color specifications appears in sight.

Ever since Dr. Allen DuMont expressed dissatisfaction over NTSC standards because he considers them too complex, and said he has 3-D color system in the works (Vol. 9:19), there's been speculation he might oppose NTSC standards when it came to final vote. This week, we asked him whether he goes along with NTSC now—but he said merely, "I'm leaving the matter up to Doc"—meaning research director Dr. T. T. Goldsmith, who was out of town.

Another possible dissenter, some think, may be Paul Raibourn, v.p. of Paramount, which owns half of Chromatic TV Labs, tri-color tube developer and an NTSC member. He also thinks NTSC system too complex, says: "I can think of a half dozen better ways of doing it, but it's up to Chromatic to say what it intends to do." Chromatic president Richard Hodgson says that he's quite satisfied with NTSC system; that Lawrence tube works well with it; that the important thing is to get color production started as soon as possible. Lawrence tube, he says is simpler and cheaper to make than any other he knows about.

CBS gives no indication that it will oppose NTSC specifications, having said frankly that it sees no prospects of reviving its own system (Vol. 9:13).

There's always possibility some publicity-hungry fringe operator will pop up with startling claims, but he's got to have something really hot to catch FCC's good ear. Such possibilities appear extremely slim.

Another big question, meanwhile, is whether FCC will agree to waive requirement that color be telecast in Washington so that commissioners and staff can test receivers themselves. Rest of NTSC, in addition to RCA, are urging waiver, stating that receivers can be set up in New York under a variety of conditions that will satisfy even the most finicky commissioner. Commission hasn't made up its mind yet, and subject may provoke lively debate.

NTSC chairman Dr. W. R. G. Baker hasn't yet answered FCC's letter asking when field test report will be submitted (Vol. 9:28), so it's expected his response will be in form of full-blown petition filed after July 21 meeting.

RCA-NBC continue their experiments, including networking of color. They reported to FCC this week on results of 3 such transmissions. At this stage, compared with black-&-white, color improves contrast, reduces definition (see next column).

RCA brought its tube licensees up-to-date on tri-color tube manufacturing techniques at July 15 technical clinic in New York, told some 180 attendees that it's concentrating on 15-in. glass envelope—giving same size picture as previous 16-in. metal-cone envelope—because it's expected to be less expensive.

TESTS OF COLOR network transmissions, reported to Commission by NBC, indicate that color improves contrast but decreases definition of pictures received in black-&-white. Report summarized reactions of stations on color hookup, said:

"A large percentage of the received comments stated that the contrast range for the color transmissions was considerably better than that received from the usual black-&-white transmissions although the definition was softer. No stations experienced any difficulty whatsoever due to synchronization. Some of the more distant stations which received the programs by Bell System microwave facilities reported some attenuation of the color synchronizing burst signal.

"Those stations receiving the test programs over facilities which included Bell System cable circuits did not receive color synchronizing burst or chrominance signals inasmuch as the Bell System does not as yet have in service the special cable translating equipment required for transmission of the color signal over these narrow band network facilities.

"None of the stations reported that the picture was unacceptable and none reported receiving any comment from public concerning the experimental transmissions."

Programs transmitted in color were *Howdy Doody* June 26, 5:30-6; *Bob & Ray* June 29, 7:30-7:45; *Gabby Hayes* June 30, 5:15-5:30. Eighteen stations picked up first program, 3 second, 7 third. Stations were asked to rate quality of picture in 3 gradations—better than black-&-white, same, not as good.

In first transmission, 2 stations reported definition superior to black-&-white, 3 said "same," 13 "not as good." Eight rated contrast better than black-&-white, 8 "same," 2 "not as good."

In second transmission, one reported definition same as black-&-white, 2 said "not as good." All 3 said contrast was same. In third transmission, 2 rated definition "same," 5 "not as good." Five termed contrast better, one "same," one "not as good."

Asked about visibility of sub-carrier dots, stations generally reported picture same as black-&-white. Synchronization was found to be same. Quality of picture, compared to black-&-white, seemed to differ little as between coaxial and microwave transmission.

Following stations participated in first tests: WAVE-TV, Louisville; WBTV, Charlotte; KOTV, Tulsa; WRGB, Schenectady; WFMY-TV, Greensboro; KVTV, Sioux City; KSD-TV, St. Louis; WFAA-TV, Dallas; WMBR-TV, Jacksonville; WSAZ-TV, Huntington; WJAC-TV, Johnstown; WBZ-TV, Boston; WNBQ, Chicago; WNBK, Cleveland; WNBW, Washington; WPTZ, Philadelphia; WOW-TV, Omaha; WTMJ-TV, Milwaukee.

Trade Personals: Joseph J. Peterson, ex-sales mgr. of Lee Electric & Mfg. Co., Los Angeles, and onetime associate editor of *Electronic Industries Magazine*, appointed mgr. of RTMA's new west coast regional branch in Los Angeles, to open Aug. 1; Jean A. Caffiaux, ex-Sylvania, named asst. to Ralph R. Batcher, RTMA chief engineer in New York—both expansion moves recently authorized by RTMA convention (Vol. 9:26) . . . Milton R. Schulte, Tung-Sol v.p. in charge of electronics & flashers, elected a director and not chairman of board, as erroneously reported here last week . . . Wm. Balderston, Philco pres., named to industries advisory committee of the Advertising Council . . . John L. Esterhai, asst. counsel, Philco, elected to executive committee of U.S. Trade Mark Assn. . . . Emerson Dole, Wichita, Kan., elected to NARDA board, replacing Francis L. Monette, Lowell, Mass., who resigned because of pressure of business . . . Edward J. Meehan Jr.,

recently with RCA govt. marketing div., Washington, back in Camden as sales coordinator of AM-FM transmitters and studio equipment . . . Thomas W. Massoth promoted to newly created post of operations control mgr., RCA Victor engineering products dept.; Wilbur Lloyd promoted to controller . . . Roy E. Nelson promoted to mgr. of semiconductor equipment (transistor) sales, RCA Victor tube dept. . . . Edwin A. Freed named operations mgr. of General Instrument's headquarters plant, Elizabeth, N.J. . . . John T. Caviezal, Crosley mgr. of new TV market development, promoted to mgr., TV sales section under gen. sales mgr. Harry McCullough; DeWitt Suplee succeeds him . . . W. T. Buschmann promoted to product sales mgr., Sylvania radio receiving tubes . . . Sidney M. Joffe, ex-pres., Pathe Television Corp., now an officer of Rex Television City, 1440 Fulton St., Fresno, Cal., appliance chain, and west coast representative for Philharmonic Radio.

TV, HIGH FIDELITY STIR MUSIC MERCHANTS: Close affinity of TV and phonograph industries, which have been growing more complementary every year, became even more pronounced this week at National Assn. of Music Merchants convention in Chicago. Record and phonograph industry leaders were quick to give TV credit for stimulating boom in their business, which is now rolling at peak levels. Here's how big it is:

Phonographs -- 24,000,000 players now in use, compared to 18,000,000 in 1948 and 8,000,000 in 1946.

Records -- Sales to consumers passed \$200,000,000 in 1952, with indications 1953 sales will be up to 25% higher.

Frank Freimann, Magnavox president, who has been active in development of both TV and phonographs, said of TV's influence:

"We believe that this market [for phonographs] is particularly strong in those areas which have had TV for the longest period of time, since our studies show that the public has become more selective in its choice of programs and is casting about for some type of cultural entertainment to supplement TV."

Freimann's statement was typical of feeling expressed by many of the 8000 music merchandisers at convention. Sentiment was general that TV stimulates interest in music -- and anything that stimulates interest in music is good for business.

They were also happy to report that TV has caused upturn in sales of musical instruments. Spokesman for Lyon & Healey Inc., Chicago, one of the nation's largest musical merchandise retailers, was quoted in July 17 Wall Street Journal: "Five years of TV have done more for our business than 35 years of radio ever did for it."

He referred to fact that TV viewers, after watching their favorites strum a ukelele or after listening to a symphony orchestra, are going out and buying ukes or oboes or trumpets of their own. As example, he said Arthur Godfrey's strumming on TV was credited with stimulating sales of 2,500,000 ukeleles in 1950. Though 1953 sales are running about 10% below that figure, the uke is still the biggest seller among fretted instruments, said T. M. McCarty, pres. of National Assn. of Musical Instrument Manufacturers -- and he credited TV with helping to keep sales high.

Glowing picture of record sales was given convention by John W. Griffin, exec. secy. of Record Industry Assn. of America. He credited growing demand for classical records mainly to technical improvements in reproduction. Classical records today comprise 40% of total record business vs. 15% few years ago, he said.

Griffin termed introduction of 33 1/3 & 45rpm records most important development in records since electrical recording was introduced more than 25 years ago. Perfection of high-fidelity sets will increase not only classical record sales but also the market for popular records.

* * * *

TV traffic at show was very light, indeed. Though all major manufacturers exhibited their new lines, all had been previously introduced and many dealers had already seen them -- so TV as a selling item didn't cut much ice at NAMM show. But it rarely does anyway because of the timing, coming right after marts, NARDA convention and in middle of distributor-dealer regional meetings. This left introduction of new lines to handful of smaller manufacturers (for details, see p. 10).

High-fidelity really took over the spotlight in absence of TV activity. To say that dealers were enthused is understatement; many looked to "hi-fi" instruments as means of filling void left by slumping TV set sales. For example, one "hi-fi" manufacturer said a parts jobber had ordered 1000 units of his product, sight unseen.

But amid interest came sober warning anew about misrepresentation of "hi-fi". Freimann, who had previously spoken at the furniture marts about mislabeling high-

fidelity (Vol.9:26), said there was growing tendency to apply the label to anything that reproduced sound, added:

"Obviously, this type of irresponsible selling will undermine confidence and may stifle public interest in true high-fidelity. If we are to realize the tremendous potential that is opening up in this field, we must exercise the utmost integrity in presenting high-fidelity merchandise."

For those interested in getting into field, and in absence of official standards, Freimann offers these yardsticks for measurement of high-fidelity instrument:

(1) "Does it reproduce music precisely as it was recorded, with all its excitement, color and richness?"

(2) "Is it capable of reproducing music in its most pleasing form without adding mechanical distortions?"

(3) "Does it reproduce the instruments of a full symphony orchestra in their proper balance and range?"

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TV production totaled 65,790 units (2620 private label) week ended July 10. first week of second half of year -- lowest week of year, but not unexpected in view of summer hiatus, vacation shutdowns. It compared with 69,144 preceding week, 103,629 week ended June 26 and 38,648 in corresponding week last year.

Radio production totaled 126,486 (98,677 private), down from 134,294 week ended July 3 and 214,777 week before, but up from 65,911 corresponding week in 1952. Week's radios: 25,518 home, 7958 portable, 3448 clock, 89,562 auto.

Topics & Trends of TV Trade: Set makers' demand for aluminized picture tubes in 24-&27-in. sizes continues to outstrip supply (Vol. 9:11,22). Some manufacturers consider aluminization a necessity on luxury model extra-large-screen sets. Process greatly improves brightness, but is extremely complicated. Before introduction of 24-in. tube, only GE had extensive facilities for mass-production of aluminized tubes. Now other companies are preparing to turn out aluminized tubes in quantity. Sylvania announced this week that it is "perfecting methods and increasing facilities for the mass production of aluminized picture tubes." It's now in limited production, is sampling manufacturers and inviting inquiries from set makers interested in aluminized 24-&27-in. tubes—"or even in 21-in. sizes." Tube makers' desire to install aluminization facilities now presumably is also spurred by their plans to produce color tubes, which require aluminization for proper brightness.

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Shipments of TVs to dealers totaled 2,695,856 in first 5 months, when production was 3,309,757, according to RTMA's state-by-state and county-by-county tables released this week and available from RTMA on request. It compared with shipments of 1,799,877 in first 5 months last year, when production was 1,873,891. New York, as usual, led all states with 257,040; Pennsylvania second, 240,371; California third, 193,786. Montana, still without TV service, trailed with 449. For May alone, shipments totaled 243,348, compared with 392,492 in April and 235,461 in May 1952.

Hallicrafters has started construction of new \$400,000 plant in Don Mills development section of Toronto, where in October it expects to begin producing 200 TVs. 400 radios daily, employing 250. Robert L. Russell will head subsidiary, with Fred Bardgett as sales v.p.

TV sales are booming in Canada, may reach 400,000 this year, said Canadian Marconi pres. S. M. Finlayson to Montreal Rotary Club this week. With 3 CBC stations now operating, 8 private stations thus far authorized, he foresaw 70 in the Dominion eventually.

Sheraton TV Corp., subsidiary of Video Products Corp., Red Bank, N.J., at NAMM show in Chicago this week, introduced 20 new models, including its first coin-operated sets. Herman Marsen, v.p. & sales director, disclosed that Sheraton, which has been devoting bulk of its production to private label, henceforth will hold private label output to 40% of total. Standard series, on which coin-operated mechanism is available for \$25 extra, ranges from 17-in. mahogany table model at \$180 to 21-in. blonde open-face console at \$300; de luxe series, with coin-operated device at \$30 extra, is from 21-in. mahogany table model at \$280 to 27-in. open-face mahogany console at \$550.

Sentinel Radio introduced 38 new TV models at distributors meeting at Chicago's Sheraton Hotel. New line features "picture depth control," built-in uhf antenna and non-glare control. Prices range from 17-in. mahogany finish table model at \$180 to 27-in. full-door korina console at \$695.

Jewel Radio introduced 10 TVs ranging from 17-in. mahogany wood table model at \$230 to 24-in. full-door masonite console at \$420, with optional all-channel tuner \$20 extra on all models. Also introduced were 3 high-fidelity phonos at \$150, \$160 & \$200.

Majestic Radio introduced 24 new TV models, including 4 high-fidelity combinations, with optional all-channel tuner available in all models at \$50 extra. Prices range from 17-in. mahogany veneer table model at \$200 to 21-in. mahogany combination at \$675.

Tele King introduced 24 new models ranging from 17-in. mahogany wood table model at \$180 to 27-in. traditional mahogany full-door console at \$600, with optional all-channel tuner \$50 extra.

Scott Radio introduced new 24-in. full-door console, in mahogany at \$495, in blonde at \$525.

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Col. Francis F. Uhrhane, formerly of staff of Chief Signal Officer, named head of Signal Corps Engineering Laboratories, Fort Monmouth, N. J., succeeding Brig. Gen. Edwin R. Petznung, recently named Chief Signal Officer for European command.

Report and Order

New Priorities for Processing TV Applications

Full Text of FCC Public Notice 53-889, Mimeo. 92194, Adopted July 14, 1953, and Released July 17, 1953, Effective 30 Days After Publication in the *Federal Register*

Tables Listing Cities According to Priorities Will Be Issued by FCC on Date New Rules Become Effective
Amendment to Footnote 10, Section 1.371 of FCC Rules, to Supersede Procedures and Tables on pp. 262-272 of TV Factbook No. 17

By the Commission: Commissioner Sterling not participating, Commissioner Hennock dissenting.

1. The Commission has before it for consideration the establishment of an order of priority for the processing and designation for hearing of mutually exclusive television applications.

2. With the lifting of the television freeze and the recommencement of television application processing last July, the Commission adopted a "temporary processing procedure" to handle the expected flood of new applications.¹ This procedure, in general, established two processing lines: Group A, comprised of applications for stations in cities without operating stations and more than 40 miles from the nearest operating television station, and Group B, comprised of applications for stations in cities with television stations in operation or less than 40 miles from an operating station. Group B was further sub-divided into several subgroups with a priority afforded to communities where all the VHF channels were in operation and only UHF channels remained available for application. Within each group and subgroup, cities were arranged by order of population. The procedure provided that Group A and Group B applications would be processed simultaneously in separate processing lines. The Commission prepared and published a list of cities arranged in the order of these priorities comprised on the basis of the stations on the air at the lifting of the television freeze.

3. On August 6, 1952, the Commission issued a Public Notice (Mimeo 78341) with respect to the designation for hearing of post-freeze competing television applications. The Commission stated that "for the time being the order in which the hearings are being scheduled is in accordance with the order of priorities set forth in the temporary processing procedure now being followed by the Commission in connection with the initial consideration of television applications." In designating applicants for hearing and in setting hearing dates since that time, the Commission has employed the priorities set out in the temporary processing procedure. In October 1952, the Commission amended the above procedure to provide for the processing of "in the clear" applications with only a sufficient number of conflicting applications to be processed and designated for hearing in order to maintain a flow of hearing cases.

4. The Commission is now current in the processing of "in the clear" television applications. Such applications may now be processed in the order of filing, and the Temporary Processing Procedure established for handling such applications no longer appears necessary. However, there remains on file a backlog of mutually exclusive applications. As noted above, the priorities specified by this Temporary Processing Procedure have been employed in the processing and designation for hearing of such mutually exclusive applications. We are of the view that a revised procedure for the handling of such mutually exclusive applications should now be established in the light of changed circumstances.

5. Since the existing processing procedure has been established on the basis of the service rendered by the 108 television stations on the air prior to the freeze, it no longer accurately represents the service presently being received in many of the cities for which applications have been filed. We believe, in addition, that revised procedures

for the processing and designation of applications for hearing should reflect only stations in operation within the cities concerned.

6. Accordingly, the Commission is amending Footnote 10, Section 1.371 of the Rules by revising its procedure for the processing of television applications. "In the clear" applications will continue to be processed in the order of filing. With respect to the processing of mutually exclusive television applications and the designation of such applications for hearing, the Commission will publish lists of cities reflecting revised priorities in accordance with the rules as amended herein. This list will be brought up-to-date and published at bi-monthly intervals.

7. The processing of mutually exclusive applications prior to designation for hearing will be commenced in the order of the priorities as reflected in the above list, with cities taken alternately from the two lines established. Upon completion of such processing, the applications will be designated for hearing. In view of the fact that some applications may require more time for processing than others, the actual date of designation for hearing may differ from the exact order of priorities as reflected by the list of cities.

8. The procedure adopted here provides that the Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

9. In view of the foregoing, Section 1.371 of the Commission's Rules is amended by deleting the present text of Footnote 10 and substituting the following:

10 Temporary procedure for processing applications for television broadcast stations and for designating for hearing mutually exclusive television applications.—Until further order of the Commission the following temporary procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications. The term "operating television station" as used in this footnote means a television broadcast station for which the Commission has issued a license for regular commercial operation, and STA for regular commercial operation, or authority to conduct program tests.

(1) Non-commercial educational applications and applications for the Territories.—Applications for non-commercial educational television stations and applications for television stations in Puerto Rico, Alaska, Hawaiian Islands and Virgin Islands will be separately processed in the order in which they are accepted for filing.

(2) Processing of non-competing applications for television broadcast stations.—(a) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignment for the city in which the applicant proposes to construct his station. Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for

¹Footnote 10, Section 1.371 of the Rules.

grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(b) Non-competing applications for television broadcast stations will be processed in the order of filing.

(c) An application by a licensee or the permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission, with the exception of applications filed pursuant to Commission Show Cause Orders.

(3) Temporary procedure for processing and designating for hearing of mutually exclusive applications for television broadcast stations.—(a) Mutually exclusive applications for permits to construct new television broadcast stations will be processed in the following manner: Such applications will be separated into two groups.

Group A.—Applications for cities with no operating television stations.

Group B.—Applications for cities with one or more operating television stations, subdivided into various subgroups on the basis of the number of such operating stations. Applications for cities with one operating station will be listed first; applications for cities with two operating stations will be listed next; etc.

Based on the foregoing, the Commission will publish a list of cities for which mutually exclusive applications have been filed. Within each group and subgroup, cities will be listed by order of population (1950 Census). Where cities in Group A and Group B are listed in the Table of Assignments in combination, the total population of the cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of the city so listed, priority will be based on population of the listed city only. The list of cities will be published on the effective date of the rule and will be revised and published thereafter at bi-monthly intervals. The order of processing is as follows:

All applications for the first city listed in Group A.

All applications for the first city listed in Group B.

All applications for the second city listed in Group A.

All applications for second city listed in Group B, etc.

(b) The Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Section 3.610 of the Commission's Rules, said applications will be processed and designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved

before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing at least one day before the higher priority application has been acted upon by the Commission. If the higher priority application is in hearing status at the time the lower priority application is accepted for filing, the 30-day cut-off date specified in Sec. 1.387(b)(3) will be applicable.

(d) Applications for new television stations which were designated for hearing prior to April 14, 1952, and on which final action had not been taken by the Commission have been, by order in each docket, removed from hearing status. Said applications and all other applications for construction permits for television broadcast stations which were filed prior to April 14, 1952, shall be amended by the filing of a new and complete FCC Form 301 as revised April 14, 1952. Such applicants and all new applicants shall set forth complete answers to all questions contained therein and shall submit new and complete exhibits, data and other attachments. Applicants may not answer questions or submit exhibits, data and attachments by cross-reference to other applications or documents on file with the Commission except where proposed exhibits, data and attachments are not obtainable without undergoing undue hardships. In such instances, cross-references must be specific and shall include the file number, page and paragraph of the application and amendment referred to, the number of the exhibit, and a description thereof. Applicants shall not cross-reference by using such phrasing as "on file", "previously filed" or similar phraseology. Applications which have not been amended by the filing of a completed FCC Form 301, or which fail to comply with the above requirements by the time they are reached for processing, will be dismissed.

(e) Where a mutually exclusive application on file with the Commission which has not been reached for processing becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

10. The amendments adopted herein are procedural in nature and Notice of Proposed Rule Making pursuant to the provisions of Section 4 of the Administrative Procedure Act is unnecessary. The amendments adopted herein are issued pursuant to authority contained in Sections 4(i), 5(d)(1), and 303(r) of the Communications Act of 1934, as amended.

11. It is Ordered, That, effective 30 days after publication in the Federal Register, Footnote 10, Section 1.371, of the Commission's Rules is amended as set forth in paragraph 9 herein.

ILLUSTRATIVE TABLE OF PRIORITIES BY CITIES

Editor's Note: This Unofficial List as of July 1, 1953 Can Be Brought Up-to-Date by Applying Criteria Specified in Amendment to Footnote 10, Adopted July 14; see story, *Television Digest*, Vol. 9:29

GROUP A		GROUP B	
No Operating Station		One Operating Station	
1. Des Moines, Ia.	26. Bay City, Mich.	54. Wausau, Wis.	28. Fresno, Cal.
2. Hartford, Conn.	27. Orlando, Fla.	55. Daytona Beach, Fla.	29. Huntington, W. Va.
3. Madison, Wis.	28. Ft. Smith, Ark.	56. Odessa, Tex.	30. Sioux City, Ia.
4. San Jose, Cal.	29. La Crosse, Wis.	57. Provo, Utah	31. Binghamton, N. Y.
5. Wheeling-Steubenville, O.	30. Wilmington, N. C.	58. Mason City, Ia.	32. Charleston, S. C.
6. Brownsville, Tex.	31. Mansfield, O.	59. Sharon, Pa.	33. Green Bay, Wis.
7. Winston-Salem, N. C.	32. W. Palm Beach, Fla.	60. Rapid City, S. D.	34. Fargo, N. D.
8. Waco, Tex.	33. Salem, Ore.	61. Jefferson City, Mo.	35. Lafayette, Ind.
9. Manchester, N. H.	34. Sheboygan, Wis.	62. Las Vegas, Nev.	2 Operating Stations
10. Springfield, Ill.	35. Lake Charles, La.	63. El Dorado, Ark.	2. Minneapolis-St. Paul, Minn.
11. Columbus, Ga.	36. Lewiston, Me.	64. Florence, S. C.	37. Boston, Mass.
12. Topeka, Kan.	37. Tyler, Tex.	65. Cape Girardeau, Mo.	38. San Antonio, Tex.
13. Portland, Me.	38. Joplin, Mo.	66. Goldsboro, N. C.	39. Omaha, Neb.
14. Cedar Rapids, Ia.	39. Cumberland, Md.	67. Hastings, Neb.	40. Roanoke, Va.
15. Augusta, Ga.	40. Biloxi, Miss.	68. Anderson, S. C.	41. Amarillo, Tex.
16. Durham, N. C.	41. Muskogee, Okla.	69. Beckley, W. Va.	3 Operating Stations
17. Stockton, Cal.	42. Spartanburg, S. C.	70. Bogalusa, La.	42. Philadelphia, Pa.
18. Raleigh, N. C.	43. Hagerstown, Md.	71. Plattsburg, N. Y.	43. Detroit, Mich.
19. Waterloo, Ia.	44. Enid, Okla.	72. Modesto, Cal.	44. San Francisco, Cal.
20. Terre Haute, Ind.	45. Petersburg, Va.	73. Klamath Falls, Ore.	45. Baltimore, Md.
21. Greenville, S. C.	46. Bakersfield, Cal.	74. Clearwater, Fla.	46. Cleveland, O.
22. Ogden, Utah	47. Fayetteville, N. C.	75. Sunbury, Pa.	47. Atlanta, Ga.
23. Lexington, Ky.	48. Owensboro, Ky.	76. Merced, Cal.	4 Operating Stations
24. Pittsfield, Mass.	49. Ottumwa, Ia.	77. Marinette, Wis.	48. Washington, D. C.
25. Asheville, N. C.	50. Paducah, Ky.	78. Wenatchee, Wash.	6 Operating Stations
	51. Bristol, Tenn.-Va.	79. El Centro, Cal.	49. New York, N. Y.
	52. Reno, Nev.	80. Kearney, Neb.	7 Operating Stations
	53. Clarksburg, W. Va.	81. Montpelier, Vt.	50. Los Angeles, Cal.
		82. Henderson, Nev.	

Distributor Notes: Joseph M. Zamoiski Co., Washington (Philco) announces resignation of Lawrence Lehan, v.p.-gen. mgr., who becomes partner in Duge Distributing Co., Cleveland (major appliances) . . . Admiral appoints Capital Appliance Co., Indianapolis (S. Carroll Kahn, pres.), replacing Griffith Distributing Corp. . . . Radio & Appliance Distributors Inc., Hartford, Conn. (RCA Victor) appoints Herman M. Sternberg, ex-Electronic Sales of New Haven, as sales mgr. . . . Motorola-Detroit promotes James B. Charters from branch mgr. to v.p.; Motorola-New York promotes Lou Raskin to sales mgr., replacing Harry Schecter, resigned . . . Stromberg-Carlson appoints L. J. McAllister Co., Providence, replacing John J. Moore Co., which is going out of business; Gross Distributors Inc., New York (Stromberg-Carlson) appoints Joseph A. Kerr, ex-GE, as district mgr. . . . Emerson Radio of Washington Inc., names Murray Cantor sales mgr.; Century Distributing Co., Los Angeles (Emerson) appoints W. J. Moller sales mgr. . . . Crosley appoints Graybar, St. Louis (Edward A. Grimes, mgr.); Crosley Distributing Corp., Atlanta, announces resignation of gen. mgr. J. D. Crawford . . . Admiral appoints Salisbury Distributors Inc., Spokane (Harold A. Salisbury, pres.).

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National Assn. of Music Merchants officers, elected at Chicago convention this week: Russell B. Wells, Charles E. Wells Music Co., Denver, pres., succeeding Harry E. Callaway, Thearle Music Co., San Diego, who becomes chairman; Earl Campbell, Campbell Music Co., Washington, v.p.; Paul E. Murphy, M. Steinert & Sons, Boston, secy.; Parker M. Harris, Philip Werlein Ltd., New Orleans, treas. New directors: Earl Campbell; Thomas J. Holland, Glen Bros. Music Co., Salt Lake City; James F. Maroney, Thomas Goggan & Bros., Houston; B. E. Neal, Neal-Clark-Neal, Buffalo; Oliver H. Ross Jr., Oliver H. Ross Piano Co., Ft. Worth; R. W. Schirring, Halle Bros. Co., Cleveland; Rudolph Siegling, Music House Inc., Charleston, S.C.; H. J. Sneller, Sneller Music Co., Minneapolis.

High regard for TV serviceman generally is shown in nationwide survey of set owners conducted by Elmo Roper on behalf of RCA Service Co.—90% of 5000 set owners sampled indicating approval of servicemen's quality of work, compared to 86% who expressed approval in similar survey last year (Vol. 8:21). Of those who had service calls, 70% termed work "really good"; 19% described it as "fairly good"; 6% expressed dissatisfaction; 5% didn't reply. Other results of survey: (1) 95% said servicemen were courteous. (2) 68% considered cost of calls "entirely reasonable". (3) 75% reported service completed same day as call. RCA Service Co. is forwarding findings to local Better Business Bureaus.

First ready-to-use prealigned IF amplifier for TV sets is now in mass production by RCA tube dept. New printed-circuit assembly comes complete with tubes and will help set makers pare production time, eliminate complex assembly and alignment operations and provide efficient and uniform operation, RCA says. Named the "Tandem" amplifier, new unit employs photo-etch printing process, employs printed IF transformers, coils and traps, 3 amplifier tubes and crystal diode—all mounted on plastic panel less than 2x9-in.

Andrea Radio Corp. plans to market TVs in Europe, pres. Frank A. D. Andrea announced on return from 10-week trip abroad. To be marketed in Italy through R. T. C. Radio Television Co., Genoa, foreign line will start with table model TV-radio to list at about \$475. Andrea was impressed with development of TV in Europe, but observed that buildup would be faster if the different countries had uniform transmission standards.

Financial & Trade Notes: American Broadcasting-Paramount Theatres Inc. reports estimated consolidated earnings for second 1953 quarter were \$818,000, including \$756,000 from operations and \$62,000 of capital gain. For same 1952 quarter, net earnings were \$1,459,000, including \$533,000 from operations and balance from capital gain.

For first 1953 quarter, AB-PT reported consolidated earnings of \$5,732,000, including \$1,480,000 from operations and \$4,252,000 from capital gain, latter derived largely from \$6,000,000 sale of WBKB, Chicago, to CBS along with divestment of 9 theatres (Vol. 9:16).

For first 6 months of 1953, estimated net was \$6,550,000, of which \$2,236,000 was from operations, \$4,314,000 capital gain, compared with earnings for first 6 months of 1952 totaling \$3,508,000, including \$2,343,000 from operations. Per-share earnings on 3,967,525 shares of common stock outstanding were 17¢ for first quarter 1953 and \$1.59 for first 6 mo.; in 1952, per-share earnings on 3,300,833 shares of common were 44¢ for second quarter, \$1.06 for first 6 mo. President Leonard Goldenson reported earnings from theatre operations for last quarter ran substantially ahead of same 1952 quarter.

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Among officers' and directors' stock transactions reported by SEC for May 11-June 10: Edmond Ludlow bought 500 Arvin (Jan.-Nov. 1952), holds 1700; James D. Shouse sold 3000 Avco, holds 3550; R. S. Pruitt sold 600 Avco (April), holds 25,670; Robt. H. Daisley bought 100 Clevite (Apr.), holds 300; Harold I. Thorp sold 700 Decca, holds 300; Benjamin Abrams trust bought 1000 Emerson, he holds 296,639 personally and through trust & foundation; H. M. Ballard bought 100 Gabriel Co. (May 1951 & May 1952), holds 200; Wm. H. Miller sold 300 Gabriel Co. (Apr.), holds 13,810; Ralph J. Cordiner bought 420 GE (Apr.), holds 800; Levin H. Campbell bought 100 General Precision Equipment, holds 100; Joel Dean bought 500 GPE, holds 1000; Walter E. Green bought 170 GPE, holds 335; John A. Robertshaw bought 100 GPE, holds 100; Henry Reeve sold 400 Hazeltine, holds 10,000; Wilfred H. James sold 1000 Muntz TV (Mar.), holds 2300; E. W. Engstrom bought 139 RCA, holds 300; Max F. Balcom bought 301 Sylvania, holds 3800; Don G. Mitchell sold 100 Sylvania, holds 3287; Jean E. Witbeck bought 100 Tung-Sol, holds 2951; Willis H. Booth bought 400 Weston Electrical, holds 1600; Earl R. Mellen exercised warrants to buy 134 Weston Electrical, holds 536.

Hallicrafters reports consolidated earnings of \$862,282 (\$1 per share) after taxes of \$1,709,469 on sales of \$36,102,631 during 9 months ended May 31. Quarterly report shows \$153,333 earnings (18¢) on \$9,828,639 sales for quarter ended May 31, which compares with \$296,853 earnings (36¢) on \$13,173,463 sales for quarter ended Feb. 28 and \$376,096 earnings (46¢) on \$13,100,579 sales for quarter ended Nov. 30, 1952. Comparisons of 9-mo. figures not available because of changed accounting system.

General Instrument Corp. reports sales and profits in quarter ended May 31 were highest for any quarter in its history. Sales were \$10,633,659, vs. \$6,230,220 in same 1952 period. Earnings rose to \$456,076 (75¢ a share) from \$102,487 (17¢) year ago. Chairman Abraham Blumenkrantz attributed increases to demand for vhf-uhf tuning units.

Thomas A. Edison Inc. has purchased Measurements Corp., Boonton, N. J., manufacturer of TV-radio-electronic test equipment, for undisclosed sum. Management and policies will be unchanged, according to Henry G. Riter III, Edison pres., who becomes pres. of Measurements Corp. as well as Edison. Harry W. Houck, ex-pres. of Measurement Corp., becomes v.p.-gen. mgr.

Telecasting Notes: TV station rates continue to trend upward—this despite fact that, in many areas, competition gets keener as new stations take the air. In digesting all station rate cards for our midyear *TV Factbook* (No. 17), we find 44 of the 108 pre-freeze stations showing higher rates as of July 15 than they did last Jan. 15. Most base hour rates were upped \$100 to \$200, with a few up \$250 or more . . . Highest rates are those shown for New York network key stations (WCBS-TV, \$4500 per Class A hour; WNBT, \$4250; WABC-TV, \$3100; WABD, \$2200) . . . Lowest rate in book is that of KVOSt-TV, Bellingham, Wash., \$90 . . . Among the bigger rate jumps in last 6 months; WTOP-TV, Washington, up from \$700 to \$1100; WCAU-TV, Philadelphia, \$1500 to \$1800; WDTV, Pittsburgh, \$1000 to \$1200; WBKB, Chicago, \$1500 to \$1650; KNBH, Los Angeles, \$1500 to \$1700; KGO-TV, San Francisco, \$750 to \$900; WFBM-TV, Indianapolis, \$600 to \$800—and, of course, the aforesaid WCBS-TV's \$4000 to \$4500 . . . New stations, generally, start with \$150 or \$200 rate, with some uhf offering sliding scales as "circulation" goes up . . . WTVN, Columbus, is one station which downed its rates—from \$650 to \$500—just after the Tafts of Cincinnati (WKRC-TV) took over in March (Vol. 9:3,9); on the other hand, when Time Inc. took over KDYL-TV, Salt Lake City (Vol. 9:14,26), it upped rate from \$400 to \$575 . . . KSTP-TV, St. Paul, has established Class AA rate as of next Sept. 1, covering Mon.-Sat. 7-10 p.m. & Sun. 6-10 p.m.; it's \$1100. Class A rate of \$900 continues for Mon.-Sat. 6:30-7 p.m., Sun.-Sat. 10-10:30 p.m., Sun. 5-6 p.m. . . . Comedy variety continues far and away most popular TV fare, with Pulse rating of 29.6 in June; baseball second, 21.3; comedy situation, 20.8; drama & mysteries, 10. Speech by President Eisenhower hit 55.4 . . . Leland Hayward, Mary Martin, Ethel Merman about to be signed by NBC-TV for \$100,000-budget once-monthly Sat. 9-10:30 p.m. show, reports *Variety*; they were teamed for recent Ford anniversary show on combined NBC-CBS . . . Ham Fisher signs with Guild Films for *Joe Palooka* to be featured in 78 half-hour TV films . . . 18 major NBC-TV programs reported already booked for Sept. 19 switch to new uhf affiliate WVEC-TV, Norfolk, replacing vhf WTAR-TV, (Vol. 9:25,27-28) . . . WSBA-TV, York, Pa., now building new 9560-sq. ft. TV Center, including 40x60-ft. studio, to be ready for occupancy Sept. 15 . . . New 30,000-sq. ft. studios of KBTv, Denver, costing \$500,000, dedicated July 11 with George Jessel and other celebrities participating.

Two applications were filed this week for new TV stations, 6 dismissed. Together with this week's 6 CPs, they bring total applications on file with FCC down to 576, of which 184 are uhf. Applications were for No. Little Rock, Ark., Ch. 11, by local KXLR, and for Ch. 7 by WROV, Roanoke, Va., which this week relinquished CP for Ch. 27 after 4 months on air (see p. 3). [For further details about these applications, see *TV Addenda 17-B* herewith; for complete listing of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Edward W. Petry's 11.1% stock interest in KSTP Inc., St. Paul (KSTP-TV) has been bought in by the corporation, whose stockholdings now are as follows: Stanley Hubbard, pres., 61.32%; Didrikke S. Hubbard, 14.07%; Siems Bros. Inc., 11.25%; Thomas E. Bragg, 4.17%; Vera S. Bragg, 4.17%; Mrs. Paulette E. Godfrey, 2.94%; James V. Igoe, 2.08%. Edward Petry & Co., station reps, recently bought 22.22% interest in KFMB-TV & KFMB, San Diego for \$633,333 (Vol. 9:23).

More TV homes than phones or bathtubs reported for Cleveland-Akron-Canton area, too. Admiral survey shows 700,000 TVs, 660,000 home phones, 640,000 bathtubs.

Channel shifts & power increases: WTMJ-TV switched from Ch. 3 to Ch. 4 in middle of special half-hour program July 11, at same time going from 16 to 100-kw ERP and putting into use new 1035-ft. tower. WFBG-TV, Altoona (Ch. 10) July 16 became first post-freeze station to reach maximum power permitted by FCC, and second high-band station to telecast at 316-kw ERP (other is WHAS-TV, Louisville). WEEK-TV, Peoria (Ch. 43), went up to 175-kw this week using new GE transmitter. WSB-TV, Atlanta, put new transmitter in service July 15, bringing power to 100-kw. KPIX, San Francisco, has begun installation of GE amplifier, will boost power from 16.6 to 100-kw July 31. RCA this week shipped 25-kw amplifier to WPTZ, Philadelphia, plans July 18 shipment of 25-kw unit to KBTv, Denver. RCA has upped rating of its Ch. 7-13 transmitter TT-20BH from 20 kw to 25 kw and changed type number to TT-25BH; increase is possible because unit is driven by 10-kw transmitter instead of 5-kw.

Hearst Corp. took its dragged-out fight with educators for Milwaukee's non-commercial Ch. 10 to courts this week—filing brief July 15 with U. S. Court of Appeals of District of Columbia asking reversal of FCC's 2 decisions denying rehearing on its proposal to reallocate channel for commercial use (Vol. 9:20). Among other educational TV developments this week: (1) Joint Committee for Educational TV voted to join NARTB in panel on TV's impact on community life, under auspices of United Nations Educational, Social & Cultural Organization, at U of Minnesota Sept. 17. (2) JCET asked FCC to deny request of WVEZ Inc., New Orleans, for reassignment of city's Ch. 8 to commercial use (Vol. 9:28). (3) Dr. L. H. Adolfson, director of U of Wisconsin's extension div., appointed to Wisconsin State Radio Council, which will apply for all of state's non-commercial channels.

New Chicago-Minneapolis microwave went into service for telephone July 13, can be equipped for TV when needed. New Chicago-Milwaukee microwave went into use June 15. Whole Chicago-Milwaukee-Minneapolis system employs 12 intermediate relay stations, covers 423 mi. New KTVH, Hutchinson, Kan., was interconnected July 14 via 35-mi. AT&T microwave from Wichita. Additions bring total of interconnected stations to 143 in 95 cities.

Dage Electronics Corp. showed off its compact vidicon camera equipment, for stations and industrial use (Vol. 9:18), at Washington's Hotel Statler July 16-17 as part of tour taking in Philadelphia, New York, Chicago, San Francisco. It reports sales of 50 units to date, expects 25 more out of tour. Organization has expanded from 10 people in January to 50 today, and first deliveries are expected next month.

Sigma Delta Chi journalism fraternity's *Quill* devotes July edition to TV and news, with articles by John Cameron Swayze, *Camel News Caravan*; Jack Gould, *New York Times*; Walter Annenberg, *WFIL-TV, TV Guide* and *Philadelphia Inquirer*; Richard B. Hull, *WOI-TV, Ames, Ia.*; Frank LaTourette, *ABC*; William Ray, *NBC*; James Byron, *WBAP-TV, Ft. Worth*; Spencer Allen, *WGN-TV, Chicago*.

Commission on International Telecommunications to study possibilities of international TV among other things, would be established by S. J. Res. 96, reported July 17 by Senate Foreign Relations Committee. Resolution provides \$250,000 to finance study. House hasn't acted on proposal.

Four out of every 5 TV homes — some 19,000,000 of them — watched some part of the June 2 Coronation telecasts, according to Neilsen, Trendex and American Research Bureau surveys.

New TV camera lens with 80-in. focal length has been built by British Marconi, loaned to BBC. It employs reflecting system, has overall length of 20-in., weighs 20 lbs.

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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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[With This Issue: Special Report Containing Full Text of Final NTSC Color Transmission Standards]

NTSC FILES FOR COLOR, TIMING UP TO FCC: With unanimous approval of NTSC color system by NTSC members July 21, followed two days later by the filing of petition with FCC requesting approval of system, chief question now is one of timing. (For full text of final technical specifications, see Special Report herewith.)

Possibility of serious opposition to new standards seems more remote than ever. Not only did CBS approve standards, but its own Dr. Peter Goldmark -- who fought entire industry to get his field-sequential system approved by FCC -- was the man who stood up at July 21 NTSC meeting and seconded motion to adopt new standards. As you can well imagine, it was a dramatic moment.

Chromatic TV Labs president Richard Hodgson voted for the new standards. Neither Dr. Allen B. DuMont nor his alternate Dr. T.T. Goldsmith attended. What that portends is anyone's guess, but NTSC chairman Dr. W.R.G. Baker says: "I don't attach much significance to it. Dr. DuMont has never attended a meeting and Dr. Goldsmith has attended only once in a while."

Philco and Sylvania filed independent petitions for approval of NTSC standards July 23 & 24, respectively, while RCA amended wording of its earlier proposed standards to conform with final NTSC language -- as it previously said it would. At week's end, there was talk that other manufacturers, such as GE and Hazeltine, might also petition individually for approval of the NTSC standards. RCA, of course, filed its petition for approval of the standards on June 25 (Vol. 9:26).

* * * *

FCC chairman Rosel Hyde wouldn't commit himself on when and how FCC would move, now that matter is completely in Commission's hands. He did say, however, that if Commission is to issue notice of proposed rule-making aimed towards adoption of new system, it can hardly produce it in week or two -- more likely a month.

Barring unforeseen hitches, here's timetable envisioned at Commission -- with the time periods cumulative:

- (1) Issuance of notice of proposed rule-making -- 15-30 days.
- (2) Period for filing comments pursuant to notice -- 40-45 days.
- (3) Period for replying to comments -- 30 days.
- (4) FCC examination of comments and replies -- 20 days.
- (5) Demonstrations -- 15 days.
- (6) Time for hearing -- indeterminate, depending on seriousness of questions about system, if any, raised by FCC or parties to hearing. Whether hearing is oral or written will depend on questions raised about system.
- (7) Time for FCC to discuss whole record, write decision -- 30-90 days.
- (8) Period before decision becomes effective -- 30 days.

FCC probably can squeeze some water out of that schedule -- but not much, in

opinion of many observers both inside and outside of Commission. Obviously, final approval of new standards much before year's end is quite unlikely.

* * * *

NTSC petition is brief, uncomplicated. It describes makeup of NTSC and its activities of last two years, points to "hundreds of thousands of engineering man hours" devoted to problem, concludes by recommending adoption of new standards.

As example of work done, petition states that Panel 16 (field testing) utilized 106 engineers contributing over 10,000 man hours.

Chairman Baker also said he would help Commission get representative color receivers and arrange for demonstrations.

There's a tremendous untold story behind NTSC's work. Formed when FCC was completely on the outs with industry, it has deliberately soft-pedaled its work to avoid arousing Commission. We're told it has employed over 1,000,000 pages of documents. In compatibility field testing, 26,411 separate readings were made, etc.

* * * *

CBS's concurrence with new standards was reemphasized July 25, when TV president Jack Van Volkenburg sent letter to affiliates, advising them of plans to start feeding experimental color programs to network about Sept. 15 and announcing color clinic to be conducted for them in early fall.

In letter to chief engineers of affiliates, CBS engineering v.p. Wm. Lodge outlined technical plans and problems. He told them that CBS's New York, Chicago and Los Angeles studios were being equipped for color and that FCC permission to transmit experimentally is being requested.

Lodge says that CBS has sufficient color studio gear, including cameras, to do everything it would like to do and that it will successfully compete with NBC or anyone else. He wouldn't say where equipment was acquired, whether from RCA or not. He expects affiliates to have no trouble getting equipment as needed.

* * * *

Noteworthy in Philco's petition is its opinion that color receivers do not yet comply with FCC's criteria on cost and simplicity, as stated in FCC Public Notice 65008, issued June 11, 1951, and known as the "open door policy" on compatible color. Philco is completely satisfied with system and with everything in receivers except color tube and its circuits.

It has no doubt, however, that adoption of NTSC system "will greatly stimulate the development of suitable, economical color tubes which will make color TV available to the great mass of the American people." This will come "within 2 or 3 years," Philco says. It also offered color set to FCC.

Significant in Philco petition is way it stresses its own contributions and those of GE and Hazeltine. Obviously, it doesn't want RCA to run away with all the credit for developing color. Significant, too, is its reference to patents. Discussing NTSC's work since last color hearing, Philco states:

"Color was added in such a way as to present all the information necessary for human observance; but no information not necessary was transmitted. The method of transmission was by frequency multiplexing as evolved, for example, by Philco and General Electric (referring back to the original work of Gray -- see the expired Patent No. 1,769,920)...". The patent was awarded to Bell Labs' Frank Gray in 1930. Philco's eye is obviously on end of 1954, expiration date for RCA's agreements with its patent licensees (Vol. 9:24,28).

But none of this patent jockeying is likely to interrupt FCC's consideration of new system. Commission's attitude is this: "If these fiercely competitive manufacturers can agree on a system, it's our job to approve it if it's good. If there are patent squabbles, surely we can rely on the parties to take care of their own interests in the courts and with the Justice Dept. Our job is to pick the best system, not to adjudicate patents."

Sylvania's petition was brief, stated that it can produce substantial numbers of tri-color tubes 6-9 months after system is adopted and that it will start production of color sets within 9 months of adoption of system.

6 CPs GRANTED, LAGGARDS WARNED BY FCC: While granting 6 CPs this week and issuing 2 initial decisions, FCC told 3 more CP-holders it can't give them more time to build unless they come up with adequate explanation for not having started yet. Thus forewarned were: WKMI-TV, Kalamazoo, Mich. (Ch. 36); WRAK-TV, Williamsport, Pa., (Ch. 36); KTVR, Galveston, Tex. (Ch. 41). Following are week's CPs, the one in Harrisburg coming via final decision:

Champaign, Ill., Champaign-Urbana Television Inc., Ch. 21; Jackson, Miss., WSLI, Ch. 12; Kearney, Neb., Bi-States Co., Ch. 13; Oklahoma City, Okla., Oklahoma TV Corp., Ch. 9; Harrisburg, Pa., WCMB (Lemoyne, Pa.), Ch. 27; Berkeley, Cal., Bay Area Educational TV Assn., Ch. 9 (educational).

Initial decisions favored: Queen City TV Co., Allentown, Pa., Ch. 39; KTRM, Beaumont, Tex., Ch. 6. Allentown decision followed dropout of competitor, but KTRM got nod after full-dress 3-contestant hearing.

* * * *

Sidelights on non-AM grantees: Pres.-treas. and largest stockholder (39%) of Champaign CP-holder is Norman E. Blankman (real estate); Dallas W. Smythe, one-time FCC economist now U of Illinois professor, is v.p. and 4% owner. Major principal in Kearney grant is Dr. F. Wayne Brewster, physician and owner of hospital. Oklahoma City grant came after KOMA dismissed under option to buy 50% of grantee.

In Beaumont decision, examiner Annie N. Huntting picked KTRM over KFDM and KRIC, finding it has greater ownership-management integration, more local ownership, greater community activity by stockholders, superior program proposals.

KTRM was initially hard up financially, couldn't raise enough by public stock sale, finally arranged stock-loan agreement for \$150,000 with W.P. Hobby, who owns Houston Post and KPRC-TV & KPRC. He's ex-gov. of Texas and husband of Oveta Culp Hobby, Secretary of Health, Education & Welfare.

* * * *

Striking testimonial to magic word of "television" was action of Congress this week in finally appropriating \$7,400,000 for FCC, compared with \$6,408,460 last year, in face of drastic cuts for virtually all other govt. agencies. All of the increase is earmarked for TV processing. House had wanted to give FCC \$7,100,000, but Senate insisted on \$7,400,000, though gave in to House demand that \$1,018,496 be specifically set aside for TV -- none of it to be used for anything else.

New funds permit doubling present corps of 12 examiners, plus addition of enough attorneys, engineers and clerical help to keep hearings running full speed. As usual, FCC faces considerable job in finding enough competent help for new jobs.

ANOTHER 'DISTRESS SALE'; NEW OWNERSHIPS: You can expect more and more ownerships to change among post-freeze TV stations -- maybe even a few more among pre-freeze -- as the business of telecasting shakes down to some degree of normalcy and as troubles begin to overtake some enterprisers. This week, another "distress sale" was placed before FCC for approval, first since KONA, Honolulu (Ch. 11) went under last spring (Vol. 9:13, 23) and close on heels of demise of Roanoke uhf WROV-TV (Vol. 9:29).

KOLN-TV, Lincoln, Neb. (Ch. 12) has been sold, along with KOLN-AM (250-kw on 1400 kc, MBS) to Fetzer Broadcasting Co., Grand Rapids, Mich., owned by Mr. & Mrs. John Fetzer, operating pioneer WKZO-TV, Kalamazoo with WKZO, also WJEF, Grand Rapids. Subject to FCC approval, the Fetzers propose to pay \$145,000 cash, assuming approximately \$500,000 in liabilities. Their own financial statement filed with FCC shows \$1,297,503 assets as of May 31, \$626,873 total liabilities, \$670,629 earned surplus. They also own one-third of radio WMBD, Peoria, small interest in KXEL, Waterloo, Ia.

[For balance sheet and profit-&-loss statement of KOLN-TV & KOLN, see p. 6.]

In another TV station deal just concluded, Rowley-Brown Broadcasting Co., one-third owned by veteran broadcaster Kenyon Brown and two-thirds by Rowley theatre family, acquire Donald Reynolds' 50% ownership of KRTV, Little Rock, Ark. (Ch. 17), which started on April 5. Rowley-Brown, who also own KWFT-TV & KWFT, Wichita Falls, Tex. (Ch. 6), pay \$42,500 cash, assume \$10,000 in notes, release Reynolds from his obligations under \$85,000 bank loan and \$199,291 GE contract. Publisher Reynolds

also owns new KFSA-TV, Ft. Smith, Ark. (Ch. 22) and has made deal with Mr. Brown to take over CP for new KZTV, Reno (Ch. 8) due on air in Sept.; he pays Brown \$1250 for Brown's 50% interested in Nevada grant.

Reports were current again that KLAC-TV, Los Angeles (Ch. 13) is being sold to broadcaster J. Elroy McCaw and ex-theatreman Ted Gamble. But Mortimer Hall, son of owner Mrs. Dorothy Schiff (publisher of N.Y. Post) wired us: "KLAC-TV & KLAC-AM have not been sold. KLAC-TV could be bought at a price but KLAC-AM is not for sale." Radio station is understood to be big money-maker, TV substantial loser, but offers to buy them as package have all been rejected. McCaw and Gamble, each to own 25%, and theatreman Charles Skouras, 50%, are currently negotiating to buy Crosley's WINS, New York (50-kw on 1010 kc) for \$450,000.

* * * *

Edward Lamb, founder of WICU, Erie, Pa., and WTVN, Columbus, O., latter sold recently to Tafts of Cincinnati (Vol. 9:39), has made deal with Golden Triangle TV Corp., Pittsburgh, holding CP for Ch. 47, WTVQ, due on air in Aug., whereby he would take over all outstanding stock for \$5000. One of partners, J. Frank Gallaher, died recently, and partners Ronald Woodyard and Loren Berry propose to pull out.

FACTBOOK MAP SHOWS STATION-NETWORK GROWTH: Wall map accompanying TV Factbook No. 17, completely redrafted and enlarged (to 43x29-in. from 32x22-in.), reflects remarkable expansion of stations and networks in the mere 6 months since we printed last map. Accurate routes of existing TV cable & microwave facilities were supplied by AT&T; also shown are the several privately-owned relays in use. In addition, other Bell System cable & microwave facilities in service for telephone or planned, but not yet equipped for TV, are indicated--some of them disclosed for first time.

Map is up-to-the-minute as of July 15, showing not only all stations on air but those due to start this month. All cities of 10,000 pop. or over are included, except those in the most congested areas. Cities under 10,000 with applications or CPs, or towns peculiar to FCC allocation plan (such as Irwin, Pa.; Old Hickory, Tenn.; Burnsville, N.C., etc.) are also included. One discrepancy has been called to our attention: Omaha-Lincoln route should be shown as planned, not in use.

Suitable for framing, one map accompanies each Factbook. Additional maps are available at \$1 each; 20-100, 50¢ each. Cost of larger orders on request. Factbook itself goes only to full-service subscribers, extra copies \$3 each.

ONE NEW COMMERCIAL station got started this week, bringing total now on air to 207. KEYT, Santa Barbara, Cal. (Ch. 3) began test patterns July 24, programming July 25. Pres. Colin Selph wires that station, affiliated with all networks, went on air "with 14 hours network, 6 hours national, 5 hours local sold, and excellent spot announcement volume". Chairman and 14% owner of station is Harry C. Butcher, owner of radio KIST, Santa Barbara, operated separately from the TV.

There was one "near miss" this week when an educational outlet turned on juice July 21, suddenly discovered its STA from FCC stipulated different equipment from the RCA transmitter being used, decided to call off tests for time being, may not get going with program schedules before new school year in fall.

It's KUSC-TV, Los Angeles (Ch. 28), which several weeks ago also ran into trouble when flooring in transmitter room gave way, causing damage and delay. Station is underwritten by oil-endowed Allen Hancock Foundation, has quarters on U of Southern California campus but proposes to change call letters in order to identify itself less with USC than with entire community's educational and public service institutions.

On basis of reports from CP holders now constructing, most of whom have their equipment on hand, these have said they expected to get on the air before end of July and may be regarded as imminent starters--though delays are usually the rule: Vhf plants reported nearing test stage--

KMMT, Austin, Minn. (Ch. 6); KMO-TV, Tacoma, Wash. (Ch. 13); KBES-TV, Medford, Ore. (Ch. 5); KIVA, Yuma, Ariz. (Ch. 11); KCMC-TV, Texarkana, Tex. (Ch. 6).

Uhf stations reporting they will start very soon: WTVI, Belleville, Ill.-St. Louis (Ch. 54); KEDD-TV, Wichita, Kan. (Ch. 16); WTVP, Decatur, Ill. (Ch. 17); WETV, Macon, Ga. (Ch. 47); WATR-TV, Waterbury, Conn. (Ch. 53); WILS-TV, Lansing, Mich. (Ch. 54); KAFY-TV, Bakersfield, Cal. (Ch. 29); WCAN-TV, Milwaukee (Ch. 25); WTVU, Scranton, Pa. (Ch. 73); WTVH-TV, Peoria, Ill. (Ch. 19); WTAC-TV, Flint, Mich. (Ch. 16); KETX, Tyler, Tex. (Ch. 19).

Three-year TV licenses instead of one-year were proposed by FCC this week in rule-making proceeding (Doc. 10597, Mimeo. 92828). Commission concluded that TV has reached sufficient maturity to give it same license period as AM & FM, with licenses to expire on same geographical basis as AM & FM. Comr. Hennock dissented, in 6 pages, arguing that FCC should look into TV programming first.

Tokyo's first commercial TV station is slated to go on air shortly after Aug. 15, cables supervisory engineer W. C. Cothron. RCA 10-kw transmitter for JOAX-TV, owned by Nippon TV Network, is now being installed. Cothron also handled installation of Mexico City's XHTV & Havana's CMUR-TV (Vol. 6:25, 33), credits speed of Tokyo installation to "engineering ability of the Japanese and quality of American broadcast equipment."

NBC PRESIDENT Frank White will announce resignation at network's radio affiliates meeting in Chicago's Drake Hotel Monday, July 27, only 6 months after he took over from Joseph B. McConnell, now president of Colgate-Palmolive-Peet (Vol. 9:1). Reasons of health are given, and in accepting resignation RCA-NBC chairman David Sarnoff will announce he personally will assume NBC presidency until new man is selected, probably not by time of next board meeting Aug. 7. Gen. Sarnoff states that, after Mr. White has taken long rest his health requires, he hope "we shall again have the benefit of his abilities in an appropriate executive position in the RCA organization."

Mr. White, 53, onetime CBS v.p. & treas., who quit there to become head of Mutual, leaves in the wake of "de-integration" policy separating NBC's TV-radio operations, ordered into effect last week (Vol. 9:29). New plan places v.p. John Herbert in charge of TV network, v.p. Wm. Fineshriber Jr. in charge of radio, Ted Cott operating v.p. of radio—all reporting to president. There's no hint yet whether new president will come from within the organization.

In message prepared for affiliates' meeting in Chicago, which White and station relations v.p. Harry Bannister are attending for NBC headquarters, Gen. Sarnoff said he would be glad to meet with the newly formed organization (sparked by WDSU's Robert Swezey) when it meets in New York in Sept. He didn't go to Chicago, it was explained, because of a White House appointment.

NBC policy vis-a-vis radio is to be outlined by White at Chicago meeting; he will reassure the radio affiliates that "the radio network is of no less importance to NBC and to RCA than the TV network" and that "the main attack on our radio problem will be in strengthening our program structure." Gen. Sarnoff, he will say, "expects NBC to occupy first position in radio as well as to main-

tain its first position in TV." Restiveness of NBC radio affiliates is largely due to fact CBS has held leadership in radio billings & ratings for several years. He will also say:

"We know that the task in radio is more complex and more difficult than in TV—and will take more time to accomplish. TV has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition.

"In the past few months, the major NBC effort has been devoted to clearing away some of the roadblocks that were obstructing our steady progress in TV. This has been achieved. Now we are moving in on radio. Here, the objectives are an immediate strengthening of our competitive position and the development of a long range program of action that will keep the NBC radio network moving ahead until its lead is recognized by all concerned."

Power increases: WKZO-TV, Kalamazoo, Mich., July 12, from 15.7 to 80 kw ERP; WMAR-TV, Baltimore, July 18, from 25 to 100 kw; WFIL-TV, Philadelphia, July 20, from 27 to 100 kw; WDSU-TV, New Orleans, July 22, from 15.4 to 100 kw. WNBW, Washington, July 23 began construction of additional 184-ft. section atop its tower; when completed in mid-August, it will increase power from 20.5 to 100 kw.

Probe of possibilities of international TV and other international telecommunications was approved this week by Senate. S. J. Res. 96 sets up 9-member commission to study situation, with \$250,000 appropriation (Vol. 9:29). Measure now goes to House.

John Charles Daly, commentator and m.c., on Aug. 1 becomes ABC-TV v.p. in charge of news, special events & public affairs, will continue to m.c. CBS-TV *What's My Line* and other shows until contracts expire.

Personal Notes: Walter Craig resigns as TV-radio v.p., Benton & Bowles, to become advertising v.p., Pharmaceuticals Inc. (Serutan & Geritol), of which adv. mgr. Samuel Tedlow has been promoted to exec. v.p. . . . Frederick A. Long, TV-radio director, Geyer Adv., succeeds George Shupert, now ABC-TV film v.p., as v.p. & gen. mgr. of United Artists Television Corp., UA subsidiary . . . I. E. (Chick) Showerman, ex-NBC central div. v.p., joins Ziv TV as sales executive . . . Carl J. Burkland, CBS-Radio director of station administration, ex-mgr. of its WTOP, Washington, resigns to become exec. v.p. & gen. mgr. of WSAP, Portsmouth, Va., MBS outlet with 5 kw on 1350 kc, recently purchased by group headed by Charles Duke Jr.; Wendell B. Campbell, gen. mgr. of CBS-Radio Spot Sales, named CBS-Radio v.p. in charge of station administration . . . Henry Howard Jr. moves to CBS-Radio program business affairs dept. in N. Y. from head of CBS-TV Hollywood business affairs office; David Klinger assigned to CBS-TV business affairs in N. Y. from CBS-Radio business affairs . . . Henri Lepage appointed gen. mgr. of upcoming CFCM-TV, Quebec, in addition to his CHRC-AM duties; E. W. Miller, ex-RCA-Victor Ltd., Montreal, named technical director . . . Alvin G. Pack, ex-KALL, Salt Lake City, and recently in charge of ad agency there, named program director of KDYL-TV & KDYL . . . Joseph M. Horgan named Ideco gen. sales mgr., heading TV-radio tower sales . . . Bert Shimp, WSAZ radio program director, named production mgr., WSAZ-TV, Huntington, W. Va. . . . Norman J. Werthmann, asst. news director, appointed executive production for industrial films, WTVJ, Miami, which has own commercial filming organization and will soon begin producing *Florida Panorama* for syndication . . . J. R. Troxel, ex-WTVJ, Miami, appointed operations mgr., WITV, Ft. Lauderdale (Ch. 17), due in

early fall . . . Ralph L. Hucaby, ex-RCA engineering products, joins WLAC, Nashville, applicant for Ch. 5, in charge of its TV operations under chief engineer F. D. Binns . . . Herbert Steinberg promoted to program operations supervisor, WAAM, Baltimore; Allen C. Holmes, cameraman, upped to master control coordinator . . . Harrison W. H. Eagles, ex-WMAR-TV, named news & special events director of new WKJF-TV, Pittsburgh . . . Verne Reynolds promoted to production manager, WOW-TV, Omaha . . . Milton F. Komito, ex-WMAL-TV, Washington, named program director of new WAKR-TV, Akron; William Mavrides, ex-WNHC-TV, New Haven, is film director . . . Dana Campbell, ex-Henri, Hurst & McDonald, becomes director of station promotion at WBBM-TV, Chicago . . . Humphrey Doulens, onetime *Newsweek* radio editor, named TV-radio director, Columbia Artists Management . . . Eugene Lessere, ex-Ted Bates, joins Wm. H. Weintraub agency as group head of TV copy . . . Frank Brandt, ex-BBDO, joins Hewitt, Ogilvy, Benson & Mather as TV art director . . . John T. Southwell, ex-v.p. in charge of TV-radio, Hirsch & Rutledge, St. Louis, named v.p. of Smith, Hagel & Snyder Inc., N. Y. . . . Hugh O. Kerwin, ex-KXOK and Crosley Distributing Co., St. Louis, joins new WTVI as adv. & sales promotion mgr. . . . Norman Larson, ex-KBTV, Denver, joins new KMBC-TV, Kansas City, and Ted Hardy has been promoted to his post of promotion mgr. . . . Bill States, ex-NBC-TV and Benton & Bowles, joins KTLA, Los Angeles . . . Albert McCleery promoted to NBC-TV exec. producer . . . Felix Kent quits ABC legal staff to join Lawler & Rockwood law firm, N. Y.; Wm. Perry Keats, Harvard graduate who once worked for KSRO, Santa Rosa, Cal., and Raphael G. Scobey, ex-Davis & Gilbert, added to staff of Mrs. Geraldine Zorbaugh, ABC gen. counsel.

Network Accounts: Arthur Godfrey returns to CBS-TV, with 2 additional daytime hours tentatively on the books for fall, making total of 7½ hours weekly. He returns to *Talent Scouts* July 27, Mon. 8:30-9 p.m.; to *Arthur Godfrey & His Friends* July 29, Wed. 8-9 p.m.; resumes Mon.-thru-Thu. morning TV program Aug. 3, 10-11—broadcasting from home in Virginia, where special microwave relay has been installed. Televised portion of morning simulcast is slated to be extended in fall to 10-11:30 a.m., with radio sponsors Gillette (for Toni products) & National Biscuit Co. alternating in 11-11:15 segment, and Chesterfields alternating with unnamed sponsor at 11:15-11:30, thru Cunningham & Walsh. Esquire Polish reportedly has bought alt. 10:15-10:30 segment, thru Emil Mogul Co., alternating with Star-Kist Tuna, thru Rhoades & Davis, San Francisco. Owens-Corning Fiberglas will take over *Godfrey Digest* Sun. 4:30-5 p.m., thru Fuller & Smith & Ross . . . Sponsorships for *Howdy Doody* on NBC-TV, Mon.-Fri. 5:30-6, are sold out for fall, with this lineup from Sept. 21: Colgate Toothpaste, thru Ted Bates & Co.; Wonder Bread-Hostess Cakes, thru Ted Bates & Co.; Kellogg Co., thru Leo Burnett Co.; International Shoe Co., thru Henri, Hurst & McDonald; Luden's Inc. (cough drops, 5th Ave. candy bar), thru J. M. Mathes; Standard Brands (Royal desserts), thru Ted Bates & Co.; Welch Grape Juice Co., thru Doherty, Clifford, Steers & Shenfield Inc. . . . Florsheim Shoe Co. sponsors one-shot *Tam O'Shanter Golf Tournament* from Chicago on ABC-TV, Sun. Aug. 9, 7:30-8:30 p.m., in Chicago, Detroit & N. Y.; program will be offered for co-op sponsorship in other markets . . . Pontiac negotiating to sponsor revival of NBC-TV's *Garroway at Large* program, featuring Dave Garroway, who would also continue his early morning *Today* . . . Hamm Breweries buys Edward R. Murrow's *Person to Person* on CBS-TV in 11 midwest markets, beginning in early Oct., Fri. 10:30-11 p.m., thru Campbell-Mithun, Minneapolis; Amoco Gas will be sponsor in 40 eastern markets, thru Joseph Katz Co., Baltimore; Aluminum Co. of America renews Murrow's *See It Now*, moving to Tue. 10:30-11 p.m. . . . Remington Rand (electric shavers) buys *Pentagon Confidential* on CBS-TV on alt. weeks beginning Sept. 10, Thu. 10-10:30 p.m., thru Young & Rubicam; Philip Morris sponsors program 5 weeks beginning Aug. 6, then alternates with Remington Rand from Sept. 10, thru Biow . . . Philip Morris & Co. (Dunhill cigarettes) to sponsor *Sammy Kaye Show* on NBC-TV 5 weeks beginning Aug. 8, Sat. 8-8:30 p.m., thru Biow . . . Brown Shoe Co. (Buster Brown shoes) buys *Smilin' Ed's Gang* on ABC-TV for 52 weeks beginning Aug. 22, Sat. 10:30-11 a.m., thru Leo Burnett Co.

KMBC-TV, & WHB-TV, Kansas City Ch. 9 share-time grantees, with DuMont equipment on hand, have advanced debut date to Aug. 1 from original "Sept. 1 or earlier" target (Vol. 9:26). Other recent vhf Kansas City grantee, KCMO-TV (Ch. 5), has Oct. 1 target. Though WHB-TV & KMBC-TV will share time and CBS-TV network affiliation, they will maintain separate studios and staffs except for transmitter engineers. Each plans to carry 9 hours of programs daily, mainly in segments of 1½ hours, KMBC-TV beginning at 6 a.m., WHB-TV taking over at 8 a.m. for an hour, then alternating every 1½ hours throughout the day and evening—network programs to be carried by whichever station happens to be on at particular time. "It was a shotgun wedding," says press release from WHB-TV this week, for the 2 radio stations have been intense rivals. But they took half-a-loaf each rather than go into competitive hearing, and they think "share-time plan is setting a new pattern for the TV broadcasting industry which may resolve similar conflicts in many another community where rivals have applied for the same channel." Free & Peters is KMBC-TV rep, Blair is WHB-TV's.

BALANCE SHEET and profit-&-loss statement of Cornhusker Radio & Television Corp., Lincoln, Neb., operating KOLN-TV & KOLN, which it proposes to sell to Fetzer interests (see p. 3), reveal "distress" condition into which relatively new Ch. 10 station fell after only short period of operation. It went on air last Feb. 10, and for 6 mo. to June 30 combined TV-radio showed operating loss of \$78,557. Against assets of \$326,856 (including \$284,400 plant), its total loss before income tax credits came to \$113,576 and its earned surplus deficit was \$112,017 as of June 30.

Statements filed with FCC showed gross TV revenues of \$51,860 from time of commercial debut March 1 to June 30 (4 months), gross radio revenues of \$51,055 for 6 mo. from Jan. 1 to June 30. TV sales were \$25,454 from local spot, \$13,683 local programs, \$9252 national spot, \$2117 national programs, \$1353 network programs (DuMont). Radio sales were \$22,473 from local spot, \$17,779 local programs, \$4842 national spot, \$1069 national programs, \$2450 auction shows, \$2439 network (MBS).

Direct expenses were: technical—\$18,935 TV, \$12,315 AM; program—\$74,190 TV, \$21,282 radio; selling—\$9073 TV, \$9703 radio. Combined general & administrative expenses ran \$32,192, making operating loss \$78,557 and total loss \$113,576 before income tax credits.

The 4-mo. TV technical expense items were broken down thus: salaries, \$8566; tubes, \$3201; depreciation, \$4861; outside engineering \$1240; technical maintenance \$996—total \$18,935. The 6-mo. radio technical expense items were: salaries, \$7463; depreciation, \$2727; outside engineering, \$760; technical maintenance, \$501; power & light, \$424; tubes, \$232—and miscellaneous other items for total of \$12,315.

TV program costs were: films, \$44,639; salaries, \$17,661; sustaining news services, \$5423; and miscellaneous other items to total \$74,190. Radio program costs: salaries, \$15,181; sustaining talent, \$2141; sustaining news services, \$1334—and other items to total \$21,282.

TV selling costs were put down as \$9073, radio \$9703; combined general and administrative expenses, \$32,192.

Fight between stations reps and networks, smouldering and flaring sporadically for years, was stoked anew this week when Station Representatives Assn. Inc.; through counsel James Lawrence Fly, wrote FCC chairman Rosel Hyde and requested Commission to halt network "encroachment upon the station national spot representative field." FCC had held hearings on matter in 1948-49 then announced it would withhold decision until it conducted a general network investigation. Reps now say that FCC workload is likely to forestall such investigation but that rep question can be settled separately. Reps' basic position is that networks exercise undue control over affiliates, contrary to spirit of Communications Act and FCC rules, when they represent them. Letter lists NBC as representing these non-owned TV affiliates: KPTV, Portland; KONA, Honolulu; KSD-TV, St. Louis. CBS has WMBR-TV, Jacksonville; KGUL, Galveston. In AM, NBC has KSD, St. Louis; KGU, Honolulu, and CBS has WMBR, Jacksonville. Letter also attacks network film production-distribution, saying: "Contrary to the statutory definition of network broadcasting, the networks force the recognition of this service as 'network broadcasting'; station revenue is diminished accordingly and licensee responsibility further impaired."

New priority rules governing processing of competing applications (Vol. 9:29 and Special Report of July 18) were expected to be published in *Federal Register* either July 25 or early next week, to be effective 30 days thereafter. Official list showing status of each city will be released on effective date. For illustrative list as of July 1, see Special Report.

ONLY TRANSMITTER shipments to upcoming new stations reported to us this week were RCA's to WTVH, Peoria, Ill. (Ch. 19) and to KJEO-TV, Fresno, Cal. (Ch. 47)—in addition to previously reported KIT-TV, Yakima, Wash. (Ch. 23). Next week, RCA has 10-kw vhf transmitter with 50-kw power supply scheduled to go to WTRF-TV, Wheeling, W. Va. (Ch. 7), along with delayed 10-kw transmitter to WNCT, Greenville, N.C. (Ch. 9). RCA plant in Camden currently is shut down for vacations, as are other manufacturers, but "crash" crews have been working to keep current on orders.

DuMont has secured orders for both vhf transmitters in Quincy, Ill. area, will ship them week of July 27. Ch. 7 plant goes to KHQA-TV, Hannibal, Mo., CP for which was recently acquired by owners of WTAD, Quincy, Ill., with original grantee *Hannibal Courier-Post* to sell its radio KHMO and acquire 20% of WTAD and new TV (Vol. 9:17). Hannibal is only 15-mi. from Quincy, where WGEM-TV (Ch. 10), controlled by *Quincy Herald-Whig*, plans "early fall" start (Vol. 9:29).

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

KOMO-TV, Seattle, Wash. (Ch. 4) has begun construction, plans Nov. test patterns with RCA equipment, begins programming Dec. 11, writes v.p. and gen. mgr. W. W. Warren. Rep will be Hollingbery.

KOIN-TV, Portland, Ore. (Ch. 6), granted last week, has 50% of GE equipment on hand, with construction under way, plans "early fall" debut, according to pres. C. Howard Lane. Rep not yet chosen.

WNCT, Greenville, N. C. (Ch. 9), last reporting Aug. or Sept. start with RCA equipment (Vol. 9:12), now plans test "around the first of Oct." and programming two weeks later, with interconnection by Jan. 1, according to mgr. A. Hartwell Campbell. John G. Clark Jr., has been named sales mgr.; Margaret J. Laughinghouse, business mgr.; Hank Tribble, chief engineer. Hour rate will be \$200. Pearson will be rep.

KHSL-TV, Chico, Cal. (Ch. 12), some of its RCA equipment delayed, has rescheduled test patterns to later in month from original Aug. 1 date (Vol. 9:10), begins programming Sept. 1. Martin Jacobsen has been named production mgr.; Boyd Crawford, sales mgr.; E. P. Milburn, chief engineer. W. S. Grant Co. will be rep.

WREX-TV, Rockford, Ill. (Ch. 13) began construction day after FCC issued CP, July 16, has DuMont transmitter on hand, expects tower and antenna in 2 weeks, plans fall debut, according to gen. mgr. Soren Munkhof. New studio-transmitter building provides an outdoor studio as well as 2 indoors. Hour rate will be \$300; H-R Television Inc. will be rep.

KMO-TV, Tacoma, Wash. (Ch. 13), got RCA transmitter July 17, now plans test patterns July 27-28, still hopes to begin programming Aug. 1 (Vol. 9:26), according to owner Carl E. Haymond, who will also function as film buyer. Jerry Geehan has been named gen. mgr.; Earl Willhite, commercial mgr.; Gordon Tuell, executive producer, John Boor, chief engineer. Hour rate will be \$425; Branham will be rep. Other Haymond grant, KIT-TV, Yakima (Ch. 23), still waiting for additional RCA equipment, but hopes to keep Oct. target date.

WARD-TV, Johnstown, Pa. (Ch. 56), granted last Nov. 19, has completed building and tower and "promises for delivery of transmitter indicate at this time it might be possible to have the station constructed by Sept. 15," according to v.p. Dr. George D. Gartland, who with Margaret E. Gartland (theatres & real estate) holds controlling stock. Make of equipment isn't designated, but last reports indicated DuMont, with Weed slated to be national rep.

WILLYS MOTORS INC., Toledo, is latest entry in TV transmitter and equipment field. It plans to come out in 2 months with low-priced uhf station "package" including 1-kw transmitter, camera, projector, console, etc. The Jeep-maker, bought out by Kaiser Mfg. Co. last April, will aim its equipment at educators and commercial stations serving areas of 50,000 population or less, according to exec. v.p.-gen. mgr. Raymond R. Rausch.

Transmitters will be manufactured by Willys' electronics div., headed by John W. McGee, which in its 3 years of existence has been confined solely to military development work. A. R. Bitter, Toledo radio consulting engineer, is TV mgr., R. Gibson is purchasing agent. Approximately 100 new technical personnel will be added to electronics plant on Toledo's Benore Rd. Aside from the transmitters, most of the station equipment marketed by Willys will be purchased from other manufacturers and sold in package under Willys brand name.

Rausch says prototype transmitter, now under construction, will be submitted to FCC for approval in about 2 months. It then is scheduled for delivery to Mt. Pleasant (Mich.), Ch. 47 applicant WCEN (Paul A. Brandt). Toledo educational group and representatives of National Assn. of Educational Broadcasters are known to have been in consultation with Willys about possible transmitter orders.

While transmitter's price and other details haven't been revealed, it's slated to be "economy" model and will be handled through Willys electronics sales dept. Distribution and service organization plans haven't yet been formulated. Rausch said rate of production will be "determined by demand" and that actual production will begin as soon as possible after FCC approves prototype.

WILS-TV, Lansing, Mich. (Ch. 54), hoisted 41-ft. antenna atop Olds Tower July 12, plans test patterns soon with RCA equipment, goes commercial in Sept., reports pres. & gen. mgr. W. A. Pomeroy. James Pollock, ex-WPTZ, Philadelphia, named program director; John C. Pomeroy, asst. gen. mgr. & chief engineer; Walter L. Dennis, commercial mgr.; Walter Braeger, promotion mgr.; Dave Froh, sports director; John Maters, news director. Hour rate will be \$200; Taylor will be rep.

KNUZ-TV, Houston (Ch. 39), has new two-story building nearly ready for DuMont equipment delivery, erection of 750-ft. tower (to be shared with vhf educational KUHT) begins "shortly," still plans test patterns between Aug. 15 & Sept. 1 (Vol. 9:24), according to v.p. & gen.-mgr. David H. Morris. Forjoe will be rep.

KQTV, Fort Dodge, Ia. (Ch. 21), owned by same interests as radio KVPD and managed by Edward Breen, completed 652-ft. Stainless tower July 24, has set Oct. 1 as target date for commercial debut. GE equipment has been ordered, new studio-transmitter building nearing completion includes 40x40-ft. studio. Pearson will be rep.

WCOG-TV, Greensboro, N. C. (Ch. 57), has changed to RCA equipment scheduled for early Oct. delivery, now plans "before Oct. 15" tests in lieu of last-reported Aug. 15 date (9:4), according to gen. mgr. Virgil V. Evans Jr., ex-WFMY-TV, Greensboro. Hour rate will be \$200. Boling will be rep.

WKLO-TV, Louisville, Ky. (Ch. 21), has set Aug. 15 target with GE equipment, goes commercial in late Sept., writes program director Jack Everbach. Joe Eaton has been named gen. mgr.; Russell Pirkey, sales mgr.; D. C. Summerford, technical director. Hour rate will be \$250. Petry will be rep.

WIP-TV, Philadelphia (Ch. 19), granted CP last Nov. and first reporting GE equipment, now reports RCA equipment ordered for 1954 delivery. It's Philadelphia's first and only uhf grantee, headed by Benedict Gimbel Jr.

OUTPUT GUESSTIMATES—WITH SOME BIG IF'S: Going out on a king-sized limb where others usually fear to tread, consulting economists Boni, Watkins, Munteer & Co. Inc., 37 Wall St., New York, predict that 36,400,000 TV sets (black-&-white and color) will be sold in next 5 years -- an average of 7,300,000 a year. Its report, prepared by executive v.p. Dr. A.R. Oxenfeldt for an undisclosed electronic parts manufacturer, who permitted release, finds that:

(1) If general business continues prosperous, 6,510,000 TV sets will be sold this year [some 3,950,000 have already been made in first 28 weeks, according to RTMA]; 7,000,000 in 1954, 7,510,000 in 1955, 7,680,000 in 1956, 7,700,000 in 1957.

(2) If a "moderate recession" occurs, sales will dip to 5,250,000 in 1954, then go up to 6,200,000 in 1955, 7,410,000 in 1956, 7,950,000 in 1957.

An earlier forecast prepared by same firm "before the recent reopening of color TV question" -- taking into account black-&-white sets only -- contrasts with foregoing predictions in that sales would rise through 1955, then begin to decline. Black-&-white estimates: 6,710,000 in 1953, 7,430,000 in 1954, 7,160,000 in 1955, 6,930,000 in 1956, 6,620,000 in 1957. If there's recession, sales would be 20% less.

Breakdown of the initial black-&-white forecast indicates 530,000 "junked & destroyed" sets would be replaced this year, 790,000 next year, 1,020,000 in 1955, 1,650,000 in 1956, 2,320,000 in 1957.

Sets sold as result of "opening of new areas" rise from 2,370,000 in 1953 to 3,150,000 in 1954; drop to 2,930,000 in 1955, 2,470,000 in 1956, 1,850,000 in 1957.

"Upgrading of small screens," report says, would become less important factor after 1954 when 1,400,000 small-screen sets would be replaced. By 1957, only 470,000 replacements of smaller screens are forecast.

Estimate of color sets sales are 50,000 in 1954 (only 0.7% of total sales), 800,000 in 1955 (10.7%); 1,600,000 in 1956 (20.8%), 3,500,000 in 1957 (45.5%). At this rate, it can be assumed that more than half sets sold in 1958 would be color.

"Holdouts" against set purchases because of color are estimated at 200,000 this year, 550,000 in 1954, 500,000 in 1955, 400,000 in 1956, 350,000 in 1957. Forecast shows some of these holdouts give up and buy black-&-white during 5-year period and small numbers buy second-hand sets. But most actually buy color sets.

TRADE IN DOLDRUMS, READYING FOR FALL: These are the dog days of the TV-radio trade -- marked by customary seasonal apathy of buyers, vacation shutdowns, curtailed production and master-minding for the fall-winter season. Things aren't likely to liven up before autumn brings the new program season, with old and new network favorites and big-time sports like the World Series, college & pro football, etc.

It would take a prophet or son of a prophet to call the business turn at this time, but portents are favorable for most part, optimism runs high, and the economic pundits seem to be of one accord in forecasting good business generally and high levels of production and sales for rest of the year.

One of most important surveys, conducted by U of Michigan annually for the Federal Reserve Board, has some interesting conclusions regarding consumer buying intentions. Though conducted during first quarter, it's only now out -- and it shows that 8.1% of all U.S. families planned to buy TV sets this year, whereas in 1952 only 5.6% had such intention. TV was just behind furniture (11.5% intending to buy) in leading FRB categories, which looked good for other household appliances, too.

FRB also found: (1) That substantially fewer consumers this year gave "high prices" as reason for not planning to buy. (2) That those who plan to buy durable goods this year expect to pay more than consumers interviewed last year expected to pay in 1952, though larger proportion than last year said they expect prices to be

stable or to decline. FRB interprets this as reflecting consumer plans to buy items of better quality -- higher on the price lists.

"Usual fall pickup" is confidently prognosticated by the industrial fraternity in staff survey by N.Y. Journal of Commerce. Most companies expect increasing civilian business (but "harder selling") to take up any slack left by declining military orders. That seems to be the TV-radio-electronics industry's story, too, already reflected in important first-half P-&-L statements (see Financial Notes).

Summarizing other major business reviews, United Business Service this week reported: "Business over the rest of the year will continue to be good. Although the high for 1953 has probably been seen, no more than a mild dip is in prospect." As for production: "Some slowing of production is probable toward year-end, but decline is unlikely to exceed 4-5%."

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Trends within the industry aren't easy to discern at this writing, but so far prices seem to be holding the line generally; price-cutting continues rampant as factories unload old models and dealers push hard to corral cash; picture tube sizes definitely have settled down mainly to 17 & 21-in., former for price leaders, while hopes continue high for the new 24 & 27-in. (Vol. 9:22).

It may or may not be significant that Philco, besides adding 3 new models to big line it presented at recent Atlantic City convention (Vol. 9:23), also raised prices of four 21-in. consoles \$10 each to cover higher costs. They're one \$360, two \$380, one \$400 model (new prices). The 3 new items: 21-in. table in ebony cabinet at \$230; 17-in. grained walnut console, \$260; 21-in. mahogany console, \$320.

Admiral has also raised some list prices of line shown June 5 (Vol. 9:23), keeping prices of all leader models unchanged. It also increased discounts to distributors & dealers, effective July 27. (For further details, see Topics & Trends.)

Symptoms of trouble may be discernible in report from Philadelphia this week by Retailing Daily's Ed Lohan, which says repossessions of TVs by local financial houses have "skyrocketed to all-time high of 70% of these firms' overall business." TV loans now account for 25-30% of total home furnishings loans, it was found, and banks which formerly required 10% down, including the amount of trade-in, are now demanding 15% cash down payment on TVs, excluding dealer trade-in allowance.

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Noteworthy in continuing low TV production figures of RTMA is decline in the number of private-label sets. Week ended July 17 saw 70,619 TVs produced (2490 private label), which compares with 65,790 (2620 private) week ended July 10. Only once since late May has private-label figure gotten as high as 10,000.

Radios are holding up fairly well, 131,488 (82,242 private) being produced week ending July 17 vs. 126,486 (98,677 private) preceding week. Radios were 34,140 home sets, 14,535 portables, 9206 clock, 73,607 auto.

Trade Personals: Frank Folsom, RCA president, following convalescence on Cape Cod from recent abdominal operation, due back at desk July 27 . . . Tom Kennally, Philco v.p., and Mrs. Kennally sailed this week for 3 months in Europe . . . Jerome J. Kahn, founder-pres. of Standard Transformer Corp. from 1930 until recent merger with Chicago Transformer Corp., has withdrawn from active management in newly formed Chicago Standard Transformer Corp. . . . Robert C. Sprague, chairman of Sprague Electric, elected director of Massachusetts Business Development Corp., whose incorporators include Raytheon pres. C. F. Adams Jr. . . . W. H. Jefferey promoted to v.p. & gen. mgr., Philco Corp. of Canada, Toronto, position previously held by Sydney L. Capell, pres., Philco International Corp., now headquartered in Philadelphia . . . Douglas Day, DuMont adv. mgr., has resigned; company's divisions will function with own respective adv. mgrs. . . . J. C. Drewry, mgr. of Indiana div., Westinghouse consumer products, named sales mgr. of Westinghouse TV-radio div., Chicago, succeeded at Indianapolis by R. W. Stewart . . .

Robert L. Klabin, controller, General Instrument Corp., elected mgr. of its new Sickles Div. plant at Danielson, Conn. . . . Edward P. Atcherley, Chicago sales mgr., appointed Sylvania merchandising mgr. for renewal tube sales, N. Y. . . . Robert P. Lamons promoted to sales mgr., Andrew Corp., Chicago, succeeded as regional sales engineer at Ridgewood, N. J. by Robert C. Bickel; J. F. Moynihan, ex-Philco, replaces Mr. Bickel as mgr. of Andrew's west coast office . . . John Lyons, ex-Kaye-Halbert, now Los Angeles representative for Philharmonic, associated with Sid Joffe, ex-Pathe, now west coast rep with offices in Fresno, Cal. . . . H. Joseph Sarlin, ex-Emerson, named New England regional sales mgr., DuMont receiver div. . . . Austin Cunningham, ex-Ediphone Co., New York, named Magnavox Chicago district sales rep, replacing Jason Hurley, resigned; Richard A. Hintz named Des Moines sales rep . . . Michael Muckley, ex-N. Y. district mgr., named Hallicrafters eastern factory rep . . . H. I. Danziger has resigned as v.p. & gen. mgr., Henry L. Crowley & Co., Geo. B. Fraser elected president, Astatic.

Topics & Trends of TV Trade: Sweeping changes in distributor franchises are certain to result from decision by parent Avco Mfg. Corp. to consolidate distribution of its Crosley div.'s TV-radio-appliances and its Bendix Home Appliances div.'s laundry & kitchen appliances into single distributor organization. Each division formerly had own distribution setup.

Crosley has 67 distributors and 5 factory branches, Bendix 76 distributors and 2 factory branches. While combined organization is expected to end up with more than 76 distributors, many current distributors appear certain to lose the Crosley or Bendix lines. Factory teams are now said to be in the field making the decisions, area by area, of which distributor will be retained to handle both lines. Avco chairman Victor Emanuel said move will reduce distribution costs and will put company in "a stronger position to coordinate our sales programs for both [divisions], thus making our advertising and promotional efforts more effective."

With announcement of the consolidation, these top-level personnel changes were also revealed: Avco v.p. James D. Shouse, who heads all Crosley operations, will be gen. mgr. of combined operation. Wm. A. Blees, Avco v.p. & Crosley gen. sales mgr., will join top executive staff of Avco in New York, concentrating on distribution & merchandising problems. Avco v.p. Hector J. Dowd, who has been gen. mgr. of Bendix Home Appliances div., returns to executive staff in New York. Parker H. Erickson, Bendix gen. sales mgr., elected v.p. of Avco and assumes title of dir. of sales for both divisions, with headquarters in Cincinnati.

H. E. McCullough, Crosley TV-radio gen. sales mgr., becomes dir. of Crosley electronics sales; W. A. MacDonough, Bendix merchandising & adv. dir., named adv. & merchandising dir. of combined sales depts.; T. H. Mason mgr. of Crosley eastern dir. appliance sales, named dir. of Crosley & Bendix kitchen appliances sales; H. P. Bull, Bendix national sales mgr., named dir. of Crosley & Bendix laundry sales.

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Distributor Notes: Avco Mfg. Corp., as result of consolidation of distribution machinery of its Crosley and its Bendix Home Appliances divisions, names these Bendix distributors to handle both Crosley & Bendix lines: Grabell-Lyons Inc., Hartford, Conn., and Mory Sales Corp., New Haven, both replacing H. M. Towner Co., New Haven; Western Massachusetts Distributors, Springfield, replacing Tarbell-Waters Co. . . . Crosley Distributing Corp., Atlanta, names Don Smith, ex-chief of Crosley air conditioning dept., Cincinnati, as gen. mgr., replacing J. D. Crawford, resigned . . . Hoffman Radio, continuing eastward expansion, appoints Midland Electric Co., Cleveland (John U. Walker, pres.), Sacks Electrical Supply, Akron (Morris Sack, pres.) and newly organized Flamingo Distributors Inc., Miami (John Hunt, pres., Henry Carver, ex-DuMont Distribs., gen. sales mgr.) . . . Hoffman Sales Corp. of Mo., Kansas City, names David Doss as gen. mgr.; he's succeeded as Denver district mgr. by Ed Curry, from Portland . . . Bruno-New York Inc. (RCA) sales v.p. Gerald O. Kaye resigns, effective Jan. 1, 1954 . . . Emerson appoints newly formed Emerson Mo-Kan Distributors Inc., Kansas City (Dave Sherman, pres.) . . . RCA appoints Carson Distributors Inc., Saginaw, Mich. (Charles Carson, pres.) . . . CBS-Columbia appoints Straus-Bodenheimer Co., Houston (J. S. Straus, v.p.) . . . Zenith of N. Y. names Herbert H. Okrongly, ex-Motorola-N. Y., as adv. mgr. . . . Trav-Ler Sales Corp., Boston, names George K. Shumrak gen. mgr., succeeding J. B. Rembaum . . . McDonald Bros., Memphis (Zenith) names Victor Crutchfield sales mgr. . . . RCA Victor appoints Crawford-Miller-Woodbury Co., 2025 NW Overton St., Portland, Ore. (John D. Crawford).

REVISED PRICES on most sets in new Admiral line (Vol. 9:23) were announced this week by sales v.p. W. C. Johnson, at same time that increased discounts to distributors & dealers were ordered effective July 27. List prices of all leader models remain unchanged, some also getting benefits of increased discounts. Rebates will be given dealers on all 1954 models already delivered that are affected by the higher discounts.

Johnson announced list price of new 27-in. mahogany console with doors would be \$675, at which price he said dealers can offer \$75 trade-in allowance and still enjoy full markup. Deliveries begin next month. One new model added to line is 21-in. blonde console at \$320 list.

By placing orders for aluminized picture tubes early, Admiral is able to offer them as standard equipment on models on which they formerly were optional, said Johnson, who also disclosed his firm has contracted for entire glass-pouring facility through May, 1954 of manufacturer producing its exclusive tinted optic filter. He also said Admiral is well on way toward 1953 production goal of 1,000,000 TVs and industry is headed for 6,500,000 year.

Merchandising Notes: Westinghouse, out to become major factor in TV, launching ad drive aimed at selling as many TVs last 6 months of 1953 as it did all of 1952; new line (Vol. 9:28) getting big promotion with color ads in *Saturday Evening Post*, *American Weekly*, *Parade*, with newspaper drive in 75 cities, and with sponsorships of *Studio One* on CBS-TV and pro football on DuMont (Vol. 9:29) . . . Raytheon has leased big Chicago Opera House for midsummer distributor-dealer meeting July 30, plus whole wing of Conrad Hilton Hotel for display space; expects 1500 for unveiling of new TV line . . . Unique service provided by Citizens & Southern Bank, Atlanta, gives display space free to each of 37 TV-appliance distributors who patronize bank's finance plan; bank furnishes props and signs, giving each wholesaler several days of free display for his products in area easily seen by bank's 34,000 customers . . . Summer credit plan by CBS-Columbia permits dealers to purchase TVs through Aug. 31 with only 10% down payment, balance to be financed for 90 days by CBS-Columbia and distributor . . . Muntz TV Inc. reports TV sets now selling at rate of 20,000 per month vs. 10,000 year ago . . . Motorola-Chicago letting its dealers use 18-ft. balloon on end of 200-ft. cable as current Silver Jubilee promotion . . . Vim opening 3 stores in former N. Y. Dynamics locations, making total of 54; it's now biggest TV-appliance chain . . . George's has bought out bankrupt Phillip's, Washington TV-appliance chain, with \$290,000 bid, for physical stock, plans to resume 3 of its 4 stores; with accounts receivable of about \$200,000, Phillip's creditors expected to realize up to 40%.

"TV intercom," in wired and wireless versions, will be marketed in 6 months by Douglas Roesch Inc., Los Angeles TV manufacturer (2200 S. Figueroa St.), according to press release by company. It will consist of 2 units, each comprising TV camera & audio circuits and 27-in. receiver. Whole closed-circuit system will list at approximately \$2500. Wireless system, for which FCC license will be required, is unpriced. Roesch also introduced line of 21 new TV sets, 3 of which feature what it calls "3-dimensional effect," using specially designed tube incorporating mirror behind phosphors to give depth effect. Sets incorporating this feature have 27-in. tube and "chair-side control," list at \$695.

Bill to repeal 10% excise tax on TV-radios and other electronic equipment (H.R. 6314) was introduced by Rep. Simpson (R-Pa.), member of tax-writing Ways & Means Committee, who says he has Treasury Dept. backing. But he sees no chance of action during current session.

Submitted to the FCC

Final NTSC Color Transmission Standards

Full Text of Technical Signal Specifications Adopted Unanimously by NTSC July 21, 1953

Filed with FCC July 23, 1953, as Appendix A to Petition Requesting Approval of New Standards

With Officers, General Membership and Panel Officers (See Page 4)

Supersedes NTSC Field Test Specifications Published by *Television Digest* as Supplement No. 75, Dec. 1, 1951, and Supplement No. 75-A, Feb. 14, 1953

I—GENERAL SPECIFICATIONS

A. Channel

The color television signal and its accompanying sound signal shall be transmitted within a 6-mc channel.

B. Picture Signal Frequency

The picture signal carrier, nominally 1.25 mc above the lower boundary of the channel, shall conform to the frequency assigned by the Federal Communications Commission for the particular station.

C. Polarization

The radiated signals shall be horizontally polarized.

D. Vestigial Sideband Transmission

Vestigial sideband transmission in accordance with Figure 2 shall be employed.

E. Aspect Ratio

The aspect ratio of the scanned image shall be four units horizontally to three units vertically.

F. Scanning and Synchronization

1. The color picture signal shall correspond to the scanning of the image at uniform velocities from left to right and from top to bottom with 525 lines per frame interlaced 2:1.

2. The horizontal scanning frequency shall be $2/455$ times the color subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of $15,734.264 \pm 0.047$ cycles per second). The vertical scanning frequency is $2/525$ times the horizontal scanning frequency; this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second).

3. The color television signal shall consist of color picture signals and synchronizing signals, transmitted successively and in different amplitude ranges except where the chrominance penetrates the synchronizing region, and the burst penetrates the picture region.

4. The horizontal, vertical, and color synchronizing signals shall be those specified in Figure 1, as modified by vestigial sideband transmission specified in Figure 2 and by the delay characteristic specified in III.B.

G. Out-of-Channel Radiation

The field strength measured at any frequency beyond the limits of the assigned channel shall be at least 60 db below the peak picture level.

II—SOUND

A. Sound Signal Frequency

The frequency of the unmodulated sound carrier shall be $4.5 \text{ mc} \pm 1000$ cycles above the frequency actually in use for the picture carrier.

B. Sound Signal Characteristics

The sound transmission shall be by frequency modulation, with maximum deviation of ± 25 kilocycles, and with pre-emphasis in accordance with a 75 microsecond time constant.

C. Power Ratio

The effective radiated power of the aural-signal transmitter shall be not less than 50 per cent nor more than 70 per cent of the peak power of the visual signal transmitter.

III—THE COMPLETE COLOR PICTURE SIGNAL

A. General Specifications

The color picture signal shall correspond to a luminance (brightness) component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance (coloring) components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature having the common frequency relative to the picture carrier of $+ 3.579545 \text{ mc} \pm 0.0003$ per cent with a maximum rate of change not to exceed 1/10 cycle per sec per sec.

B. Delay Specification

A sine wave, introduced at those terminals of the transmitter which are normally fed the color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 mc, of zero microseconds up to a frequency of 3.0 mc; and then linearly decreasing to 4.18 mc so as to be equal to -0.17 microseconds at 3.58 mc. The tolerance on the envelope delay shall be ± 0.05 microseconds at 3.58 mc. The tolerance shall increase linearly to ± 0.1 microsecond down to 2.1 mc, and remain at ± 0.1 microsecond down to 0.2 mc.¹ The tolerance shall also increase linearly to ± 0.1 microsecond at 4.18 mc.

C. The Luminance Component

1. An increase in initial light intensity shall correspond to a decrease in the amplitude of the carrier envelope (negative modulation).

2. The blanking level shall be at (75 ± 2.5) per cent of the peak amplitude of the carrier envelope. The reference white (luminance) level shall be (12.5 ± 2.5) per cent of the peak carrier amplitude. The reference black level shall be separated from the blanking level by the setup interval, which shall be (7.5 ± 2.5) per cent of the video range from the blanking level to the reference white level.

3. The overall attenuation versus frequency of the luminance signal shall not exceed the value specified by the FCC for black-&-white transmission.

¹ Tolerances for the interval of 0.0 to 0.2 mc should not be specified in the present state of the art.

D. Equation of Complete Color Signal

1. The color picture signal has the following composition:

$$E_m = E_Y' + \left\{ E_Q' \sin(\omega t + 33^\circ) + E_I' \cos(\omega t + 33^\circ) \right\}$$

where

$$\begin{aligned} E_Q' &= 0.41 (E_B' - E_Y') + 0.48 (E_R' - E_Y') \\ E_I' &= -0.27 (E_B' - E_Y') + 0.74 (E_R' - E_Y') \\ E_Y' &= 0.30 E_R' + 0.59 E_G' + 0.11 E_B' \end{aligned}$$

The phase reference in the above equation is the phase of the (color burst + 180°), as shown in Figure 3. The burst corresponds to amplitude modulation of a continuous sine wave.

Notes: For color-difference frequencies below 500 kc, the signal can be represented by

$$E_m = E_Y' + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

In these expressions the symbols have the following significance:

E_m is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color picture signal, corresponding to the given picture element.²

E_R' , E_G' , and E_B' are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element.

The gamma corrected voltages E_G' , E_R' , and E_B' are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

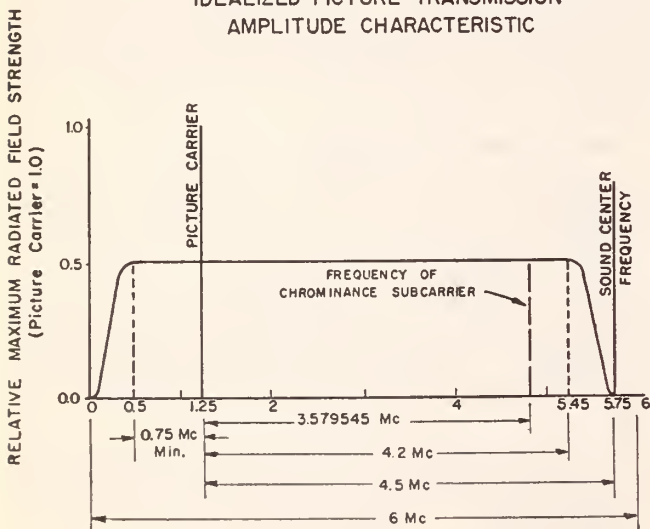
	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2³

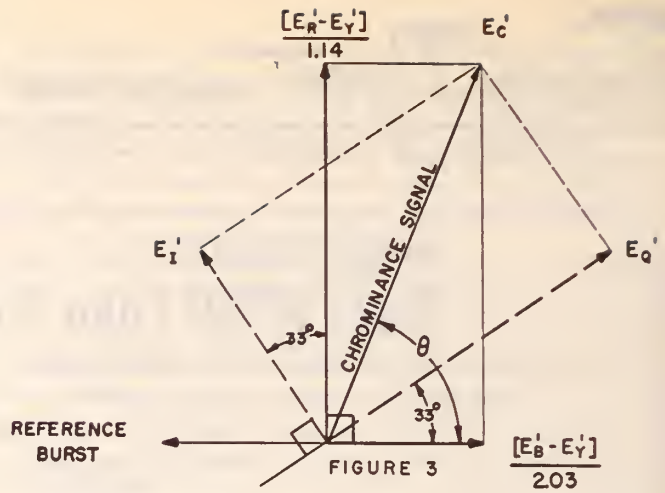
² Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

³ At the present stage of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

IDEALIZED PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC



Note: Not drawn to scale
FIGURE 2



associated with each primary color. The voltages E_R' , E_G' , and E_B' may be respectively of the form $E_R^{1/\gamma}$, $E_G^{1/\gamma}$, and $E_B^{1/\gamma}$ although other forms may be used with advances in the state of the art.

E_Q' and E_I' are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes, as specified in paragraph D.5.

The angular frequency ω is 2π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets represents the chrominance subcarrier signal which carries the chrominance information.

2. The chrominance signal is so proportioned that it vanishes for the chromaticity of CIE Illuminant C ($x = 0.310$, $y = 0.316$).

3. E_Y' , E_Q' , E_I' and the components of these signals shall match each other in time to 0.05 microseconds.

4. A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the color picture signal shall produce a radiated signal having an amplitude, (as measured with a diode on the R.F. transmission line supplying power to the antenna) which is down (6 ± 2) db with respect to a radiated signal produced by a sine wave of 200 kc. In addition, the amplitude of the radiated signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 mc.

5. The equivalent bandwidths assigned prior to modulation to the color-difference signals E_Q' and E_I' are given by Table I.

Table I

Q-channel bandwidth

- at 400 kc less than 2 db down
- at 500 kc less than 6 db down
- at 600 kc at least 6 db down

I-channel bandwidth

- at 1.3 mc less than 2 db down
- at 3.6 mc at least 20 db down

6. The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within $\pm 10^\circ$ and their amplitudes shall be within ± 20 percent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the luminance signal for the same saturated primaries and their complements shall fall between the limits of .8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

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Panel 16 (Field Testing)—Knox McIlwain, Hazeltine, chairman; D. W. Pugsley, GE, vice chairman.
Panel 17 (Broadcast System)—R. E. Shelby, NBC, chairman; J. M. Barstow, Bell Laboratories, vice chairman.
Panel 18 (Coordination)—D. B. Smith, Philco, chairman; I. J. Kaar, GE, vice chairman.
Panel 19 (Definitions)—Dr. R. M. Bowle, Sylvania, chairman; M. W. Baldwin Jr., Bell Laboratories, vice chairman.

Financial & Trade Notes: Sylvania's net sales for first 6 months of 1953 achieved all-time half-year record of \$149,092,932, comparing with \$104,226,623 for first half of 1952 and with \$130,796,814 for last half of 1952. Net sales and net income for 3 months ended June 30 were both highest for any second quarter in Sylvania history.

Net income for first 6 months of 1953 was \$5,169,092 (\$1.87 a share on 2,425,506 shares outstanding), up 52% from the \$3,398,776 (\$1.48 on 1,867,763 shares) for same 1952 period. Net income for second quarter of 1953 was \$2,395,849 (86¢) on sales of \$69,032,624 vs. \$1,445,005 (60¢) on sales of \$48,239,162 in same 1952 quarter.

Pres. H. Ward Zimmer reported to stockholders that earnings before Federal income taxes were \$17,387,092 for first half of 1953, more than double same 1952 period's \$8,608,776. TV set sales, he stated, were nearly twice those of first half of 1952 and distributor requirements "are expected to be heavy for the balance of the year." TV picture tube shipments were doubled and radio receiving tube shipments ran about 80% ahead. Demand for incandescent & fluorescent lamps and for photoflash bulbs continued high.

"Indications for the balance of the year appear to be even more favorable than they were a few months ago," Zimmer stated. Ratio of defense billings to monthly sales in second quarter was 24% vs. 39% in second 1952 quarter.

* * * *

Hoffman Radio earnings before taxes were \$2,020,528, or \$3.51 a share on 574,726 shares outstanding during first 6 months of 1952. After providing for \$1,323,208 for taxes, net earnings were \$697,320 (\$1.21) compared with \$598,692 (\$1.04) same 1952 period. Increased TV demand, attributed largely to opening of new stations, boosted sales to \$24,688,235 from \$15,196,383 for same 1952 period—largest sales volume for any 6-mo. period in company's history. Pres. H. Leslie Hoffman reported govt. orders continued at high level during last 3 months. "No cancellations have been received," he stated, "and there have been no indications of any cancellations or substantial stretchouts of schedules."

RCA and subsidiaries attained all-time record sales volume of \$410,686,162 first 6 months of this year, 34% ahead of the \$305,837,825 of same 1952 period. Earnings before Federal income taxes were \$38,809,228, up \$15,472,498 from first 6 months of 1952. Net profit after provision of \$20,624,000 for Federal taxes was \$18,185,228, or \$1.18 per share after preferred stock dividends, compared with 70¢ same 1952 period.

Raytheon reports sales of \$179,179,000, net profit of \$3,859,000 (\$1.68 a share) after Federal taxes of \$9,150,000 for fiscal year ended May 31. For preceding fiscal year, sales were \$111,287,000, net profit \$2,047,000 (84¢), taxes \$3,900,000.

Dividends: P. R. Mallory & Co., increased to 50¢ payable Sept. 10 to stockholders of record Aug. 14; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; Cornell-Dubilier, 30¢ Sept. 25 to holders Sept. 10; Hazeltine, 25¢ Sept. 15 to holders Sept. 1; Stewart-Warner, 35¢ Sept. 5 to holders July 14; Sentinel, 7½¢ Aug. 31 to holders Aug. 17; Servomechanisms, 10¢ Aug. 7 to holders Aug. 3; Belden Mfg., 40¢ Sept. 1 to holders Aug. 17.

Henry Lehne, ex-Republic Aviation Corp. v.p. & sales mgr., appointed director of newly established Sylvania Electronic Defense Laboratory, now located in temporary quarters in Mountain View, Cal. It has contracts with Army Signal Corps, plans new 60,000-sq. ft. structure.

Rear Adm. Thomas F. Halloran (ret.) named gen. mgr., transistor development laboratory of Baird Associates Inc., Cambridge, Mass. (Dr. Walter S. Baird, pres.), industrial physicists and electronic manufacturers.

Electronics Reports: Sylvania advanced transistor development two more notches by announcing it's prepared for commercial production of tetrode and pentode transistors. To date, all commercial transistors have been triodes. Tetrodes will be available Aug. 15, pentodes "later this year." Rate of initial production wasn't given, but company says "small quantities" will be available at about \$25 each. Industry will not be sampled.

Announcement was made at July 21 press conference in New York conducted by James J. Sutherland, gen. mgr., electronics div. As with vacuum tubes, tetrode and pentode transistors will permit reduction in number of transistors needed for many applications—½ to ⅓ as many—producing more compact and versatile equipment.

As example of what new transistors will be able to do, Sutherland noted that a digital computer built in 1946 had 15,000 vacuum tubes, required air conditioning, occupied space equal to 3 big living rooms. In 1950, computer was built with 10,000 germanium diodes (semiconductor devices related to transistors) and 1080 tubes, still required air conditioning, but took space half size of living room. With tetrode transistors, Sutherland said, computer size could be halved and air conditioning wouldn't be needed. Range of new units is up to "low RF."

He showed desk computer size of portable typewriter, said that with triode transistors it could solve problems to 10th power, but could handle problems to 100th power when built with tetrodes. He also demonstrated tiny transistorized wrist transmitter through which he talked across room.

How well transistors have captured public eye was illustrated by excellent play the announcement and demonstration were given in newspapers.

* * * *

Electronics will enter automotive field in big way with the perfection of transistor circuits, whose low power requirements will open up whole new area of electronic expansion. Preview of what may be in store was demonstrated this week by RCA's Dr. Vladimir K. Zworykin. Exploring possible electronic aids to driving safety, Dr. Zworykin and aides at Princeton labs equipped model 5-ft. car with equipment enabling car to steer itself along prescribed route, stop itself when approaching metal obstruction and turn into center lane to pass slower car. As described in current *Collier's Magazine* and demonstrated on July 23 *Today* program, car can be guided by cable built under road and make driving on superhighways entirely automatic. Dr. Zworykin admits that the day when real cars will drive themselves is far off, but he says his experiments are leading directly to devices to help keep cars on course in bad weather and prevent collisions.

Ultrasonic machine tool developed by Raytheon utilizes 27,000-cycle vibrations to cut such materials as steel, stone, cast iron and sapphire. Although machine presently is in form of drill press, it is said to be adaptable as lathe, milling machine, boring mill, shaper, planer, saw or router. Using principal of magnetostriction, tool drives particles of abrasive in liquid into the work at ultrasonic speed. Tool's motion is not visible. Ultrasonic motion is developed and amplified electronically and mechanically.

Ultrasonic Corp., Cambridge, Mass., has bought 254,000-sq. ft. 5-story local building for slightly under \$1,000,000 from MIT, where it plans to consolidate engineering, research & production facilities now scattered in 6 rented buildings. Company's 1952 sales totaled \$5,000,000.

Wincharger Corp., Zenith subsidiary presently manufacturing some 650,000 radios a year, will double space with new 300,000-sq. ft. plant in Sioux City, Ia., where about 2500 will be employed turning out 1,000,000 radios and 100,000 TVs annually.

Telecasting Notes: Lower program costs are answer to daytime TV, which will follow same pattern as did daytime radio, in opinion of NBC-TV's Adrian Samish, quoted in interview in *Billboard*. Time costs are going up, he said, as ratings head down due to increasing number of TV markets, fewer single-station markets, increasing daytime competition between NBC & CBS. As daytime come-on, NBC-TV is offering advertisers 6 mo. protection against any cost increases except union hikes. Samish is now concentrating on noon-1 p.m. women's magazine-type show, counterpart of 7-9 a.m. *Today*, which may be titled *Home* . . . "Mighty K.C. Has Struck Out" headlines July 22 *Variety* article noting that all CBS-TV clients (15 hours) are being pulled off WDAF-TV, Kansas City, for placement on new KMBC-TV & WHB-TV, due to start about Aug. 1, sharing Ch. 9; it points this out as possible "pattern" in the "imminent breakup of single-station monopoly with the coming competition" . . . "Giants" of TV film field and the number of shows each offers, as reported in current *Tide*: CBS, 12; NBC, 12 plus one in production; Ziv, 9 plus 2 in production; Ziv planning to build \$2,500,000 Hollywood studio to increase TV output . . . Aid in religious programming is offered by Broadcasting & Film Commission of Natl. Council of Churches in form of 2 new booklets compiled by broadcast training dir. Charles H. Schmitz: *Religious TV Program Ideas* and *TV Production Techniques by Experts*, available from Council, 220 Fifth Ave., N. Y. . . . Exchange of newscasters between Cleveland's WEWS and Toronto's CBLT had Dorothy Fuldheim of U. S. station handling James B. McGeachy's *This Week* and *Tabloid* shows on CBLT while McGeachy took over her *Highlights of the News* on WEWS; each also narrated special films about own city . . . More than 600 titles are listed in fifth annual edition of *Educators Guide to Free Slidefilms* (\$4), available from Educators Progress Service, Randolph, Wis. . . . National Tuberculosis Assn. has filmed nine 20-sec. and three 1-min. spots for Christmas Seal campaign, to be made available to TV stations through local branches . . . Crosley's WLWA, Atlanta, starts work on new 36,000-sq. ft. studio building on Peachtree St. . . . Educational Television Institute being sponsored Aug. 16-22 in Seattle by KING-TV, with classes for 300 indicated . . . NBC plans creative staff confab at Greenbrier, White Sulphur Springs, Aug. 31-Sept. 3, winding up with dinner addressed by Chairman Sarnoff.

Unusual action of FCC was to finally allocate Ch. 5 to Weston, W. Va., instead of to Glenville, W. Va., as originally proposed. Comments received since Glenville proposal changed Commission's mind, principally because Weston is 5 times larger than Glenville. Other allocation petitions: (1) Anderson TV Co., Anderson, S. C., asks FCC to abandon its proposal to add Ch. 40 to Anderson. It wants to compete with WAIM for Ch. 58 rather than have two channels in town. It claims that WAIM, affiliated with local newspaper, sought addition of Ch. 40 to maintain monopoly in town. Anderson TV says it will drop application if Ch. 40 is added. (2) WOAY, Oak Hill, W. Va., asks assignment of Ch. 4 to Fayetteville, W. Va. (3) KVSQ, Ardmore, Okla., asks allocation of Ch. 12 to Ardmore, opposing FCC proposal to put it in Ada. (4) WEBC, Superior-Duluth, asks allocation of Ch. 10 there.

No new applications for TV stations were filed with FCC this week—first time that's happened since November 1951. Five dismissals this week, together with 6 CPs leave total applications pending at 565, of which 181 are uhf. [For further details, see *TV Addenda 17-C* herewith; for complete listing of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

COOPERATION between uhf stations and TV dealers & distributors is always mutually beneficial—a fact which is being driven home in more and more uhf areas. An outstanding example is Norfolk area, where NBC-RCA and local WVEC-TV (Ch. 15), along with dealers and distributors, are putting on huge cooperative campaign for conversions before station goes on air (Vol. 9:29)—which station claims has already netted sales of some 8000 converters. Some other interesting examples of this type of cooperation:

WLBC-TV, Muncie, Ind. (Ch. 49), has published 18-p. illustrated booklet, *Best TV Reception from UHF the Easy Way*, authored by station pres. Don Burton. "We developed this book," says Burton, "to combat the work of a few TV service organizations which were responsible for some very sloppy uhf installations, and to aid and support those firms which were doing good work." Booklet was prepared after many tests in Muncie area homes which had reported poor picture or no reception at all.

"In every case, without exception, we have proven that the poor picture or lack of signal was due to improperly installed antenna or lead-in, defective tuners or strips or a combination of these," says booklet. It explains, in non-technical language—to layman and serviceman alike—best method for installing uhf sets and converters, using field strength meter, and urges customers to patronize servicemen using proper methods and equipment.

WEEU-TV, Reading (Ch. 33), has instituted novel plan to promote conversions. It has agreed to provide free newspaper, radio and TV advertising for every TV dealer who has at least one salesman "ringing doorbells" to sell uhf converters. Station exec. v.p. Thomas E. Martin says first progress report meeting showed campaign is "averaging one conversion out of each two calls." Salesmen are provided with copies of WEEU-TV's program schedule, which they leave at each home they visit. "The program stresses the interesting local programs of high caliber which cannot be received on any other station," says Martin. He adds that doorbell-ringing campaign has been so successful it will be continued at least throughout August, when station is scheduled to step up power to 170 kw by adding GE 12-kw transmitter.

Senator Charles W. Tobey (R-N.H.), chairman of Interstate & Foreign Commerce Committee, died suddenly July 25 at Bethesda Naval Hospital where he had been admitted preceding afternoon with heart ailment. He was 73, had been in public service since first serving in state legislature in 1915, was governor of his state 1929-30. An intense crusader and deeply religious, he often carried his zeal into TV-radio both as ranking minority member and then as head of the committee handling its legislation. He was noted for his sharp tongue; his colleagues frequently chided him as being "quite a TV performer himself" in view of fame he gained during televising of Kefauver Crime Committee investigations. Ranking Republican member of his Senate committee is Sen. Capehart (R-Ind.), onetime phonograph manufacturer, who is chairman of Banking & Currency Committee and must choose between it and Commerce Committee. If he decides to remain head of Banking & Currency, Sen. Bricker (R-O.) will become chairman of Commerce Committee.

Repeal of 20% movie admission tax was approved by overwhelming voice vote in House and Senate this week, culminating long campaign by movie exhibitors who hope to combat TV's effect on boxoffice by adding extra 20% to their revenues. Administration has opposed the bill, and it faces possibility of Presidential veto.

Collier's Magazine, which has gone bi-weekly in lieu of weekly, reportedly due to "TV competition," using TV as well as newspapers to announce change.

Television Digest

with **ELECTRONICS REPORTS**

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MORE POST-FREEZE STATIONS BEING SOLD: Our prediction last week that more ownership changes can be expected (Vol. 9:30) wasn't long in coming to pass -- for this week 2 more transfer deals involving post-freeze stations were revealed. Neither was said to be a distress sale, yet amounts involved didn't indicate big capital gains deals.

Buying KDZA-TV, Pueblo, Colo. (Ch. 3) with KDZA (250-watt independent on 1230 kc) is Gene O'Fallon, of Denver, whose KFEL-TV there was first post-freeze outlet to go on air in July 1952. He's paying \$350,000 for 1030 of 1080 outstanding shares in company, including Zela Seaton's 52% holdings. That includes assumption of about \$100,000 owed to DuMont on transmitter. Station began March 16. Cash payment is to be 26% down, balance in 5 years secured by 5% chattel mortgage. No overlap is involved since Pueblo is 104 air miles from Denver.

Ex-Gov. Horace Hildreth of Maine, now U.S. Ambassador to Pakistan, acquires control of WABI-TV, Bangor, Me. (Ch. 5) along with WABI (5-kw ABC outlet on 910 kc) in deal whereby mgr. Murray Carpenter sells his 50% holdings for \$125,000, payable \$60,000 down. Details aren't settled beyond Carpenter sale, but it's understood Mr. Hildreth, who already owns 50%, will hold 60%; Oliver Bcstg. Co. (WPOR, Portland) will acquire 25%; Kennebec Bcstg. Co. (WTVL, Waterville) 15%.

Bangor AM has long been profitable, TV is well in black, says Carpenter, who now is filing for Portland's Ch. 13 in competition with Guy Gannett interests (WGAN-Portland Press-Herald & Express). Gov. Hildreth also is pres. and 35.2% owner of the Ch. 8 grant to Poland, Me. made by FCC a few weeks ago, involving wide-area coverage station to be built atop Mt. Washington by summer or fall of 1954 (Vol. 9:29).

FCC LOOKING INTO NETWORK-UHF RELATIONS: Policies of networks toward affiliation of uhf stations in vhf-uhf markets are now getting quiet scrutiny from FCC -- although there have been no formal complaints or petitions.

Informally, there's been plenty of squawking -- nearly all of it directed at CBS & NBC -- by uhf stations in localities where both networks are stringing along with the same vhf station (Vol. 9:29). Some of these uhf stations claim that they're not getting fair shake; they say the least the networks could do is place programs on local uhf stations when time can't be cleared on the vhf.

In areas which are "uhf-only" -- no vhf within 40-50-mi. -- uhf stations are having no trouble grabbing top-network affiliations. For those beyond the good reception range of vhf it's been clear sailing, with good network business. But in the one-uhf markets there are plenty of rumblings from present and prospective uhf operators. These quotes from letters from 2 CP-holders are examples of bitterness of some uhf station owners in or near communities with vhf stations:

"The networks' attitude toward uhf, in my opinion, can probably be the one thing that will bring about the licensing of networks by the Govt. I feel that networks could save uhf, and in the long run it would be to their advantage to do

so. However, it is quite apparent that they are only interested in the fast buck via vhf. [We] are going to see uhf through to the bitter end, and if necessary find out just what the position of the Govt. will be in regard to anti-trust."

"FCC has created a more vicious monopoly in its high-power vhf stations than exists in AM clear channels. [Perhaps] the answer may lie in Congress giving FCC power to regulate network affiliations and service. It seems to me to be inevitable unless the networks wake up to their obligation to render a full national service even though some parts of it may not be as profitable as the big cities. The people are going to demand service from more than one station where market can support two."

Another uhf grantee dropped out this week because of vhf competition. Owner W. Erle White of KTVW, Wichita Falls, Tex. (Ch. 22) told FCC it would be "economically unsound to build the station at this time" in city which already has two vhf. Since freeze, 7 uhf and 2 vhf grantees have turned back their CPs (for list, see Vol. 9:29). Two uhf applicants dropped out this week -- in Spartanburg, S.C. and Claremont, N.H. -- giving economics and prospect of vhf competition as reasons.

* * * *

What are the policies of the networks with regard to uhf? ABC & DuMont have large numbers of uhf affiliates in all types of markets. As to CBS & NBC, both say they have no ironclad rules governing affiliation of stations, but they do follow broad, general practices with regard to uhf stations in "vhf markets" -- and these practices differ between the 2 networks.

NBC, now engaged in big promotion campaign to boost uhf conversions for its new Norfolk area affiliate WVEC-TV on Ch. 15 (see p. 9), says it is following same general policy of encouraging uhf in other vhf-served areas.

It would rather affiliate the vhf station in any community -- naturally, since vhf at present time can supply larger audience quicker. But where an existing vhf has affiliation with both major networks, NBC says it often will give the new uhf a secondary affiliation -- to place shows which can't be cleared on the vhf, in cases where sponsor insists he must have the particular market.

For example, NBC has signed contract with upcoming WJHP-TV (Ch. 36) on a secondary basis in Jacksonville, where vhf WMBR-TV has all 4 networks. This week it will announce secondary affiliation with new WKJF-TV (Ch. 53) in Pittsburgh, where DuMont's WDTV has all networks. In Miami area, WFTL-TV, Fort Lauderdale (Ch. 23), has secondary NBC affiliation, though Miami's WTVJ carries all networks.

In markets with no pre-freeze stations, where vhf & uhf outlets got an even start, NBC chooses vhf where it can. But where CBS wins out and gets the only vhf station, in many cases NBC is now signing up the uhf as primary affiliate, rather than take second-fiddle position on the vhf. For example, in Hutchinson, Kan., CBS signed up vhf KTVH. So NBC made deal with upcoming KEDD (Ch. 16) in nearby Wichita. Announcements of more NBC uhf affiliations in post-freeze markets are expected soon.

As to promotion of uhf stations, NBC spokesman says the advertising methods and material used in Norfolk area (Vol. 9:29) will be available to any and all upcoming NBC uhf affiliates.

* * * *

CBS's current policy, as explained to us by station relations v.p. Herbert Akerberg: "We're convinced that the time is coming when the public won't differentiate between vhf & uhf. But we have an obligation to the public, which bought vhf sets in good faith; we'd be the last ones to pull the cork, to tell these people, 'if you want to see Lucy, Godfrey and the Wednesday night fights you'll have to spend \$25, \$50 or \$80 to convert your set.' The public is the most important factor.

"Our second obligation is to our advertisers. They want maximum circulation. And we can't take our shows off vhf -- losing our audience while we wait for conversion of sets -- and still remain competitive."

In cities where one vhf station shares both major network affiliations, this is CBS' policy in placing programs: (1) Place it live on vhf, if advertiser wants the market. (2) If station can't clear it live, ask vhf station for time for kine recording, at request of sponsor. (3) Failing this, if sponsor still wants the mar-

ket and specifically requests use of a local uhf station, "we will do it". But CBS isn't going in for secondary affiliation with uhf stations in same sense as NBC.

In new TV markets with post-freeze vhf & uhf stations, CBS, like NBC, tries to get primary affiliation with vhf. But if NBC gets the only vhf, CBS will settle for secondary affiliation with same station, rather than turn to uhf, at present time. Akerberg explains it this way:

"When a uhf station can demonstrate substantially equal circulation to the vhf, at as good or better cost per thousand viewers, there's no problem. But we can't go whole hog merely to build up an audience for uhf stations at the expense of the viewing public."

* * * *

Indicative of networks' plans to add new uhf stations are AT&T's applications pending before Commission. Following are uhf stations for which networks have ordered interconnection, according to FCC: WOSH-TV, Oshkosh, Wis. (Ch. 48); WTOB-TV, Winston-Salem, N.C. (Ch. 26); WKOW-TV, Madison, Wis. (Ch. 27); WTVP, Decatur, Ill. (Ch. 17); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WNAO-TV, Raleigh, N.C. (Ch. 28); WVEC-TV, Hampton (Norfolk), Va. (Ch. 15). And these vhf: WBAY-TV, Green Bay, Wis. (Ch. 2); KKTU, Colorado Springs, Colo. (Ch. 11); WMT-TV, Cedar Rapids, Ia. (Ch. 2); KTXL-TV, San Angelo, Tex. (Ch. 8).

3 MORE START, 210 STATIONS NOW ON AIR: Quite a few CP holders were priming for possible starts this week end or early next week -- but only 3 new ones were definitely offering test patterns as we went to press. They bring total on air to 210, of which 51 are uhf. It's noteworthy that 102 new stations have taken to the air post-freeze, and we still see probability of 100 or so more before year's end. These are the new starters you can add to your cumulative logs:

WETV, Macon, Ga. (Ch. 47) started testing July 25, plans commercial programming Aug. 21, interconnecting on that date with NBC. RCA equipment is used. Base hourly rate is \$200. Station is owned by principals in WNEX (E.M. Lowe) and WMBL (Allen Woodall) who are v.p.'s of licensee Macon Television Co.; also a v.p. is Peyton Anderson, publisher of Macon Telegraph & News, owner of 16% of WNEX. John Hicks is program director, R.R. Owen chief engineer. Headley-Reed is national sales rep.

KMMT, Austin, Minn. (Ch. 6) began test patterns July 27, starts programming Aug. 17, affiliated with ABC and with \$150 base rate. It's owned by combination of Minnesota-Iowa broadcasters (see TV Factbook No. 17), has DuMont transmitter. L.L. McCurnin is mgr. Pearson is rep. Station is second in southeastern Minnesota to get going in as many weeks, Rochester's KROC-TV (Ch. 14) having started July 14.

KBES-TV, Medford, Ore. (Ch. 5) has been testing since July 14 but held back on fanfare for formal Aug. 1 inaugural. Using GE transmitter and temporary one-bay antenna pending 5-bay due in about 60 days, it reports good reception as far away as Eugene to west (129 mi.), Bend to east (143 mi.) and Yreka, Cal. to south (47 mi.). It's first of 2 stations in which veteran broadcaster Wm. B. Smullin has interests; he owns 50% and also holds CP for KIEM-TV, Eureka, Cal. (Ch. 3) due in about month. Mgr. of KBES-TV is Everett Faber. Base rate is \$200, will be \$150 for new KIEM-TV. Blair will represent both stations.

10 CPs AS MORE COMPETITORS JOIN FORCES: Mergers, dropouts and the like are still order of the day, enabling FCC to grant 10 CPs this week, including some for previously hotly-contested vhf channels. The week's grants:

Vhf CPs: Anchorage, Alaska, Kiggins & Rollins, Ch. 2, and KENI, Ch. 11; Portland, Me., WCSH, Ch. 6; Wilmington, N.C., WMFD, Ch. 6; Greenville, S.C., Carolina TV Inc., Ch. 4; Knoxville, Tenn., Mountcastle Bestg. Co., Ch. 6 (via final decision); Nashville, Tenn., WSIX, Ch. 8.

The uhf grants: Cedar Rapids, Ia., Hawkeye TV Co., Ch. 20; Brockton, Mass., Trans-American Enterprises, Ch. 62; Spartanburg, S.C., Sterling TV Co., Ch. 17.

[For details about principals, see TV Factbook No. 17.]

Sidelights on grantees: Keith Kiggins & R.R. Rollins also hold CP for Ch. 2 in Fairbanks. Greenville grant is result of 3-way merger -- WFBC, WMRC & Carolina TV Inc.; one AM must be sold. WSIX got Nashville CP when WMAK dismissed under op-

tion to buy 25%; it must sell WMAK. WMFD's Wilmington grant came when WGNI simply dismissed and FCC itself dismissed application of WHPE, High Point. WHPE had asked FCC to put Ch. 6 in High Point; Commission didn't rule on that petition but it dismissed application with statement that Ch. 6 isn't allocated to High Point.

Cedar Rapids grantee is headed by famed New York realtor Wm. Zeckendorf, 68% stockholder; he's an ex-ABC board member. Top man in Brockton organization is pres.-treas. Harry E. Franks, clothing mfr. Spartanburg organization has interlocking ownership with WMRC, Greenville, and WBCU, Union, S.C.

* * * *

FCC set dates for new batch of hearings, still using old priority lists, for new lists aren't effective until Aug. 24. Commission will continue to use old priorities as long as responses to current "McFarland Letters" return. Thus, it's possible some hearings will be scheduled under old priorities for a while after the new ones become effective. Hearings scheduled:

Aug. 6, Canton, O., Ch. 29; Aug. 28, Grand Rapids, Mich., Ch. 23; Little Rock, Ark., Ch. 11; Erie, Pa., Ch. 35; Jackson, Miss., Ch. 3. Commission also finalized some allocation changes, proposed some new ones.

[For further details about foregoing actions, see Addenda 17-D herewith; for complete data on all applications, see TV Factbook No. 17 with Addenda to date.]

FCC ANALYZES 1952 TV INCOME & EXPENSES: Final FCC report on last year's financial data of networks and stations, released this week, agrees fairly well with preliminary report last March (Vol. 9:13) which showed telecasting industry's striking increase over 1951 -- 38% greater total revenues, 33% greater income before Federal taxes. In this week's final audit report on 1952, biggest change from preliminary figures was boost of about 10% in networks' net income.

Report necessarily deals in cumulative figures, for FCC auditors are pledged to keep individual returns confidential. Averages and the market breakdowns make it possible, however, for station operators to adduce their relative standings.

Aggregate revenues of \$324,200,000 are shown vs. \$235,700,000 in 1951. Net income was \$55,500,000 (before Federal income taxes) vs. \$41,600,000 in 1951. Here are summaries of the salient final figures (all before taxes):

(1) Networks and their 15 owned stations took in \$180,200,000, spent \$170,-300,000, netted \$9,900,000. (Though the networks and their stations took in only \$95,800,000 from AM in 1952, expenses were only \$85,600,000, leaving slightly higher net than for TV -- \$10,200,000.)

(2) The 93 pre-freeze stations not owned by networks enjoyed revenues of \$143,400,000, expenses of \$97,600,000, net of \$45,800,000. For average station, this meant \$1,541,825 income, \$1,049,474 expenses, \$492,351 net. The 14 post-freeze stations were on air only a few months at most, collected \$600,000, spent \$800,000.

(3) Profits were reported by 94 of the 108 pre-freeze stations. Of the 14 losers, 9 were in New York & Los Angeles and lost average of \$457,000. All telecasters in the 40 one-station markets made money. There was one loser in the 2-station markets, 2 in the 3-station, 2 in the 4-station.

(4) Breakdown of revenues shows network time sales producing \$137,664,000, national & regional spot \$80,235,000, local \$65,171,000. For individual stations not owned by network, average was \$387,252 network, \$626,489 spot, \$518,584 local.

(5) Breakdown showing cost of film is included for first time in report. Average station spent \$117,006 for film rentals, \$2374 for film purchases, \$3780 for "other film expense" -- out of total \$468,348 spent for programming. Only larger item in programming costs was salaries & wages -- \$129,163. Entire industry spent \$14,590,000 for film rentals, \$3,283,000 for film purchases, \$2,607,000 for "other."

(6) Also shown for first time are employment figures. Entire industry had 14,099 employes (12,412 fulltime). The networks and their 15 stations employed 6687 while the 93 other pre-freeze stations had 7412. Average station with revenues less than \$1,250,000 had 42 fulltime people, 11 part-time. Stations with revenues over \$1,250,000 had 94 fulltime, 12 part-time.

(7) Importance of talent sales and other non-time-sale income was again emphasized. It amounted to \$87,677,000, about 25% of total income. In AM, figure is only about 10%. This income means most to the networks, of course, amounting to \$67,825,000 of their \$180,200,000 revenues.

Report is 22 pages, contains many other tables and breakdowns. It's Public Notice 93525, may be obtained from Commission -- or we'll get copy for you. To compare salient figures with all previous years in TV, see p. 351, TV Factbook No. 17.

FCC COLOR RULE-MAKING LIKELY NEXT WEEK: FCC's first critical move on color TV front is expected next week -- in shape of notice of proposed rule-making looking towards adoption of the compatible system unanimously recommended by industry.

Commission discussed color all day July 31, instructed staff to draft proposal to be considered Aug. 6. If the draft is satisfactory, notice will be issued next day -- and wheels will be officially in motion.

Notice will probably give industry 30-40 days to comment. Questions uppermost in everyone's mind -- whether the FCC will waive Washington demonstrations and ease requirement that color sets be cheap initially -- aren't likely to be answered with finality in notice. More likely, document will be rather exploratory, stating any questions FCC has and inviting industry comment.

Commission is moving with great speed, no doubt of it, yet guessing around FCC is that timetable we reported last week (Vol. 9:30) is still quite realistic -- namely, that new system can't be "law of the land" much before year's end.

* * * *

GE this week joined other petitioners requesting approval of compatible system. Like others -- RCA, NTSC, Philco, Sylvania -- GE is recommending same system. Curiously, some people still don't seem to understand that everyone is asking for approval of exactly the same system -- the standards approved by NTSC. (For technical details, see our Special Report, July 25.)

GE concedes, as did Philco, that current color receivers aren't "cheap enough in price to be available to the great mass of the American purchasing public" -- as FCC's 1951 criteria required. GE points out that criteria were written when FCC was hell-bent to push field-sequential system and was assuming that compatible system would come along after a lot of field-sequential sets had been sold. Since public has no investment in field-sequential sets, GE says, Commission should be able to interpret its criteria more liberally, once it's satisfied that new standards permit eventual production of inexpensive sets.

GE says it has put over 1000 engineer man months into color, spent millions of dollars. Like Philco, it wants its contributions recognized, saying:

"Merely as an example of contributions made by [GE's] personnel, it is believed that one of [GE's] engineers made to NTSC the first proposal to proportion the bandwidth allocated to the chrominance components' signals according to their importance in contributing to the subjective sharpness of the color picture [narrow band (B-Y)] so that the sum of their bandwidths would not exceed the allotted bandwidth of the chrominance channel, thereby eliminating any so-called 'cross talk'..."

* * * *

One of hottest behind-the-scenes stories is in the production and procurement of color transmitting equipment. Little Telechrome Inc., at Amityville, Long Island, seems to have its foot in the door. Headed by former Hazeltine engineer J.R. Popkin-Clurman, Telechrome has been quietly building and selling color equipment for some time. Last year, it sold color scanner to FCC and to west coast electronics manufacturer Gilfillan Bros. (Vol. 8:3,42). Gilfillan, incidentally, is the only firm ever to ask NPA for application blank to build color sets under M-90 order.

Situation is really explosive now, says Clurman, who reports sales to just about every company of prominence except Zenith and Sylvania. These include: RCA, GE, Philco, Bell Labs, DuMont, Raytheon, Motorola, Sears Roebuck, Admiral, Sentinel, Crosley. He says he's sold CBS everything except color cameras. Rumor has it that CBS purchased RCA camera which had been used by WPTZ, Philadelphia, recently sold

by Philco to Westinghouse. Clurman also plans production of cameras in 6-8 months.

Clurman says he's writing orders and producing at rate of \$1,000,000 a year. He's added new plant, has eye on another, now employs 44 and hiring more. Sales to CBS alone run about \$100,000 to date.

Clurman is completely satisfied with NTSC system, foresees no difficulty in bringing receiver costs down. "There's every likelihood of a 25-tube receiver," he says, "faster than most people think. For example, there's a new demodulator tube past the development stage which will mean a great deal."

Philco is said to be making hay with its color film scanner (Vol. 9:18). Trade gossip is that it has sold a 35mm scanner to NBC, another to Technicolor, has 4 more orders on tap. In all, it's reported to have sold 17 of its 16mm scanners, made for black-&-white but adaptable to color.

Personal Notes: Hamilton Shea, since April 1952 gen. mgr. of WNBK & WTAM, Cleveland, named gen. mgr. of WNBT & WNBC, New York, succeeding Ted Cott, now operating v.p., NBC-Radio network; Cott has named these new executives: Fred Horton, director of radio network sales; John P. Cleary, director of radio programs; Merrill Mueller, radio news & features executive, succeeded on *Today* by Frank Blair, from Washington NBC-TV staff . . . Mort Weinbach, ex-TV operations director, appointed ABC director of labor relations . . . Ardiel B. Rodner, ex-WPIX commercial mgr., joins WABC-TV as program mgr. under new mgr. John H. Mitchell . . . Nona Kirby, ex-sales mgr. of WLAW, Boston, announces Nona Kirby Co., TV-radio station reps, with New England headquarters in Statler Office Bldg., Boston . . . Bob Forward, ex-KTTV, succeeds James Pollak as program director, KECA-TV, Los Angeles . . . Phil Hoffman, ex-Cowles, ex-gen. mgr. of KECA-TV, Los Angeles, recently mgr. of KOB, Albuquerque, will be gen. mgr. of new KOAT-TV, Albuquerque (Ch. 7), granted in June, expected to be ready in about 2 months . . . Roger S. Underhill, ex-WJIM-TV, Lansing, Mich. and WICU-TV, Erie, Pa., named asst. commercial mgr. of new WILS-TV, Lansing, due on air Sept. 15 . . . Henry R. Flynn named gen. sales mgr., CBS Radio Spot Sales . . . Robert C. Mayo placed in charge of sales for both WOR-TV & WOR, John F. Sloan named sales mgr. of WOR-TV, in integration policy announced by James M. Gaines, General Teleradio v.p.; Lawrence Menkin is director of programs for both stations, v.p. Julius F. Seebach Jr. in charge of operations, with Ivan Reiner handling as production mgr. . . . John B. Hayes named gen. mgr. of Mutual-WOR recording div. . . . Carl Reinschild, of Columbia Transcriptions, Columbia Records Inc. subsidiary, named TV-radio consultant to Rev. Dr. Clayton T. Griswold, exec. director of TV-radio dept. of the Presbyterian Church in the U.S.A. . . . T. R. Thompson, ex-RKO branch mgr., named film editor of new KCMO-TV, Kansas City . . . Pierre Boucheron resigns as mgr. of WGL, Ft. Wayne, succeeded by Merrill Johnson . . . Robert L. Foreman, BBDO v.p., named chairman of TV-radio plans board, retaining responsibilities over TV-radio dept. . . . Tom McDermott appointed v.p. in charge of TV-radio production, Benton & Bowles; he has been acting since resignation of Walter Craig (Vol. 9:30) . . . Henry S. White named mgr. of TV-radio dept., Biow . . . Sam Chase promoted to TV-radio editor, *Billboard* . . . Lee Gorman, business mgr., upped to gen. mgr. of WABI-TV & WABI, Bangor, Me., succeeding Murray Carpenter, who has sold his half interest . . . Carl E. Lee, chief engineer of Fetzer stations (WKZO-TV & WKZO, Kalamazoo, and WJEF, Grand Rapids) promoted to managing director; Arthur Covell now chief engineer, Francis Morse, asst. chief . . . Wm. R. Wyatt, ex-N. Y. v.p., George W. Clark, reps, joins BAB as director of member services . . . Hugh Sebastian, ex-Lever Bros. TV-radio specialist, joins C. E. Hooper Inc.

Theodore C. (Ted) Streibert, ex-pres. of WOR-TV & WOR and ex-MBS chairman, this week was appointed by President Eisenhower as director of new U. S. Information Agency, which on Aug. 1 supersedes State Dept.'s International Information Administration. New agency embraces Voice of America, overseas libraries and other overseas information activities. Streibert succeeds Dr. Robert L. Johnson, resigned. He was recalled this week from Germany where he has been consultant to High Commissioner James B. Conant, in office of public affairs, which operates the American radio RIAS in Berlin. He's 54, a 1921 graduate of Wesleyan U and 1923 graduate of Harvard Business School, was asst. dean of latter 1929-33. Directing Voice of America under him will be Leonard F. Erikson, v.p. & director of McCann-Erickson, who was sworn in July 27 at its N. Y. offices.

WOOD-TV & WOOD, Grand Rapids, Mich., earned combined net profit of \$183,019 during 12 mo. ended June 30, compared to \$60,511 preceding year, according to report filed with FCC this week in connection with request for modification of CP to change transmitter location. Balance sheet showed total assets of \$2,279,025, including earned surplus of \$245,102. Licensee Grandwood Bestg. Co. is 95% owned by WFBM Inc., Indianapolis (WFBM-TV & WFBM), which shows net income of \$685,237 for year ended June 30 vs. \$472,763 for preceding year. WFBM Inc. is controlled by Bitner family, who also own radio stations WFDF, Flint, Mich. and WEOA, Evansville, Ind.

George J. Higgins, KMBC, Kansas City, named chairman of NARTB sports committee this week. Other members: Wm. E. Ware, KSTL, St. Louis; Harold Hough, WBAP-TV, Ft. Worth; Mortimer Watters, WCPO-TV, Cincinnati; D. L. Provost, WBAL-TV, Baltimore; Robert Hanna Jr., WRGB, Schenectady; Robert Tincher, KVTU, Sioux City, Ia.; Ben Strouse, WWDC, Washington; Ben Laird, WDUZ, Green Bay, Wis.; John Fulton, WQXI, Atlanta; Wm. McGrath, WHDH, Boston.

NARTB's TV labor advisory committee, appointed this week by pres. Harold Fellows: Robert D. Swezey, WDSU-TV, chairman; John M. Clifford, NBC-TV; Frank B. Falknor, CBS-TV; Leslie C. Johnson, WHBF-TV; Philip G. Lasky, KPIX; Donald H. McGannon, DuMont; Richard A. Moore, KTTV; Donald W. Thornburgh, WCAU-TV; Mort Weinbach, ABC-TV; Edwin K. Wheeler, WWJ-TV. Added to employe-employer relations dept. as asst. to v.p. Richard Doherty was Robert P. Gormley, ex-ODM labor economist.

Edward C. Buddy, 46, gen. mgr. of CBS-TV news film div., died of a heart attack July 29 at his home in Westport, Conn.

Edwin J. Saulpaugh, 54, DuMont Network supervisor of continuity acceptance and a stage-radio director for many years, died July 29 of heart ailment.

GENERAL ELECTRIC shipped Ch. 4 transmitter July 24 to KGBS-TV, Harlingen, Tex., and in early Aug. has vhf transmitters scheduled for WSWA-TV, Harrisonburg, Va. (Ch. 3) and KATV, Pine Bluff, Ark. (Ch. 7). By mid-Aug., or thereabouts, GE will ship to KDRO-TV, Sedalia, Mo. (Ch. 6) and KOMU-TV, Columbia, Mo. (Ch. 8). All are 5-kw.

GE shipped 12-kw uhf transmitters July 21 to WENS, Pittsburgh (Ch. 16) and WVEC-TV, Hampton-Norfolk, Va. (Ch. 15), and in Aug. has 12-kw units destined to go to WILK-TV, Wilkes-Barre, Pa. (Ch. 34) and KETX, Tyler, Tex. (Ch. 19), both of which already have their initial 100-kw units. Also scheduled for Aug. shipment are 12-kw to WEEU-TV, Reading (Ch. 33), which is already on air; and new 12-kw transmitters to WKLO-TV, Louisville (Ch. 21) and WIFE, Dayton, O. (Ch. 22).

Federal this week shipped transmitter to WTVI, Belleville, Ill.-St. Louis (Ch. 54), which now expects to be ready for first test patterns in week or so. Within next 2 weeks, transmitter of WTVU, Scranton, Pa. (Ch. 73) will be shipped; that station is now managed by ex-Federal transmitter sales chief Martin Silver. Week of Aug. 3 Federal is sending its first 16-bay, high-gain, triangular-loop antenna to KSWs-TV, Roswell, N. M. (Ch. 8). This week it shipped new 25-gain antenna to WICC-TV, Bridgeport, Conn. (Ch. 43).

DuMont ships transmitter week of Aug. 3 to KOAT-TV, Albuquerque (Ch. 7), and this week got order from Television de Quebec Ltd.'s upcoming CFMC-TV, Quebec (Ch. 4), controlled by Famous Players Canadian Corp. Ernest Miller, CFMC-TV chief engineer, is spending 2 weeks at DuMont plant studying equipment. DuMont also reports sale of 5-kw transmitter and associated equipment for KFBB-TV, Great Falls, Mont. (Ch. 5), total order amounting to \$180,000.

RCA's only new shipments this week were 10-kw transmitter to serve as driver for 25-kw, sent to KFSD-TV, San Diego (Ch. 10) and 1-kw uhf to WBES-TV, Buffalo, N. Y. (Ch. 59). RCA has no shipments scheduled week of Aug. 3 due to readjustments at factory as main crews return from 2-week vacation.

In our continuing survey of upcoming new stations, these are latest progress reports received:

KOPR-TV, Butte, Mont. (Ch. 4), first reporting spring 1954 debut (Vol. 9:16), has advanced target to Aug. 15, will use low-power RCA transmitter purchased from WGAL-TV, Lancaster, Pa., according to pres. Frank C. Carman. Hollingbery will be rep. KXLF-TV (Ch. 6), other Butte grantee, has also reported it will be ready in Aug. (Vol. 9:25).

KNOE-TV, Monroe, La. (Ch. 8), last reporting July tests (Vol. 9:13), is not getting antenna up until next week, now plans tests with RCA equipment week of Aug. 24, according to Garland D. Shell, adv. agent. National rep will be H-R Television.

WTOK-TV, Meridian, Miss. (Ch. 11), although construction has been delayed by recent severe rains, hopes to raise antenna by Aug. 15. DuMont equipment is due by Sept. 1, test patterns scheduled for Sept. 15, according to pres. Robert F. Wright. Headley-Reed will be rep.

WSLI-TV, Jackson, Miss. (Ch. 12), granted last week, has ordered GE equipment, hopes to start "in about 6 months," reports mgr. L. M. Sepaugh. Weed will be rep.

KHOL-TV, Kearney, Neb. (Ch. 13), hasn't ordered equipment or begun construction, but expects to make Nov. 15 debut, reports Dr. F. Wayne Brewster, 40% partner. Rep not yet chosen.

WICA-TV, Ashtabula, O. (Ch. 15), its RCA transmitter shipped July 27, now plans Aug. 15 start, according to business mgr. D. W. Fassett. Gill-Perna will be rep.

WENS, Pittsburgh (Ch. 16), has 12-kw GE transmitter on hand and, with antenna due momentarily, still plans latter Aug. start (Vol. 9:26) from "highest site in the city," reports co-mgr. Larry Israel. It will be basic ABC affiliate, also reports it has working agreement with CBS, and 24 network programs are assured from outset, according to Israel. Hour rate will be \$350. Petry will be rep. WENS will be Pittsburgh's second uhf—first case where a vhf faces 2 uhf competitors in same city. WKJF-TV (Ch. 53) began operation July 14 (Vol. 9:29).

KEDD, Wichita, Kan. (Ch. 16), last reported for Aug. 1 commercial debut (Vol. 9:24), its RCA antenna now scheduled to leave Camden this week, now expects to begin tests Aug. 15, says pres. Stanley H. Durwood.

WOKY-TV, Milwaukee (Ch. 19), plans mid-Sept. debut and has named H-R Television as rep, reports H-R pres. Frank M. Headley.

WNLC-TV, New London, Conn. (Ch. 26), won't make announced July target (Vol. 9:2), now has no set date, awaiting higher power transmitter, according to gen. mgr. Gerald J. Morey. Rep will be Headley-Reed.

WCMB-TV, Harrisburg, Pa. (Ch. 27), DuMont equipment on contingent order, will adapt its radio studios for TV use, aims at mid-Dec. start, writes gen. mgr. Ed K. Smith. Antenna will adjoin WTPA (Ch. 71) which began operating June 20 (Vol. 9:25). Donald Cooke will be rep.

WHKP-TV, Hendersonville, N. C. (Ch. 27), now plans "early 1954" start with RCA equipment in lieu of first-reported Aug.-Sept. debut (Vol. 9:12), according to mgr. Kermit Edney. Rep not yet chosen.

KTVE, Longview, Tex. (Ch. 32), has GE equipment scheduled for Sept., will not make original July target (Vol. 9:12), reports new commercial mgr. Wm. M. Morrow. Other new staffers are sales & program director K. Jay Hawks and women's activities director Mrs. Toni Pruett. Hour rate will be \$150. Forjoe will be rep.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34), has GE equipment on hand, now plans to begin programming Sept. 14, test patterns "a week or so prior" in lieu of last reported late Aug. date (Vol. 9:26), according to managing director Thomas P. Shelburne. Avery-Knodel will be rep.

KSTM-TV, St. Louis (Ch. 36) construction is "continuing at a slow pace pending the settlement of the strike of steelmen and ready-mix concrete workers," according to pres. Bill Ware. Sept. 1 target (Vol. 9:24) has not been changed. Rep will be H-R Television Inc.

WAYS-TV, Charlotte, N. C. (Ch. 36), last reporting Aug. 30 target (Vol. 9:16), has met delay in DuMont equipment delivery, now has no set target, according to new gen. mgr. James P. Poston. Bolling will be rep.

WPMT, Portland, Me. (Ch. 53), has scheduled Aug. 20 tests, will meet Aug. 30 commercial debut date (Vol. 9:29), reports pres. Frank S. Hoy. F. Parker Hoy named asst. gen. mgr.; Gerald T. Higgins, adv. & promotion director; Murray Shepard, film & photography director; George F. Crandon, chief engineer. Hour rate will be \$200. Everett-McKinney will be rep.

WATR-TV, Waterbury, Conn. (Ch. 53), now figures on Aug. 8 test patterns, reports mgr. Sam Elman. It will maintain own micro-relay station, already up, at Oxford, Conn., to pick up N. Y. It affiliates with ABC & DuMont. Rambeau is rep.

WTAO-TV, Cambridge, Mass. (Ch. 56) due to be first uhf in Boston area, now plans Aug. 31 tests with RCA equipment and Sept. 28 formal opening, reports gen. mgr. Frederic S. Bailey. Rep not yet chosen.

WGBH-TV, recent educational grantee for Boston (Ch. 2), RCA equipment specified, begins construction at Blue Hill transmitter site within 60 days. Programming is scheduled for Oct. 1954, according to Ralph Lowell, pres. of Lowell Institute Cooperative Bestg. Council.

Station Accounts: TV has helped piano business so much, that at least one piano manufacturer is turning to it as a "natural" for advertising. Piano makers agree that industry's boom—greatest in nearly 30 years—should largely be credited to TV, which builds up demand for pianos by familiarizing public with the instrument in use and by restoring the home to its former position as a center of entertainment. Steinway & Sons, whose agency is N. W. Ayer, celebrates centennial in October, and Steinway Dealer Assn. plans ad campaign, including TV-radio to back up newspapers . . . Druggists' Supply Corp., at N. Y. meeting with its 159 wholesale drug company members last week, launched "Gifts Galore for 1953" campaign designed to stimulate independent drugstore sales of Christmas gifts; TV will be used, thru Ruthrauff & Ryan . . . **Chunky Chocolate Corp.** sponsoring new *Abbott & Costello* film series on local TV stations, thru Peck Adv., N. Y. . . **Remington Arms** films series of TV commercials at Robert Lawrence Productions, N. Y., to be placed by BBDO . . . **Swift & Co.**-sponsored *How Does Your Garden Grow?* live with John Ott on WNBQ, Chicago, being filmed by International Film Bureau for spotting for Swift's Vigoro plus other partic. sponsors on other stations . . . **Kasko Mills Inc.** (dog food) buys *Linkletter & the Kids* for 7 new markets from CBS-TV film sales, placed thru Clark & Rickerd, Detroit; it's now in 25 markets. **Nalley's Inc.** (salad dressing) buys *Amos 'n' Andy* for 7 Pacific northwest markets, thru Ruthrauff & Ryan, Seattle, making 31 in all . . . **Phillips Petroleum** buys *Ziv's I Led 3 Lives* for key midwest markets; **Golden State Co.** (dairy) buys it for 9 California markets . . . **Alliance Mfg. Co.** (Tenna-Rotor

planning new fall campaign, thru Foster & Davies, Cleveland . . . **Paramount** buys saturation campaign of 76 partic., 20-sec. spots and IDs on WCBS-TV to promote its *War of the Worlds*, thru Donahue & Coe, N. Y. . . **Illinois Bell Telephone Co.** sponsoring repeats of *Victory at Sea* on WNBQ, Chicago, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: **Hayr Co.** (Hayr hair restorer), thru Lewis F. Herman Co., Newark; **Burma Vita Co.** (Burma Shave), thru Bozell & Jacobs, Chicago; **Pharmaco Inc.** (Chooz and Feen-amint), thru Doherty, Clifford, Steers & Shenfield, N. Y.; **Flag Bros.** (shoes), thru Campbell-Ewald, Chicago; **Hudnut Sales Co.** (Tru-Tint hair coloring), thru Dancer-Fitzgerald-Sample, N. Y.; **Aerator Sales Co.** (Firestone faucet aerator), thru Jones Frankel Agency, Chicago; **Lindavap Corp.** (Bug-It insect control), thru Thomas Lacey Agency, Ann Arbor, Mich.; **Antonio Palazzolo Co.** (Duncan Hines macaroni products), thru Ralph H. Jones Co., Cincinnati; **Sharon-Jay Togs Inc.** (playwear for boys & girls), thru Ovesey, Berlow & Straus, N. Y.; **National Tea Co.** (food stores), thru Schwimmer & Scott, Chicago; **George S. May Engineering Co.** (business engineering), thru M. M. Fisher Assoc., Chicago; **Billings & Gage** (Puffy-Fluff meringue mix), thru Fairall & Co., Des Moines; **Hirsch Bros. & Co.** (Paramount foods), thru Fred A. Becker Adv., Lexington, Ky.; **Speedy Specialties** (Speedy potato cutter & dicer), thru Alan Cameron Co., San Francisco; **Turner-Smith Drug Co.** (Poundex reducing formula), thru Dowd, Redfield & Johnstone, N. Y.; **Dad's Root Beer Co.**, thru Ross Roy, Detroit; **International Latex Corp.** (Dryper & Flush-away panties), thru Chas. Dallas Reach, N. Y.

Network Accounts: Standard Oil of Indiana to sponsor half of each of Chicago Cardinals & Chicago Bears home football games on ABC-TV for 12 Sundays, beginning at 2 p.m., thru McCann-Erickson; other half of each game to be offered for local co-op sponsorship . . . **Admiral Corp.** sponsors *All-Star Football Game* from Soldiers Field, Chicago, on 69-station DuMont hookup Aug. 14, beginning 9:30 p.m., thru Erwin, Wasey . . . **Hazel Bishop** (lipstick) buys *Peter Potter's Juke Box Jury*, musical panel show featuring popular west coast disc jockey, for 52 weeks on ABC-TV beginning Oct. 4, Sun. 9:30-10:30, thru Raymond Spector Co. . . . **Landers, Frary & Clark** (Universal appliances) buys Wed. 3:30-3:45 p.m. segment of *Kate Smith Show* on NBC-TV, thru Goold & Tierney . . . **Sealy Mattress Co.** to sponsor *Comeback*, new audience partic. drama on ABC-TV, beginning Sept. 18, Fri. 9:30-10 p.m., thru Olian & Bronner . . . **Mutual of Omaha** (hospital insurance) buys segment of *Arthur Godfrey Time* on CBS-TV, 8 weeks beginning Aug. 3, Tue.-thru-Thu., 10-10:15 a.m., alternating with Kleenex, thru Bozell & Jacobs . . . **Toni Co.** buys *Bride & Groom* on CBS-TV, starting Aug. 4, Tue. & Thu. noon-1 p.m., thru Leo Burnett Inc.; **General Mills** has Mon.-Wed.-Fri., thru Knox Reeves Adv. . . . **Carter Products** (patent medicines) to sponsor *Walter Winchell* on ABC-TV alt. weeks, beginning Oct. 11, Sun. 9-9:15 p.m., thru Sullivan, Stauffer, Colwell & Bayles; alternates with Gruen . . . **Johnson's Wax** to sponsor *Life with Father & Mother*, based on Clarence Day memoirs, on CBS-TV, beginning in fall, Sun. 7-7:30 p.m., thru Needham, Louis & Brorby . . . **Thor Corp.** (appliances) renews *Quick as a Flash* on ABC-TV, alt. weeks, beginning Sept. 10, Thu. 10:30-11 p.m., thru Henri, Hurst & McDonald.

New mobile unit for TV remotes (type TJ-53A), announced by RCA this week, includes air-conditioned control room, "air exhaust" enclosure for power supplies, storage space for 3 camera chains, numerous innovations. Descriptive booklet is available from RCA Broadcast equipment section, Camden, N. J.

THOUGH AT&T filed its first application for microwave to feed proposed community antenna system in Casper, Wyo., this week, some community operators are seriously exploring idea of using cable for distances as far as 70 mi. What's wrong with microwave, they say, is that ordinary radio relay will provide only one program and that FCC is mighty niggardly with its precious frequencies. They point out that a cable can handle many programs simultaneously and that FCC doesn't care how much cable is used. In some areas—parts of Pennsylvania, for example—a 70-mi. run of cable could feed several dozen towns, making it economically practical.

Microwave to serve Casper with Denver TV signals (Vol. 9:7) was applied for by Mountain States Telephone & Telegraph Co. Proposed community operation will be headed by Casper insurance man Bill Daniels, backed by oilmen Earl Lyle & Hal Barnes and attorney W. J. Wehrl. To date, all other community systems in country, totaling about 240 (see directory in *TV Factbook No. 17*), have picked signals directly out of air. Microwave would start at Crow Creek Hill, 9 mi. from Laramie, require 5 intermediate repeaters, could also serve Douglas and Wheatland. Phone company estimates cost at \$166,000, construction period 8 months, says: "The residents of Casper have expressed a strong desire for this service and it is the applicant's belief that the system [will] provide a type of TV service [which is] not available by any other method."

Equipment maker Spencer-Kennedy, Cambridge, Mass., reports community system under way in Brattleboro, Vt., plus new system to begin shortly in Globe-Miami (Ariz.) area.

Power increases: KBTW, Denver boosted power July 31, feeding 25-kw amplifier into 12-bay antenna. GE reports shipment of 20-kw amplifier to WENR-TV, Chicago, 35-kw amplifiers to WMBR-TV, Jacksonville; KEYL, San Antonio; KPIX, San Francisco. RCA shipments included 25-kw amplifier to WBAY-TV, Green Bay, Wis., and 10-kw transmitter to KROD-TV, El Paso.

PAY-AS-YOU-LOOK TV popped into the news again this week, in wake of introduction of bill to call subscription TV or radio "common carrier" (H. R. 6431), submitted by Rep. Hinshaw (R-Cal.), Pasadena Congressman who ranks next to Chairman Wolverton on Commerce Committee. Cries of anguish rose from subscription-TV proponents, and understandably so, since status as common carrier would make fee-TV subject to rate regulation by FCC, limitation of profits to "reasonable return on investment," etc.—hardly what they have in mind.

It will be months before House gets around to considering bill, but its introduction may well prove to be spark finally setting off official debate on subject. It's long been our opinion that Congress will regard subject too juicy for FCC to handle alone (Vol. 7:34). Even if FCC finds time to consider matter (it has petition for hearing from Zenith), mere pendency of bill may well forestall decisive Commission action.

Hearing that he is being charged with "blocking" subscription TV, Hinshaw stated that bill is "exploratory," that purpose is to get everyone's views on subject.

In wake of Hinshaw's bill, Zenith held press conference in New York this week, showed new promotional film. Zenith publicity consultant Millard Faught opined that FCC will "cooperate with the inevitable" and approve idea.

Another fee-TV proponent, Arthur Levey (Skiatron Corp.) said he was sure Congress would prove reasonable, stated he plans west coast demonstration of his punched-card technique.

"Extraordinary expenditures" by NBC in promoting WVEC-TV (Ch. 15) in Norfolk area were suggested as "proper subject of inquiry" in letter this week to FCC from Eliot Lovett, Washington attorney for WTAR-TV, Norfolk vhf which is switching its affiliation from NBC to CBS (Vol. 9:20-21, 24, 29). He said Commission may wish to determine whether WVEC-TV "has relinquished control of the station, even on a temporary basis." WVEC-TV attorney Marcus Cohen quickly shot letter to Commission charging "what WTAR-TV is really complaining about is the fact that it will no longer enjoy a complete monopoly of newspaper and TV circulation in the market." Meanwhile, WVEC-TV pres. Thomas P. Chisman announced station, due on air in few weeks with full NBC-TV schedule, has signed \$125,000 worth of local business in last 10 days, including 52-week contracts for one 30-min. and two 15-min. programs as well as 30 weekly station breaks. The 30-min. was sold to Smithfield Packing Co. (hams), thru Ferguson & Kennerly, Norfolk.

Walter Schwimmer Productions Inc., Chicago, has filed \$1,000,000 damage suit in Chicago Federal court charging copyright infringement by Cowles Publications Inc., United Television Productions Inc. and Telenews Productions Inc., claiming UTP-distributed *Look Photoquiz* is copy of Schwimmer's phone quiz *Movie Quick Quiz*. In \$505,000 plagiarism suit filed in Santa Monica, Cal. against CBS, N. W. Ayer and sponsors, radio writer John W. Greene alleges *You Are There* copies his *Broadcasting History* submitted to network in 1947.

National Union Radio Corp. reports sales of \$7,723,082, net profit of \$334,844 (13¢ a share) for 6 mo. ended June 30 vs. sales of \$6,580,642 and loss of \$34,963 in same 1952 period.

Muter Co. reports net profit of \$261,447 or 40¢ per share on 661,825 shares, for first 6 months of 1953 vs. \$212,002 (33¢ on 651,200 shares) same 1952 period.

Cornell-Dubilier reports \$34,081,000 sales, \$1,258,353 net profit (\$2.35 a share) for 9 mo. ended June 30 vs. \$27,396,372 sales, \$1,105,743 profit (\$2.05) previous period.

Financial & Trade Notes: A rosy picture of present and prospective business is painted by Philco exec. v.p. James H. Carmine, in response to inquiry from *Television Digest*. He said company's 6-mo. report, due in few days, will show total sales well over \$235,000,000, about 40% ahead of last year, marking records for both second quarter and first half 1953. Both sales and earnings are substantially above prior periods despite rising manufacturing costs and strong competition, he said.

"Philco sales of TV receivers in the first 6 months of 1953 were an astounding 59% above same period of 1952. Sales in new uhf markets have been well up to expectations. Sales of radio sets were 42% ahead. Sales in the booming air conditioner market, in which Philco has led in sales for the last 17 consecutive years, were 62% above the first 6 months of 1952.

"The fact that Philco's TV sales were 59% above last year while the subject of color TV was being widely discussed and when some persons were predicting 'color by Christmas' proves that the sale of black-&-white sets has not been seriously harmed by publicity about color. The public understands that color TV is a long way off, that it will be very expensive at first and that it will continue to get the same high class entertainment now being enjoyed on new black-&-white receivers."

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Motorola achieved all-time peaks in both first half and second quarter sales, reports pres. Paul Galvin. First half sales were \$109,532,968, up 57% from the \$69,793,051 of first half 1952. Second quarter sales were \$44,673,101, up 44% from the \$30,939,956 of 1952 quarter. Earnings after taxes for first half were \$4,640,679 (\$2.40 per share) vs. \$3,129,704 (\$1.62), and for second quarter were \$1,466,471 (76¢) vs. \$891,569 (46¢).

Pres. Galvin reported communications products and home and car radios were up considerably over last year and said Motorola "expects to maintain company's No. 1 position in both two-way and consumer radio." With new TV markets opening and existing stations extending range of coverage, he looks for satisfactory last half in TV. When color is ready, he assured stockholders, Motorola will be ready for its share of market; but due to smaller picture and prices 3 to 4 times equivalent size black-&-white, he predicted color will start out very slowly and will accelerate to become quite important from a sales standpoint in 1956 & 1957. "But black-&-white," he added, "will represent large volume and profit for many years to come."

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Stromberg-Carlson sales for first half 1953 totaled \$31,042,754, net profit \$1,071,271 (\$2.43 on 420,875 shares), compared with sales of \$19,861,125, profit of \$580,342 (\$1.56 on 329,119 shares) for first half 1952. Second quarter sales were \$17,703,551, profit \$404,971 (88¢) vs. \$10,860,316 and \$248,191 (91¢). Pres. Robert C. Tait said outlook for rest of year is "encouraging," predicted "steady improvement throughout the balance of the year" for TV-radio div. Broadcasting div. (WHAM-TV & WHAM, Rochester) continues to operate profitably, he said, and along with telephone and sound equipment divisions, has "assumed major importance in our over-all sales and earnings picture."

Packard-Bell sales for 9 mo. ended June 30 were record \$24,952,801, net profit \$1,151,729, which compares with \$22,724,273 sales for all fiscal 1952 and with \$17,008,627 sales and \$863,426 profit for 9 mo. ended June 30, 1952.

Magnavox report for fiscal year ended June 30, due in few weeks, will show sales of about \$60,000,000, compared with \$37,000,000 in preceding fiscal year, according to pres. Frank Freimann.

CLOGGED PIPELINES DETER PRICE HIKES: It remains to be seen whether Admiral's action raising list prices of 21 models by \$20 to \$40 will touch off a wave of price rises by time the fall trade gets under way. Admiral's avowed purpose was to increase its discounts to distributors and dealers, though it probably picked up a little margin for itself, too, to help offset higher labor and materials costs.

Fact that Philco hiked four 21-in. models \$10 each tended also to create uncertainty among other manufacturers, particularly the smaller ones, for it's fact that costs are rising and their profit margins narrowing. It's even less secret, of course, that distributors-dealers everywhere are clamoring for longer discounts.

One of the major producers, observing that perhaps the trade is willing to sell fewer sets if it can get better discounts by way of higher lists, indicated an uncertainty about future prices that to us betokens a strong probability that a reasonably good market this fall will quickly signal higher prices. Even if the market is slow, he said, it's conceivable prices will have to go up because of the cost factors as well as the need to get "a better push from the dealers."

This spokesman noted that refrigerators and stoves, which are having tough going and loaded with inventory, recently raised prices. With so many new markets opening up, TV should be able to absorb any rises much more readily, he opined.

But he was alone in opinion that prices could go up despite basic economic factors of supply and demand. Philco says it isn't planning any more hikes, nor are Crosley, Emerson, Motorola, Magnavox -- at least, that's their position now. On the other hand, should another major entity raise prices substantially, it might very well set a trend in motion even against present retarding factors.

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That main retarding factor, of course, is the heavy inventory with which the industry as a whole enters its fall season. At mid-year, some 3,818,000 TV sets had been produced and about 2,000,000 were in all trade pipelines (693,490 of them factory inventory). That compares with 2,300,000 produced, 1,500,000 in pipelines (418,000 factory) at end of first half of 1952, with no new markets then in sight.

Rate of inventory climb is indicated by fact that pipelines at end of first 1953 quarter held 1,600,000 sets (205,496 factory) and at beginning of this year they had 1,200,000 (119,345 factory). High factory inventory of all time was 717,000 as of last June 19, but figure has been diminishing gradually since then.

While July 1 total of 2,000,000 TVs in all pipelines is highest on record, it should be noted that these represent preparation for fall trade, for new markets. Midsummer doldrums are traditional, with pickup always in August and September.

There's nothing alarming about the figures, we're told, but an industry spokesman quickly added that "unless business balloons" the heavily supplied pipelines will lead the industry to cut back production during last 6 months -- this despite fact those are usually better output months than first half. Good guess is that not more than 3,000,000 more sets will be made during second half, so that the 1953 total should fall short of 7,000,000. In "normal" 1952, it was 6,096,279.

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Production pace, which in May began to go below 100,000 weekly (from as high as 150,000-190,000 per week first quarter) continued at considerably slackened level third week of this third quarter. Week ended July 24 saw 68,371 sets produced (5682 private label) as against 70,619 week ended July 17 and 65,790 week ended July 10. Figures for first 6 months (see p. 11) embraced 26 weeks ended July 3.

Radio sets jumped to 180,200 week ended July 24 (93,960 private label) which compares with 131,488 week ended July 17 and 126,486 week ended July 10. Radios for July 24 week were 42,747 home sets, 27,325 portables, 25,307 clock, 84,821 auto.

RETMA released revised figures for first 6 months, showing 3,834,236 TVs and 7,266,542 radios produced, which compares with 2,318,235 TVs and 5,456,035 radios in same 1952 period. Here's the official breakdown:

	Total TVs	Total Radios	Home Sets	Portables	Auto	Clock
January	719,254	1,093,142	361,921	93,962	447,667	189,592
February	730,597	1,192,439	402,742	87,711	491,062	210,924
March (5 wks)	810,112	1,549,203	442,101	177,656	654,367	275,079
April	567,878	1,158,936	286,974	201,476	483,092	187,394
May	481,936	1,108,991	278,156	204,065	497,379	129,391
June (5 wks)	524,479	1,163,831	287,724	239,189	505,774	131,144
TOTAL	3,834,236	7,266,542	2,059,618	1,004,059	3,079,341	1,123,524

RETMA—GROWING WITH THE INDUSTRY: For second time in less than 4 years, the trade association formed in 1924 to serve radio manufacturing industry has had to change its name, revamp its organizational setup. Such is the dizzying progress of the industry based on the magic electron, which this year will do business of more than \$5 billion -- and which still has no place to go but up.

Radio-Electronics-Television Manufacturers Assn. is new name of old RTMA, which changed name from Radio Manufacturers Assn. in June 1950 (Vol. 6:23). New name and bylaws were approved by overwhelming proxy vote of membership counted at meeting of officers in Washington July 27 (Vol. 9:6,14,17,22,25).

Reorganization recognizes fact that electronics has grown far beyond fields of communications and home entertainment -- that dollar volume of military electronics alone now exceeds TV-radio. It signals big new recruiting drive by RETMA among electronics firms not in TV-radio business -- probably with special emphasis on the aircraft companies which now have large electronics depts.

New RETMA bylaws divide board of directors into parallel committees -- the Radio-TV Industry Committee, headed by board chairman Robert C. Sprague, and the Electronics Industry Committee, headed by Western Electric's Fred Lack. Permanent committee chairmen will be elected Sept. 17. RETMA's various divisions (set, parts, technical products, tube, amplifier) will come under one or both committees.

To give representation to new electronics companies, board was empowered to elect up to 10 additional directors-at-large, and set, parts & tube divisions were allocated total of 9 new directors. Each director will serve on either Radio-TV or Electronics committee. If his company falls in both categories, he may designate alternate to serve on second committee.

Of RETMA's 350 members, some 75% fall within both "TV-radio" and "other electronics" categories. Alternative to broadening organization would have been the formation of a second trade association for electronics industry -- which would have meant two "rival" organizations, both pursuing same basic interests, with much of the same membership and with considerably less strength and prestige than a single group representing entire electronics industry.

Trade Personals: John B. Swan Jr., Philco, reappointed chairman, Wm. L. Fogelson, Mallory, vice chairman, of RETMA traffic committee, to which board chairman Robt. C. Sprague appointed 24 other members this week. Leslie F. Muter reappointed chairman of annual awards committee, whose membership includes pres. Glen McDaniel, the 4 other past presidents (Max Balcom, Paul Galvin, A. D. Plamondon Jr., H. B. Richmond) and the 5 div. v.p.'s (Robt. S. Alexander, sets; R. E. Carlson, tubes; R. G. Zender, parts; H. J. Hoffman, technical products; Sidney Harman, amplifier & sound equipment) . . . David Sarnoff, RCA chairman, one of dinner guests at White House July 27 . . . James McGuire, ex-Motorola and Thor, named Hallicrafters credit mgr., succeeding Caleb A. Shera, promoted to distributor sales counselor . . . James J. Bacher appointed Pacific northwest sales rep for General Instrument's new Silverline vhf-uhf converters . . . Martin W. Krenske, ex-Standard Transformer, joins Edwin I. Guthman Co. as asst. sales mgr. . . Bert Cole advanced

to v.p. & director of Serval-N. Y. . . Jerome Bresson promoted to chief engineer, Tele King . . . Sandy Cameron appointed Arvin TV-radio district mgr. for southwestern states, succeeding Elmer Jorgensen, promoted to merchandise mgr. at main plant . . . Harry Goodstein promoted to mgr., Clarostat precision control div. . . Abe Kosakowsky, ex-Tele King, named field service mgr., Jewel Radio . . . Bert Miller, ex-Westinghouse, appointed Seattle regional sales mgr., Stewart-Warner . . . Vinton K. Ulrich, ex-National Union renewal sales mgr., joins David Bogen Inc. . . John Littlekin promoted to sales mgr., Merit Coil, succeeding W. J. Barron, now manufacturer's rep on the west coast . . . Dr. T. T. Goldsmith, DuMont research v.p., named honorary mayor of his home town of Greenville, S. C. while there for Aug. 1 formal opening of new WGVL.

Robert B. J. Brunn, 42, Hazeltine senior staff engineer, died of heart attack this week while vacationing at Grand Forks, N. D.

RAYTHEON went in for showmanship in a big way at its distributor-dealer convention in Chicago Opera House July 30, attended by some 1500. It had actor Edward Arnold and bevy of models on stage to introduce line of 40 new TV models, along with trumpeter Louis Armstrong with group of entertainers singing music and lyrics specially written for big sales meeting, which was addressed by C. F. Adams Jr., pres.; Wm. F. Dunn, TV sales & engineering v.p.; Wm. J. Helt, TV-radio div. gen. sales mgr.; Henry F. Argento, TV-radio div. v.p.; George M. Hakim, adv. mgr.

More than half of line, which ranges from 17-in. leatherette table model at \$200 to 24-in. vhf-uhf console at \$600, has built-in all-channel tuner. Line actually is comparatively short one, Helt explained, for some vhf models have vhf-uhf optional in same cabinet, and cabinet finishes account for most of seemingly large total.

Tables start at \$200 for 17-in. vhf, go up to \$240 & \$250 for 17-in. uhf-vhf; \$240 & \$250 for 21-in. vhf; \$300, \$320, \$360 & \$370 for 21-in. uhf-vhf. Consoles are \$250 & \$260 for 17-in. vhf, \$280 & \$290 for 17-in. uhf-vhf, \$280 & \$300 for 21-in. uhf-vhf—with deluxe line ranging from \$280 to \$350 for 17-in. and from \$330 to \$595 for 24-in. Aluminized tubes run \$10 & \$20 more. There are also two 21-in. uhf-vhf-radio combinations at \$545 & \$575.

Besides "memory tube" (see below), Raytheon promised it will be in forefront of color tube production, which v.p. Wm. Dunn called "type of problem right down our alley." But he said, "You cannot possibly expect color TV receivers on the market before spring of next year [and] present techniques will permit the production of only a dribble of tubes [because] entirely new manufacturing processes and techniques must come out of the laboratory before large scale production at reasonable prices can be expected." It's Raytheon's intention, backed by big developmental and promotional program, "to storm the top production ranks of the TV industry," he added.

Pres. Adams also said: "Color TV is the springboard from which Raytheon will work itself into of the first 8 set manufacturers in the industry."

New "memory tube" developed by Raytheon can store TV image for 2 months or more and "holds promise of bringing trans-Atlantic TV nearer to reality." So pres. C. F. Adams Jr. told Raytheon distributors and dealers at Chicago convention this week, in outlining company's research and development work. Because memory tube can be fed information at relatively slow rate, wide bands of frequencies aren't necessary and pictures presumably could be sent across ocean on regular "short waves." Pictures wouldn't be in motion, but would consist of rapidly changing series of stills. "Motion, we believe, will come later," said Adams.

New method of helping TV servicemen diagnose and repair TV set troubles was offered in manual titled *Service Saver* released at Raytheon Chicago convention this week by Carroll W. Hoshour, sales engineering director. Booklet contains photos of 40 possible picture troubles, each numbered. When something goes wrong with set, owner calls serviceman and tells him, "My picture looks like No. 7 or No. 10 or No. 24," as case may be. Serviceman has manual giving schematics for each numbered condition, what causes trouble, list of parts involved.

RCA Victor this week reported that Schine hotel chain has ordered 2000 sets for hotels in Miami, Boca Raton, Los Angeles, Albany, together with master antenna systems.

"When UHF Comes to Town" is new 15-minute film produced by Philco and shot in 6 different uhf cities; it's available to distributors to show dealers in new uhf areas.

Distributor Notes: Crosley distributors appeared this week to be holding onto Crosley franchises and adding Bendix Home Appliance line, as result of consolidation of sales organizations of the 2 Avco subsidiaries (Vol. 9:30). In many cases, reluctance of Bendix distributors to give up franchises from "big 4" TV manufacturers is reported to have been deciding factor. Reported continuing Crosley and adding Bendix line were: California Electric Supply, San Francisco; Pittsburgh Products Tri-State Co., Pittsburgh; Graybar, St. Louis; Superior Distributing Co., Kansas City; Walding, Kinnan & Marvin, Toledo; Steel City Supply, Birmingham, Ala. . . . Crosley distributorship discontinued by Capitol Paper Co., South Bend, Ind. . . . Westinghouse appoints Tristate Electrical Supply Co., Baltimore, for Md., Va., W. Va. & parts of Pa. & Del. . . . Specialties Distributing Co., Detroit (DuMont), elevates gen. mgr. Wm. Rutherford to v.p. . . . DuMont Miami factory distributing branch names Edward T. Crane district mgr. for Jacksonville area, with headquarters at 730 Dellwood Ave. . . . Olson & Co., Philadelphia (DuMont) sales mgr. Rowland Guildford resigns . . . Graybar names S. M. Cook mgr. of Milwaukee branch, replacing R. J. Harkins, who retires Aug. 15 . . . Hoffman Radio appoints Savage & Son Inc., Los Angeles, replacing Ward-Terry Co., now handling RCA; Hoffman also names Thomas-Hamilton Co., Columbus, O. (Gail Thompson, pres.); Modern Appliance & Supply Co., New Orleans (B. M. Meyers, pres.) . . . Raytheon appoints Higgins Distributing Co., Baltimore (W. T. Higgins, pres.) . . . Hallicrafters-Chicago Inc. names ex-credit mgr. Don. J. Mackenzie to post of gen. mgr., replacing Thomas Paxton, resigned . . . Motorola sets up factory branch, Motorola-Baltimore Co., 522 Light St. (Charles F. Shaw, gen. mgr.), replacing Greber Distributors, Baltimore; Mory Distributors Inc., New Haven, no longer handling Motorola . . . Raytheon appoints Daybert Mfg. Co., Detroit (Robert Parkins, pres.) . . . CBS-Columbia appoints Love Electric Co., Seattle-Spokane, Wash., Portland, Ore. (Jack Burnett, sales mgr.).



TV business is "a Garden of Eden" compared with refrigerator trade, according to Irving Sarnoff, Bruno-N. Y., biggest RCA distributor, also handling Bendix refrigerators. Reason, he says, is that refrigerator field is 90% saturated, hasn't offered anything technically new for long while. As for TV: "Considering the time of year, the season looks good to us, though dealers aren't doing enough business. But you can't judge the market by its activity now." Radio business is good, he added, and record business is extraordinarily good.

Scott Radio pres. John S. Meck, in statement July 29, foresaw TV price increases this fall as result of 21.8% higher cost of manufacturing than year ago. He said TV prices "probably will never again be as low as they are now" and attributed summer overstocks as only reason they've been held down so far. Cost increases listed by Meck: labor, up 18.5%; materials, up 8-10%; cabinets, up 14.5%; engineering, doubled; merchandising, up slightly.

DuMont closed deal this week with Statler hotels of New York, Boston and Hartford for installation of 3800 specially-designed TV sets, all 17-in., all capable of tuning in 5 AM and/or FM stations as well as TV, with system capable of being used by management for announcements to all rooms. Installation will be by American Communications Corp., N. Y. New York and Boston installations are to be completed this fall, Hartford in summer of 1954.

Camden police reported last week that \$100,000 worth of radio crystals, made for Army, had been stolen from RCA Victor plant. They were pilfered gradually since last March. Costing about \$14 each, they were being sold at \$2 each. No arrests have yet been made.

TRUCE IN KOREA—what does it mean, business-wise, to electronics-TV-radio? From standpoint of consumer purchases of TV-radios, outlook is tied to that of other consumer durable industries—autos, furniture, appliances—and question is largely psychological one: Will there be “peace panic” among consumers? So far there are no signs of consumer letdown, and most prognosticators agree fall business picture looks good.

As to military orders, there seems to be unanimous agreement that electronics (together with aircraft) will probably suffer from fewer cutbacks than other defense industries, with no appreciable slackening of military business for remainder of fiscal year. This week we asked several of the top TV-radio manufacturers to comment on business significance of truce, and these are the highlights:

Motorola exec. v.p. Robert Galvin says his company expects “no appreciable change in the military load,” its 1954 defense business running about the same as 1953. Much of electronics military gear, he points out, isn’t expendable in same sense as munitions, and many electronics orders are long-range, for advanced equipment or research & development—vital to preparedness program. Cutbacks to date, he added, have been balanced by additional orders for other equipment. As to civilian business, he looks for “good, stable fall market.” Motorola pres. Paul V. Galvin, in half-year report to stockholders July 31 (see Financial & Trade Notes), foresaw “no significant change in military production due to the Korean truce.” As an indication of company’s confidence in the increasing need for military electronics development, he announced plans for addition of 40,000 sq. ft. to Phoenix (Ariz.) lab, doubling its military research and development facilities.

Electronics Reports: Prospects for Commerce Dept.’s Business Services Agency, which is slated to include an Electronics Div., looked dim at week’s end. Commerce Secy. Sinclair Weeks had asked \$7,000,000 to carry on Commerce Dept.’s defense production activities now being handled by Commerce’s NPA. House approved only \$4,000,000 and Asst. Secy. Craig Sheaffer pleaded with Senate Appropriations Committee that small appropriation would delay vital military production. This week Senate voted \$5,500,000 for agency, but Senate-House Conference Committee July 31 cut amount down to \$4,200,000. Meanwhile, 3 of the 4 staff members of NPA Electronics Div. were released July 30, only acting dir. Donald S. Parris remaining. Leaving are Joseph Bauler and Ray Knobbe.

“First Five years of the Transistor,” article by Bell Labs president Mervin J. Kelly in summer issue of *Bell Telephone Magazine*, is restrained yet exciting report on transistor’s development and potential. Though transistor will find its way into Bell System only gradually, Kelly says, “other fields of application—military electronic systems, home entertainment, special services—may well have the larger initial uses.” Interesting footnote on transistor production: “The germanium [prepared for transistors] may very well be the purest material in existence.”

Tactical use of TV to observe and direct troop movements was demonstrated this week to 500 West Point cadets at Ft. Monmouth, N. J. They witnessed simulated beach invasion and destruction of “enemy” radar station at Fort Hancock, 12 mi. away, on 8 TV receivers. Camera got clear view of action from L-20 plane at 3000-ft. altitude. Picture was microwaved to Signal Corps’ mobile TV unit at Monmouth, then piped by closed circuit to screens.

Motorola is setting up new test lab at Loyal Oak, O., suburb of Akron, to which TV & radio receivers picked at random from Chicago and Quincy plants will be shipped for quality control checks. Arthur Pape, from service dept., is in charge of lab on Rymer Rd. & U. S. Highway 21.

Said another major electronics manufacturer, who asked his name not be used: “Our backlog of defense orders as the Korean War ends is the same as it was last Dec. 31—altogether it will run about 18% of our business this year. We’ve had no cancellations and no indications of cancellations. Govt. business is nice, but not too profitable. It fills a gap, of course, but I believe our industry is flexible enough to take any cutbacks in stride.”

One of very biggest electronics companies concurs, adding it sees no signs of cutbacks as yet—though it’s inevitable that later appropriations for war purposes will be cut if Korean peace sticks. The electronic defense items it turns out are highly specialized, much going to Air Force. Long-range govt. planning has always been predicated on a “plateau” or decline after second half 1954, so spokesman said this company won’t be taken by surprise. Moreover, govt. business isn’t highly profitable, represents less than 20% of this company’s over-all—“and it wouldn’t hurt much if it all were taken away tomorrow.”

This spokesman added philosophically: “Quite aside from sentiment, peace is welcome because war business creates nothing. It just destroys, and doesn’t contribute anything to the national wealth.”

Philco exec. v.p. James H. Carmine contributes this view of truce’s effect on business: “Cessation of hostilities in Korea and possible cutbacks in govt. defense orders should not have a serious impact on the industrial economy. American industry is better prepared for any economic adjustments that may come than it has been in advance of a similar event in the past half-century. Our industrial climate is healthy, our financial position is strong, and our people are psychologically prepared for a long era of continued expansion and prosperity.”

Novel bent-neck picture tube, developed experimentally by Philips in Holland, is described in August *Tele-Tech Magazine*. With tube neck bent at angle somewhat more than 90 degrees, complete receiver is housed in cabinet 13.6-in. deep, 19.7-in. wide, 14.2-in. high. Picture size is about 13x10-in. Special focusing coil and beam-bending magnet are used. Technical description is given in Philips’ June *Technical Review*.

Westinghouse has bought govt.-owned electronics plant at Lansdowne, Md. which it has operated under lease since 1942. Purchase price of 60-acre facility, which Westinghouse built for Govt., was not disclosed. It produces induction heating equipment, microwave equipment, railroad radios, power line carriers, radio transmitters & radar components.

Donald A. Quarles, v.p. of Western Electric Co. and pres. of its subsidiary Sandia Corp., Albuquerque, N. M., has been chosen by President Eisenhower as Asst. Secy. of Defense for Research & Development. Quarles was vice chairman of committee on electronics of govt. Joint Research & Development Board, is past pres. of AIEE, one-time mayor of Englewood, N. J. and ex-Bell Labs v.p.

Stanford Research Institute’s engineering div. has revised its aircraft radiation systems lab and regrouped technical sections under a radio systems lab headed by Dr. J. V. N. Granger, asst. chairman of engineering dept., with Dr. John T. Bolljahn as asst. head. New groupings: communications, John F. Honey, head, and Dr. Frank W. Clelland, supervisor; antenna research, Dr. Bolljahn, head; antenna development, Allen Ellis, head; airborne applications, Dr. Donald R. Scheuch, head, and Henry Blanchard, supervisor; microwave, Dr. Seymour Cohn, head.

Karl W. Jensen, Jensen Industries Inc., elected chairman, Assn. of Electronic Parts & Equipment Mfrs., succeeding Francis F. Florsheim, Columbia Wire & Supply Co.; Theodore Rossman, Pentron Corp., is vice-chairman.

Network TV-Radio Billings

June 1953 and January-June 1953

(For May report see *Television Digest*, Vol. 9:26)

IT'S NIP & TUCK between NBC-TV and CBS-TV for top place in network billings, judging from June Publishers Information Bureau report which for second time this year gives CBS-TV slight edge. Achieving new summer peaks, CBS-TV registered \$7,399,078 vs. NBC's \$7,249,395. It was in April that CBS-TV first took lead away from NBC-TV by about \$250,000 (Vol. 9:22). Record June's cumulative total for all networks was \$17,049,574 vs. \$13,209,836 in June 1952.

Illustrating rising tempo of TV network sponsorships, 6-mo. total of all 4 networks rose to \$104,503,846 from \$92,178,666 the preceding 6 mo. and \$88,616,114 the same 6 mo. of 1952. NBC-TV continues to lead cumulative total slightly for half year, with \$45,044,048 vs. CBS-TV's \$44,205,527. ABC-TV is down about \$900,000 from same 6 mo. of 1952; DuMont is up about same amount.

In radio, CBS continues its consistent lead, June billings totaling \$5,220,143 vs. \$4,629,252 in June 1952 and comparing with NBC's \$3,979,471 vs. \$3,708,014 in June 1952. Cumulative radio billings for Jan.-June are \$31,281,720 for CBS, \$24,732,789 for NBC, \$15,353,074 for ABC, \$11,174,831 for MBS—all save ABC well ahead of same 1952 months. Cumulative radio billings of \$82,542,414 for combined networks are only about \$1,000,000 down for the month. Following is the complete PIB report:

NETWORK TELEVISION

	June 1953	June 1952	Jan.-June 1953	Jan.-June 1952
CBS	\$ 7,399,078	\$ 5,385,820	\$ 44,205,527	\$ 32,451,094
NBC	7,249,395	5,794,534	45,044,048	40,957,481
ABC	1,597,253	1,279,985	9,866,205	10,717,768
DuMont	803,848	749,497	5,388,066	4,489,771
Total	\$17,049,574	\$13,209,836	\$104,503,846	\$ 88,616,114

NETWORK RADIO

	June 1953	June 1952	Jan.-June 1953	Jan.-June 1952
CBS	\$ 5,220,143	\$ 4,629,254	\$ 31,281,720	\$ 29,640,429
NBC	3,979,471	3,708,014	24,732,789	24,183,934
ABC	2,110,958	3,001,314	15,353,074	19,403,716
MBS	1,807,206	1,632,977	11,174,831	10,262,680
Total	\$13,117,778	\$12,971,559	\$ 82,542,414	\$ 83,490,759

NETWORK TELEVISION—January-June 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$ 17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860*	17,720,036*
May	1,813,985	7,622,432	864,870	7,987,065*	18,288,352*
June	1,597,253	7,399,078	803,848	7,249,395	17,049,574
Total	\$ 9,866,205	\$44,205,527	\$ 5,388,066	\$45,044,048	\$104,503,846

NETWORK RADIO—January-June 1953

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$ 13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
Apr.	2,637,364	5,375,243*	1,974,359	4,196,009	14,182,975*
May	2,593,923	5,333,481*	1,994,358*	4,141,070	14,062,832*
June	2,110,958	5,220,143	1,807,206	3,979,471	13,117,778
Total	\$15,353,074	\$31,281,720	\$11,174,831	\$24,732,789	\$ 82,542,414

* Revised as of July 28, 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.

Sen. John Bricker (R-O.) is new chairman of Interstate & Foreign Commerce Committee, succeeding late Sen. Tobey (R-N.H.), after senior committee Republican Sen. Capehart (R-Ind.) chose to retain chairmanship of Banking & Currency Committee. Sen. Bricker hasn't been particularly active in communications; he was quite intent on seeing that Ohio State U got an educational TV grant, though he failed in attempt to get it a vhf channel.

Telecasting Notes: Trend to film in TV is more apparent than real, judging from Hollywood dispatch to July 29 *Variety*, captioned "Bring 'Em Back Live Trend Worrying Vidpix Industry." Says story: "Despite roseate promises, not a single live N. Y. teleshow made the transition to film this season and the telepix industry, which mushroomed steadily since its birth several years ago, has struck its first snag. Comparatively little new production has been set aside for the coming season." One leading film producer said, "TV film is in a very hazardous stage and may not come out of it for 2 or 3 years." . . . Producers queried about Hollywood TV film situation gave reasons ranging from rising labor costs to lack of original ideas and lack of prime time slots on networks, noting that even such film comics as Red Skelton are reverting to live. Producer Michael Mesheko (*Dragnet*) is quoted: "There's a real fight on the part of network interests and agencies to keep TV shows off film. They feel film spells doom or death for the networks" . . . Mae West to produce series of half-hour TV films, starring herself in famous historical romances; partner in venture is Wm. LeBaron, ex-Paramount chief . . . Nanette Fabray, musical comedy star featured in RCA-NBC color experiments, returning from Hollywood to N. Y. to prepare for new series of NBC colorcasts . . . Fred Coe on 5-week leave of absence to produce Horton Foote's *Trip to Bountiful* for Broadway, gets first trial at Westport (Conn.) Playhouse Sept. 7 week; play was first presented on *Goodyear Playhouse* (NBC-TV) last March 1 . . . CBS-TV signs Red Skelton to exclusive contract for Tue. 8:30-9 p.m. show from Hollywood; also signs up producer-writer Carroll Carroll, whose first assignment will be *Bob Crosby Show*, Mon.-thru-Fri. 3:30-4 p.m. . . . Little League Baseball Inc., whose "little world series" will be played Aug. 28 at Williamsport, Pa., has signed exclusively with CBS-TV for 3 years . . . "TV's Best Idea," caption of article in Aug. 1 *Saturday Evening Post* by Maurice Zolotow, is said to be panel-type program; they're also easiest to produce and cheapest, says writer . . . WHAS-TV, Louisville, publishes 38-p. brochure on its cancer operation telecast of last April 22, gen. mgr. Victor Sholis stating he hopes other stations and medical associations will undertake similar efforts in battle against cancer . . . Some 1400 program ideas and lists of program production and sales organizations are contained in 156-p. "Shows" edition of *Radio-Television Daily* published July 30; very useful reference volume for all telecasters . . . Petry takes over representation of WICU, Erie, Pa., Aug. 18, succeeding Headley-Reed . . . KROD-TV, El Paso, names Branham as national rep, succeeding Taylor.

Four applications for TV stations were filed with FCC this week, including another for uhf Ch. 31 in New York City. Together with this week's 10 grants and 11 dismissals, these bring total pending to 548, of which 175 are uhf. New York application is owned half-&-half by AMs WHOM (*Il Progresso Italiano*) and WOV, will compete with WNEW and city-owned WNYC, earlier applicants. Other applications were for Buffalo, Ch. 2, by group headed by George F. Goodyear, investments, and including ex-Sen. Herbert R. O'Connor (D-Md.); Portland, Me., Ch. 13, by Murray Carpenter, ex-WABI-TV, Bangor, whose previous application for Ch. 13 with ex-Gov. Horace Hildreth, was dismissed; Grand Forks, N. D., Ch. 10, by principals of WMIN-TV (CP) & WMIN, St. Paul, who hold majority interest in KELO-TV, Sioux Falls, S. D. [For further details about these applications, see *TV Addenda 17-D* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, see *TV Factbook No. 17* with Addenda to date.]

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FCC UNANIMOUSLY PROPOSES NTSC STANDARDS: Timing and nature of FCC's color proposal, as reported last week (Vol. 9:31), came off exactly according to schedule. Aug. 7, Commission released its notice of proposed rule-making looking toward adoption of standards requested by industry -- all 6 commissioners voting unanimously. Industry is given until Sept. 8 to file comments, then 15 more days for replies to comments.

Notice is brief, uncomplicated, and defers decision on two matters, as was expected -- on industry's requests that demonstrations in Washington be dispensed with and that criteria on initial receiver costs be interpreted liberally.

Commission limited its comments on field-sequential system -- which is still officially on the books -- to statement that field-sequential equipment isn't being built; that no one plans to use system; that it's incompatible; that Commission has always said it would have picked a compatible system if a satisfactory system had been available at time field-sequential system was adopted.

FCC then listed the criteria which new compatible system had to meet before it could be considered. It stated that a signal on air in Washington isn't necessary to start rule-making -- but that "the Commission will determine at a later date whether during the course of the proceedings [Washington signal] will be required."

Regarding cost and performance of present color sets, the Commission said: "We are of the view that petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings."

* * * *

What these statements mean is that Commission really has no grave doubts about system but that it wants proceedings to be kept "open-ended" so that it can do anything it considers desirable at any time. Emphasizing this, final paragraph says: "The Commission will specify in subsequent notices the time and nature of demonstrations and tests, and such further proceedings as may be necessary."

When all comments and replies are in, on Sept. 23, Commission will decide whether and when to hold oral or written hearing, observe demonstrations (if it hasn't already observed them), etc. Taking everything into account, assuming no major hitches, it means final approval of system near year's end.

Rep. Wolverton, chairman of Commerce Committee, called FCC's action "gratifying", said he hopes Commission can dispense with further proceedings on Sept. 8 (when first comments are due) and adopt system immediately.

All petitions filed to date, requesting approval of standards recommended by NTSC, were automatically included as comments in proceeding. Petitioners, so far, are NTSC, RCA-NBC, Philco, Sylvania, GE, Motorola. Notice is Mimeo 93247, Docket 10637, available from FCC -- or we'll get it for you. For technical details of standards, see our July 25 Special Report.

Wholeheartedly in compatible color swim now, CBS this week got FCC per-

mission to put color on network for sustaining programs Sept. 10-Dec. 10. NBC has had such authority for some time, has transmitted several color programs to its affiliates (Vol. 9:29). Neither ABC nor DuMont has indicated similar plans yet.

More and more manufacturers and telecasters may be expected to step up color promotion as the date of final approval of new system nears. Hallcrafters' Wm. Halligan told his Aug. 3 sales convention that first sets will cost about \$1000; that color production will really hit stride in 1956; that it will launch TV industry "into a bonanza period which will last for 10 years, the greatest the industry has ever known"; that 1954 will see production of 50,000 color sets "at the most"; and that "hard selling" of black-&-white is now order of the day.

Playing up placement of order for color equipment with RCA, KMTV, Omaha, said it expects delivery May-June, 1954. It told set owners that only difference they'll probably detect on black-&-white sets will be sharper or clearer picture, and station noted that first color sets will run \$800-\$1000.

NASHVILLE & VALLEY CITY, N. D. GRANTS: Light action on CP front this week, with FCC granting only two: Nashville, Tenn., Ch. 5, to WLAC; Valley City, N.D., Ch. 4, to John Boler's North Dakota Bestg. Co. Nashville's second post-freeze grantee got vhf channel allocated nearby Old Hickory, Tenn. after competing WKDA dropped out under option to buy 50% of grant and sell WKDA. WLAC is owned by Life & Casualty Insurance Co., managed by F.C. Sowell, with ex-RCA engineer Ralph L. Hucaby recently engaged as technical TV operations director and F.D. Binns to be chief engineer. It will give city 3 vhf outlets: WSM-TV (Ch. 4) is a pre-freeze station, and WSIX-TV (Ch. 8) was granted last week (Vol. 9:31).

Valley City grant is second in state to Mr. Boler, who opened KCJB-TV, Minot last April 4 (Vol. 9:15) and who owns KSJB(AM) in Jamestown. Commission scheduled 2 more hearings, to start on Sept. 4: Wilmington, Del., Ch. 83, and Saginaw, Mich., Ch. 51. [For further details about CPs and hearings, see Addenda 17-E herewith; for complete data on all applications, see TV Factbook No. 17 with Addenda to date.]

2 IN KANSAS CITY, 3 OTHERS START: Ch. 9 time-sharers KMBC-TV & WHB-TV, Kansas City, authorized June 24 and getting delivery of DuMont 5-kw transmitter week later, hit air with test patterns near midnight Aug. 1, ran programs next day 3-10 p.m., and on Aug. 3 went on fulltime schedule starting 8 a.m. They're basic CBS-TV with base rate of \$900 per hour. Free & Peters represents KMBC-TV, whose pres. is veteran radio-man Arthur B. Church and v.p.-managing director is George J. Higgins. Blair is rep for WHB-TV, headed by Donald D. Davis, also a broadcasting veteran.

Intense radio rivals, the KMBC (CBS) and WHB (MBS) managements got together for quick half-time grants, worked out unique deal whereby each is on air from same transmitter (atop Power & Light Bldg.) about 9 hours daily, alternating segments of 1½ hours. Each announces sign-over to the other at the 90-min. intervals.

They bring first fulltime network competition to city. Kansas City Star's pioneer WDAF-TV (Ch. 4) is NBC basic, heretofore has fed off all 4 networks. Since last June, Kansas City has had uhf service from Herbert Mayer's KCTY (Ch. 25), and the new vhf KCMO-TV (Ch. 5) is due on air on or about Aug. 20 as ABC basic.

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Three other stations started this week, making total on air 215, of which 53 are uhf. Post-freeze starters number 107 to date. Others this week:

KMO-TV, Tacoma, Wash. (Ch. 13) began tests Aug. 2 at 4 a.m., and at 7 p.m. put on 5-hour dedicatory program which owner Carl T. Haymond reports drew more than 5000 calls not only from Seattle-Tacoma area but from as far away as Vancouver, B.C. (139 mi. to north), Portland, Ore. (120 mi. south), Salem, Ore. (162 mi. south). It now has daily 3:45-11 p.m. commercial schedule, including NBC-TV shows. Base rate is \$425. Gen. mgr. is Jerry Geehan. Transmitter is 10-kw RCA with 12-bay antenna rising 951 ft., highest structure in Puget Sound area. Branham is rep.

KUSC-TV, Los Angeles (Ch. 28), second non-commercial educational to go on air (first being KUHT, Houston), began testing Aug. 3 and plans to continue test pattern noon-5 p.m. daily, reports William H. Sener, gen. mgr. It's supported by oil-rich

Allen Hancock Foundation, located on U of So. California campus. RCA transmitter is using interim antenna in lieu of one planned earlier atop KFMV-FM antenna. It's the first educational uhf, will be watched closely to see whether its programs (in well vhf-saturated city already served by 7 vhf stations) will attract many viewers.

WTVP, Decatur, Ill. (Ch. 17), smack in center of state and covering virgin TV territory, got first test patterns on air Aug. 4, goes commercial with good backlog of sponsorships and with interconnections with CBS, ABC & DuMont promised Oct. 1. Gen. mgr. is Harold G. Cowgill, hometown boy who quit Washington law practice to set up station for big miller Wm. Shellabarger. Equipment is RCA, with 602-ft. Stainless tower. Base hourly rate is \$200. George W. Clark Inc. is national rep.

Note: In reporting start of KMMT, Austin, Minn. (Ch. 6) last week, we gave wrong base rate; it's \$200, and station is affiliated with CBS, ABC, DuMont.

4 UHF GRANTEES SEEK APPROVAL OF FEE-TV: Long-anticipated wedding of subscription-TV proponents and uhf grantees in markets well-served with vhf was celebrated this week when 4 such uhf CP-holders -- none of which has yet begun to build -- joined in petition asking FCC to approve pay-as-you-look principle.

Sparkplug behind move is New Brunswick (N.J.) Home News (WDHN-TV, Ch. 47), whose TV advisor Will Baltin is credited with idea. He's former executive secy. of old Television Broadcasters Assn. Other signers of petition: WIP-TV, Philadelphia (Ch. 29); Stamford-Norwalk TV Corp., Stamford, Conn. (Ch. 27); WELI-TV, New Haven, Conn. (Ch. 59). Principals say they expect more to join.

Trepidation of these grantees about economics of their particular situations is quite understandable, since all are in heavily saturated vhf territory and have little or no prospects of getting strong network affiliations. But, merits of fee-TV aside, danger in petition is that some elements of industry may interpret it as indication that all uhf stations have similar tough row to hoe -- which is, of course, far from the truth. Petition naturally plays up the difficulties some uhf stations are encountering, dwells on demise of WROV-TV, Roanoke (Vol. 9:29).

Petitioners don't endorse any particular system of subscription TV, but they state that "adequate technical, public acceptance and economic information is available for the Commission to render a decision." They cite at length various polls indicating public's willingness to pay for certain types of programs and the statements of sports promoters who feel that fee-TV will protect them from alleged inroads of free TV. On availability of current feature films for such service, they say nothing, however. As for basic policy considerations, petition says:

"Petitioners are not in accord with the view that the establishment of subscription TV service would necessarily constitute a drastic revision in the American concept of broadcasting. Petitioners envisage subscription TV service as an adjunct [and] will support at the hearing an approach calling for a limited or regulated amount of subscription telecasting [to] preserve a proper balance..."

Cited also is material based on our reports (Vol. 9:28) of American Research Bureau surveys showing rate of uhf receiver growth and conversions in various markets, according to amount of vhf service available in each.

Whole matter "should be of grave concern to Commission," petition says, "since it raises a substantial question as to whether a fully competitive nationwide TV system utilizing the uhf spectrum, as envisaged by the Commission in its Final Television Allocation Report, can be achieved in the absence of a satisfactory solution to the problem."

* * * *

Hanging over whole pay-as-you-look question, however, is Rep. Hinshaw's dynamite-packed bill (H.R. 6431) making such service common carrier (Vol. 9:31). One free-TV proponent says that "broadcasters wouldn't touch the idea with a 10-ft. pole, if this bill passes, unless the whole section of the Communications Act covering common carriers is entirely re-written, too."

Further identification of petitioners: New Brunswick Home News is well-heeled newspaper that sunk \$300,000 into FM-only station, lost it all. WIP-TV is owned by Gimbel store family, operates successful AM. Stamford group is headed by

Prentiss Brown (42½%), ex-Senator from Michigan, chairman of Detroit Edison Co., member of Brown, Lund & Fitzgerald, Washington law firm; partner Wendell Lund also holds 42½%; attorney Vincent Gaughan, who figured in Kefauver presidential campaign, owns 15%, is also 33 1/3% owner of new WBES-TV, Buffalo (Ch. 59), due on air soon. WELI-TV principals were among earliest uhf enthusiasts. Besides Brown-Lund firm, the law firms joining in preparing petition were Welch, Mott & Morgan (E. Stratford Smith) and Dow, Lohnes & Albertson (John P. Carr).

LINEUP FOR 'TALLEST TV TOWER' RACE: Latest contender in "world's tallest TV tower" sweepstakes is new Ch. 9 CP-holder KWTV, Oklahoma City, building 1556-ft. structure 6 mi. north of city. The fantastic 1747-ft. proposal of WFAA-TV, Dallas (Vol. 8:45) held lead until couple weeks ago, when Govt.'s Air Space Committee turned it down. WFAA-TV was told it could erect the structure south of proposed site, but it hasn't indicated plans to go ahead with the tower at new site.

Whole KWTV plant will cost \$1,167,500, with roughly \$750,000 for tower-&-antenna system. Ideco tower will be 1500 ft., surmounted by 56-ft. RCA supergain antenna. Air Space approval has been obtained, so there should be no hitch. Ch. 13 educational applicant, Oklahoma State Regents, may also use tower when and if it is granted CP and builds. It will take 9-12 months to erect the tower, but KWTV may hit air earlier with interim setup. George Davis is consulting engineer.

Tower would be world's tallest man-made structure. Empire State Bldg., with TV tower-&-antennas, is 1470 ft. Tallest tower of any kind is still Air Forces' 1212-ft. loran tower near Rome, N.Y. And the tallest TV tower, so far, is WSB-TV's 1059-ft. structure in Atlanta. KWTV tower will weigh about 1000 tons, require plot of land 2000-ft. square for guy wires.

The KWTV call letters stand for "World's Tallest Video". It's owned by veteran broadcasters backed by millions in oil and theatre money. Grant went to Oklahoma Television Corp. after competing KOMA dropped application, agreed to buy 50%. Executive v.p. of operating company will be Edgar T. Bell, ex-Daily Oklahoman and WKY, who will own 10%. Voting stock is to be held 50% by KOMA Inc. (John T. Griffin), and these officers and stockholders are presently listed: Roy J. Turner, oilman and ex-Gov. of Oklahoma, pres., 12½%; Henry S. Griffing, chain theatre operator (Video Independent Theatres Inc.), 12½%; Luther T. Dulaney, RCA distributor, 12½%; F.E. Harper, oilman and partner of Mr. Turner, 12½%. Latter are all v.p.'s.

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Anything higher in the works? No applicant has proposed anything taller, but we hear that Air Space Committee has been queried by WCAE, applicant for Ch. 4, about feasibility of 1800-2000-ft. tower in Pittsburgh area. Under present rules, maximum power on Ch. 4 would be limited to 10 kw at 2000 ft. above average terrain.

According to FCC files, there are 28 stations or CP-holders authorized to use towers of 1000 ft. or more. Of these, 9 are now operating with such towers, though 5 of these are on Empire State Bldg. Of the 28, two don't yet have Air Space approval -- WFAA-TV's request having been turned down, and application of Crosley's WLWA, Atlanta, still waiting for clearance.

For list of the 9 now operating and the 19 with FCC approval, see p. 7. In addition to these, FCC lists 32 applicants proposing towers over 1000 ft. Some have been approved by Air Space, some not, but all applicants' proposals have yet to be approved by FCC, of course.

Talking about tall towers, one mustn't forget that Nature has done far better job of building towers, in form of mountains, than man possibly can. Thus, a mere 100-ft. pole atop Mt. Wilson, Mt. Washington or Cortez Pass (Vol. 9:28), means much more in terms of area coverage than a 1500-ft. tower in the plains.

Another contender for the "world's tallest", in terms of area coverage, is KOB-TV, Albuquerque, owned by Time Inc. and former FCC chairman Wayne Coy, mgr. It holds CP to put 183-ft. tower-&-antenna atop 10,833-ft. Sandia Crest. With 4200-ft. above average terrain, it would definitely outrank all U.S. stations. It's due on air about Sept. 15, and claims it will beat XEQ-TV at Mexico's 11,975-ft. Cortez Pass.

DUMONT BREAKS log-jam delaying its uhf shipments next week when it sends first 1-kw to WBES-TV, Buffalo (Ch. 17), followed before month ends by 5-kw to WNOK-TV, Columbia, S. C. (Ch. 67) and 1-kw to KNUZ-TV, Houston (Ch. 39). By end of Sept., another 1-kw goes to WNOW-TV, York, Pa. (Ch. 49). That's to be order of next uhf deliveries, DuMont announced, as 5-kw WGLV, Easton, Pa. (Ch. 57), which began testing June 26, (Vol. 9:27) and goes commercial Aug. 14, underwent signal surveys this week. The WGLV transmitter was DuMont's first uhf to be delivered and, except for a few bad spots due to mountainous terrain, is reported to be putting "a really solid signal over the area." Rumor has it that Eimac klystron in DuMont 5-kw transmitter may be re-rated to 10-12 kw, for some channels at least. DuMont also has order for KERO-TV, Bakersfield, Cal. (Ch. 10), due for delivery about Sept. 1 and on air Sept. 26. *Note:* DuMont announces new Bulletin No. TTD-T201 describing its 1-kw uhf, with diagrams, photos and graphs, available on request from transmitter div., Clifton, N. J.

GE shipped 5-kw transmitter Aug. 6 to upcoming KOIN-TV, Portland, Ore. (Ch. 6), with 35-kw amplifier due to follow in Sept. GE reports order for Aug. delivery of 5-kw transmitters to WSJS-TV, Winston-Salem, N. C. (Ch. 12), and for Sept. deliveries to WSIX-TV, Nashville (Ch. 8), and KHOL-TV, Kearney, Neb. (Ch. 13). This week, 12-kw uhf went to WEEU-TV, Reading, Pa. (Ch. 33); orders for Aug. deliveries of 100-watters were placed by WPFA-TV, Pensacola, Fla. (Ch. 15), with 1-kw to follow in Sept., and by WCOC-TV, Meridian, Miss. (Ch. 30), with 12-kw to follow in Sept. KTAG-TV, Lake Charles, La. (Ch. 25), is now slated for Sept. delivery of its 1-kw. GE also reported these new orders: WLTV, Wheeling, W. Va. (Ch. 51), KTVE, Longview, Tex. (Ch. 32) and WMAC-TV, Massillon, O. (Ch. 23), each for 100-watts in Aug., 1-kw amplifiers to follow in Sept.; WTVQ, Pittsburgh (Ch. 47), 12-kw in Sept.; KSTM-TV, St. Louis (Ch. 36), 12-kw in Oct.

Full-scale production and shipments of transmitters, now resumed at RCA after vacation slowdown, will show fruits next week when 4 uhf transmitters are due to be shipped—to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); WTAP, Parkersburg, W. Va. (Ch. 15), and California Television Co., Sacramento (Ch. 40). This week, only uhf to be shipped went Aug. 3 to WITV, Ft. Lauderdale, Fla. (Ch. 17). Next week, also, one 10-kw driver for new vhf to WCIA, Champaign, Ill. (Ch. 3).

Federal got off 2 uhf transmitters Aug. 5 to WTVU, Scranton (Ch. 73), and KFAZ-TV, Monroe, La. (Ch. 43), having last week shipped to WTVI, Belleville, Ill.-St. Louis (Ch. 54). Next on list are WACH-TV, Newport News, Va. (Ch. 33), and KHTV, Baton Rouge, La. (Ch. 40), but no delivery dates are given.

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

Buffalo's 2 uhf grantees are racing to get on air during August—and Buffalo, rather than Pittsburgh, may well be first city where 2 uhf competitors challenge a long-establish vhf. WBES-TV (Ch. 59) last week got RCA transmitter and on Aug. 15 is due to get 20-gain antenna, RCA's second of that type. It now plans to be on air before end of Aug., this week announced appointments of Roger M. Baker, ex-gen. mgr. of local WKBW, as gen. mgr.; Robert Tryon, ex-KCSJ-TV, Pueblo, Colo., chief engineer.

WBUF-TV, Buffalo (Ch. 17), has rescheduled target date to mid-Aug., though it still awaits delivery of DuMont transmitter, now due to be shipped week of Aug. 10. Exec. v.p. Gary L. Cohen this week announced appointment of G. Paschal Swift, ex-WGR, Buffalo, as commercial

mgr.; Thomas J. Maloney, ex-WSBA-TV, York, Pa. and KEYL-TV, San Antonio, program director; Victoria Patrick, ex-WKBW, Buffalo, traffic. H-R Television will be rep.

KSTM-TV, St. Louis (Ch. 36), now that 8-week steelworkers' strike has been settled, began erection of concrete footings of 600-ft. Blaw-Knox tower Aug. 3, figures now on 6-8 weeks more to complete that job and installation of GE transmitter, so defers originally announced Sept. 1 target date. Meanwhile, pres. Wm. Ware has protested to FCC and Federal Trade Commission against WTVI, Belleville, Ill. (Ch. 54), calling itself a St. Louis station and advertising it's already on air. Belleville is 13.8 mi. from downtown St. Louis, across Mississippi, and WTVI has its business office in St. Louis' Boatmen's Bank Bldg., will embrace St. Louis as primary area when Federal transmitter, delivered last week, begins telecasting shortly. There's plenty precedent in both TV & radio for utilizing contiguous or nearby big city as originating point of programs and commercials and as identification point in identifying location of station. H-R Television will represent KSTM-TV. Weed will represent WTVI.

KETC, St. Louis educational grantee (Ch. 9), planning late fall debut (Vol. 9:24) with RCA, GPL and Altec equipment, has acquired \$450,000 capital fund (\$100,000 in facilities and equipment pledged by St. Louis and Washington U's). Grantee chairman Arthur H. Compton reports response to \$490,000 operating expense fund-drive has been most encouraging. About half of \$300,000 annual operating cost will come from St. Louis area schools authorized to appropriate \$1 per year for each student; remainder raised by popular subscription. Charles Guggenheim, ex-WOI-TV, Ames, Ia., named acting station director.

WJPB-TV, Fairmont, W. Va. (Ch. 35), has ordered 1-kw DuMont transmitter and RCA antenna, began construction July 20 of addition to WVVW-WJPB transmitter building, hopes to begin testing by mid-Jan. When it goes commercial Feb. 1, WJPB-TV has agreements, reports owner J. Patrick Beacom, for affiliations with all 4 networks. Mr. Beacom recently purchased WBUT, Butler, Pa., 500-watt daytime AM on 1580 kc (with CP for 1050 kc), paying \$21,161 to *Butler Eagle* for property. He also operates WETZ, New Martinsville, W. Va. and WVVW, Fairmont, latter along with WJPB-FM. Headley-Reed will be TV rep.

WFIE, Evansville, Ind. (Ch. 62), last reporting Dec. start (Vol. 9:26), has RCA equipment due in mid-Aug., studio and transmitter under construction, but now plans tests in late Sept. and programming in Oct., according to gen. mgr. Ted Nelson. Taylor will be rep.

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KYTV, Springfield, Mo. (Ch. 3), is getting tower this week, already has its 10-kw RCA transmitter, begins test patterns Sept. 15, has signed with ABC & NBC, according to gen. mgr. J. Gordon Wardell. Homer Tindle has been named sales mgr.; Carl Fox, program director; E. Dennis White, chief engineer; Opal Lawson, traffic mgr. Hollingbery will be rep.

KVOA-TV, Tucson, Ariz. (Ch. 4), reports it will keep the Sept. 15 target that was set after many delays (Vol. 9:23), because RCA transmitter is on hand, antenna now being prepared for installation, studio-transmitter building will be ready by Aug. 30. Raymer will be rep.

WCSH-TV, Portland, Me. (Ch. 6), will expand Congress Square Hotel quarters of radio affiliate to provide TV studio space, has RCA equipment on order, plans transmitter atop nearby Blackstrap Hill, and is "going to try very hard indeed to get station on the air at least by the end of 1953," reports gen. mgr. Bill Rines. Weed is rep.

WMFD-TV, Wilmington, N. C. (Ch. 6), granted last week, hasn't ordered equipment but plans debut next spring, reports pres. R. A. Dunlea. Rep not yet chosen.

Personal Notes: Paul D. Miles, chosen as engineering asst. by FCC chairman Rosel Hyde, is returning to FCC after 5-year leave of absence as member of International Frequency Registration Board in Geneva, Switzerland . . . John F. Floberg, ex-asst. Secy. of Navy for Air, rejoins Kirkland, Fleming, Green, Martin & Ellis law firm as resident partner in Washington office . . . Frank U. Fletcher is merging his Washington law practice with that of Spearman & Roberson and becoming partner in latter firm as of Sept. 1 . . . Stephen W. Kershner and Howard T. Head now partners in A. D. Ring & Assoc., Washington consulting engineers . . . Frank Samuels, ex-ABC western div. v.p. recently with Wm. Morris Agency, on Sept. 1 becomes head of CBS-TV Pacific Coast network sales, King Horton having resigned as combined TV-radio sales chief to form partnership with George Foley in program packaging field; Bob Reitzel, from N. Y. spot sales office, named radio network sales mgr. . . . Robert M. Purcell, director of operations, KTTV, Los Angeles, resigns to start own management consulting service . . . Klaus Landsberg, v.p. & gen. mgr. of KTLA, Los Angeles, wins 1953 Fairfax B'nai B'rith Menorah Award, will be honored at testimonial dinner . . . Warren V. Bush resigns as TV-radio director, Young & Rubicam, to join Radio Free Europe, Munich . . . W. C. Swartley continues as mgr. of Westinghouse's WBZ-TV, Boston, as Paul Mills is transferred from sales mgr. of WOWO, Ft. Wayne, to mgr. of radio WBZ, in policy of separation newly instituted by Westinghouse Radio Stations Inc. pres. E. V. Huggins . . . George G. Tons, KDKA sales mgr., named midwest sales mgr. for all Westinghouse stations, headquartering in Free & Peters Chicago offices; John G. Stilli Jr., from WBZ-TV & WBZ, becomes KDKA sales mgr. . . . J. R. Kerns, Storer v.p. in charge of WSAI, Cincinnati, named managing director of WBRC-TV & WBRC, Birmingham, recently acquired by Storer; James E. Bailey, ex-managing director

of Storer's WAGA-TV & WAGA, Atlanta, appointed WBRC radio mgr. . . . Charles E. Trainor named promotion-publicity mgr., WAGA-TV & WAGA, succeeding Lee Brook . . . Thornton W. Chew, ex-KFMB-TV & KFMB engineering chief, joins John Poole as engineering-operations director of new KPIK-TV, Los Angeles, and KBIC-TV, Sacramento . . . Alan Bunce, New York, reelected pres. of AFTRA at Hollywood convention last week; Frank Nelson, Hollywood, first v.p. . . . Clem Randau, onetime UP business mgr. who last year purchased control of KXOB, Stockton, Cal. from Lincoln Dellar, has sold out to Joseph E. Gamble, owner of KCMJ, Palm Springs, and brother of ex-theatreman Ted Gamble (KOIN, KJR, KLZ); new KXOB owner says he will file for TV . . . Robert M. Gillham, ex-J. Walter Thompson v.p. in charge of TV film, named v.p. of Cunningham & Walsh, in charge of Liggett & Myers account . . . Wally Getze, ex-engineering supervisor, named night operations mgr., KLAC-TV, Los Angeles . . . Jason Lane, ex-Schwerin, joins NBC-TV film div. as research director . . . Reavis Winckler, ex-Filmcraft Productions, named publicity director, KTTV, Los Angeles . . . Alma Graef, mgr. of service dept., promoted to Mutual commercial operations mgr., succeeded by her asst. Katherine Johnson . . . Stan Shaw, ex-NBC, CBS & DuMont, named program mgr. of upcoming WITV, Ft. Lauderdale, Fla. . . . Wm. H. Shaw, ex-trade paper representative, named mgr. of KHMO, Hannibal, Mo., recently purchased by James P. Bolling from *Hannibal Courier-Post*, now part-owner of CP for new KHQA-TV, Hannibal . . . Lin Mason, WLWT program director, has resigned to enter advertising field in Cincinnati . . . Francis N. Littlejohn Jr. ex-CBS-TV, joins ABC-TV as director of news & special events under new TV news v.p. John Daly . . . Emanuel Sacks, RCA staff v.p. and gen. mgr. of RCA Victor record dept., elected to serve as NBC staff v.p. as asst. to Gen. Sarnoff while latter is acting pres. of network.

Radio station ownership changes continue at much swifter pace than TV—there are so many more of them, with so many more owners deciding to quit AM field because of unwillingness or inability to get into TV. This week, 2 major sales of 50-kw non-network outlets were reported—WINS, New York, and WJJD, Chicago. The WINS sale, handled by broker Howard Stark, involves price of \$450,000; purchasing company is headed by western broadcasters J. Elroy McCaw and Jack Keating, with theatreman Charles Skouras understood to be acquiring 50%. Crosley, operating 4 TV stations and radio WLW, announced it prefers to concentrate on its “expanding properties and various network affiliations in the midwest and south.” The WJJD sale for \$900,000 to Plough Inc., of Memphis, means the complete withdrawal of Marshall Field, publisher of *Chicago Sun-Times*, from the broadcasting field, for he recently also sold his KOIN, Portland, and KJR, Seattle. Possible trend away from newspaper ownership into hands of professional broadcasters may also be betokened, for *Butler* (Pa.) *Eagle* also recently sold its WBUT there. Plough Inc., drug manufacturing firm headed by Abe Plough, owns WMPS, Memphis, and has competitive application (vs. WREC) for Ch. 3 there.

Wm. J. Scripps, founder and former chief officer of *Detroit News*' WWJ-TV & WWJ, still a director and stockholder in the newspaper company but no longer active in it, listed as one of syndicate backing ex-U. S. Senator Blair Moody in planning new Detroit newspaper.

Westinghouse TV stations WBZ-TV, Boston, and WPTZ, Philadelphia, switch from NBC Spot Sales to Free & Peters as of Jan. 31, 1954. That rep firm has represented WBZ & KYW for long time, will then have the 2 TVs as well as all 5 AMs.

“The Commission had authority to adopt a nationwide television allocation plan.” This statement, by U. S. Court of Appeals for District of Columbia in Ch. 8 Lancaster, Pa. decision this week, is first court decision on that controversial subject since end of freeze. Ch. 8 case, meanwhile, advanced another step when court upheld FCC's action in moving WGAL-TV from Ch. 4 to Ch. 8, with low power, pending eventual competitive hearing for Ch. 8 between WGAL-TV and WLAN. Latter had challenged FCC's right to grant channel shift. One argument of WLAN was that FCC granted the shift even though WGAL-TV hadn't made application for it. Said court, in part: “If modification of licenses were entirely dependent upon the wishes of existing licensees, a large part of the regulatory power of the Commission would be nullified. The public interest and the interests of other operators must be afforded some opportunity for consideration in this field of changing circumstances.” Court also said: “The Commission has minimized the disadvantages to [WLAN] inherent in the situation. The grant is temporary, and it is for limited power. Moreover the Commission has expressly declared twice that it would not give any effect to the expenditure of funds by WGAL Inc., pursuant to the temporary grant.”

Educational TV was subject of discussion at national conference of state governors in Seattle this week. Iowa's Gov. Beardsley praised Iowa State College's commercial WOI-TV; Gov. Patterson of Oregon and Gov. Driscoll of New Jersey (whose Dept. of Education holds CP for WTLV, New Brunswick) urged caution by states in getting into educational TV, while Gov. Lodge of Connecticut (holds CPs for WCBE, Bridgeport; WCHF, Hartford; WCNE, Norwich) suggested TV organizations buy time on commercial stations.

NOW OPERATING with towers 1000 ft. or higher (see p. 4), are following, according to FCC files (height above ground in parentheses): WSB-TV, Atlanta (1059); WBEN-TV, Buffalo (1057); WHUM-TV, Reading (1034); WTMJ-TV, Milwaukee (1032), plus 5 on Empire State Bldg., all listed with 1465-ft. above ground—WABC-TV, WABD, WCBS-TV, WNBT, WPIX.

Those with CPs to build such towers: KARK-TV, Little Rock, Ark. (1333); WLAC-TV, Nashville (1009); WLWA, Atlanta (1326); WWTW, Cadillac, Mich. (1282); WJBK-TV (1057) & WWJ-TV (1038), Detroit; WKAR-TV, E. Lansing, Mich. (1034); KMBC-TV & WHB-TV, Kansas City, share-time (1023); WHIO-TV, Dayton (1096); WFMJ-TV, Youngstown (1000); KWTW, Oklahoma City (1556); WMCT (1043) and WHBQ-TV (1073), Memphis; WFAA-TV, Dallas (1747); KFYO-TV, Lubbock (1167); WTAR-TV, Norfolk (1029); due to join other 5 on Empire State are WOR-TV & WATV.

Applicants proposing such structures: Jack Stein, Miami (1073); WFLA, Tampa (1054); WXLW (1035) & WISH (1000), Indianapolis; KANS (1064) & Wichita TV Corp. (1071), Wichita; WNOE (1045) & WTPS (1000), New Orleans; KWKH (1138), KTBS (1151) & Shreveport TV Co. (1200), Shreveport; WEEI, Boston (1006); U of Mich., Ann Arbor (1050); Copper City Bestg. Corp., Buffalo (1037); WNEW (1283) & WHOV-TV Inc. (1283), New York; Piedmont Electronics, Charlotte (1049); WTOD (1044), Crosley (1032) & Maumee Valley (1055), Toledo; State Regents, Oklahoma City (1073); TulsaVision (1101) & KRMG-KVOO (1050), Tulsa; WMPS (1100) & WREC (1050), Memphis; Ft. Worth TV Co. (1074); Houston Area TV Co. (1049) & Houston TV Co. (1079), Houston; KTSA, San Antonio (1084); WSAP, Portsmouth, Va. (1026); WSAZ-TV, Huntington, modification (1101); WEMP, Milwaukee (1074).

NBC-TV's New York flagship WNBT sets new Class AA local rate of \$4800 per hour as of Aug. 15, network Class A rate having gone up from \$4800 to \$5200 on Aug. 1. These are first rate-card changes since last November, being predicated on 400,000 increase in area's TV families. Class AA time is 10:30-11 p.m. daily, 6-7:30 p.m. Sun. Half-hour rate is \$2880; 15-min., \$1920; 10-min., \$1680; 5-min., \$1200. Class A time, now 7-7:30 p.m. Mon.-thru Sat., continues at \$4200, \$2550, \$1700, \$1487.50, \$1062.50; Class B, 6-7 p.m. Mon.-thru-Sat., now \$2750, \$1650, \$1100, \$962.50, \$687.50; Class C, all other times, \$1850, \$1110, \$740, \$647.50, \$462.50. Class AA 20-sec. station breaks go up from \$875 to \$975 net (not subject to discount) and 10-sec. (also net) from \$400 to \$500. Class D 20-sec. breaks, sign-on to 3 p.m. Mon.-thru-Sat., go up from \$150 to \$200. (For comparisons with WCBS-TV and other N. Y. area rates, see pp. 80-82, *TV Factbook No. 17.*)

NBC's AM affiliate in Norfolk area as of Sept. 19 will be WSAP, Portsmouth (5-kw on 1350-ke). Now MBS affiliate, WSAP was recently acquired by Charles Duke group and will be managed by ex-CBS stations administrator Carl J. Burkland. It has no connection with new WVEC-TV (Ch. 15) which becomes NBC-TV outlet same date as WTAR-TV & WTAR switch to CBS.

Gardner Adv., St. Louis, on Oct. 1 absorbs Brown Brothers Adv., same city, with S. W. Brown Jr. joining Gardner and Charles H. Brown continuing Brown Radio Productions Inc. as TV-radio packagers. Brown firm handles Ralston Purina account, which S. W. Brown will supervise at Gardner.

ABC-TV plans Pacific Coast regional network (like CBS-TV's), may have Los Angeles, San Francisco, Fresno, San Diego, Bakersfield, Seattle, Portland, Salt Lake, Denver linked by Oct. 1.

Station Accounts: National & regional TV spot advertisers totaled 1876 during second quarter 1953, according to *Rorabaugh Report* for quarter released July 25 and based on 145 stations covering 98 markets. This is considerably up from 1260 spot, 160 network in first quarter, based on 120 stations reporting for 76 markets . . . All the spot advertisers are listed alphabetically, with their agencies and markets used, in *Rorabaugh Report* (N. C. Rorabaugh Co., 347 Fifth Ave., N. Y.) which lists these as the 25 top spot TV users: Procter & Gamble, Brown & Williamson, Toni, Bulova, Lever Bros., Standard Brands, General Foods, Colgate-Palmolive-Peet, American Chicle, Miles Laboratories, National Biscuit, Ronson, Williamson Candy, Kellogg Co., Best Foods, Pacific Coast Borax, Borden, Kraft, Camels, Paper Mate Pens, Rival Packing, Trico Products, Lehn & Fink, Carter Products, S.O.S. . . . Among other advertisers reported using or planning to use TV: Colorglo Products (Slick auto polish), thru Phillip J. Meaney Co., Los Angeles; Bristol-Myers (Vitalis), thru Doherty, Clifford, Steers & Shenfield, N. Y.; National Carbon Co. (Prestone), thru Wm. Esty Co., N. Y.; Standard Packaging Corp. (packaging materials, bottle caps), thru C. Wendel Muench, Chicago; Consolidated Cosmetics (Lanolin hand lotion), thru BBDO, Chicago; U. S. Industrial Chemical Co. (Super-Pyro anti-freeze), thru Geyer Adv., N. Y.; Sawyer Biscuit Co., thru Hartman Adv., Chicago; Rapidol Distributing Corp. (Blensol hair coloring), thru Dowd, Redfield & Johnstone, N. Y.; Plastone Co. (Turtle auto wax), thru W. B. Doner & Co., Chicago; Hanna Paint Co. (paints & varnishes), thru James A. Stewart Co., Carnegie, Pa.; Carr-Consolidated Biscuit Co. (Carr biscuits), thru BBDO, N. Y.; Raytheon Mfg. Co. (TV & radio sets), thru Cowan & Dengler, Chicago; Broil-Quik Co. (infra-red broilers & rotisseries), thru Zlowe Co., N. Y.; Sweet-Orr & Co. (work clothes), thru Friend, Reiss, McGlone, N. Y.; Patricia Reid Cosmetics (nail polish), thru Hepworth Adv., Dallas.

Network Accounts: Largest client list of any program in TV history—that's boast of NBC-TV's *Today*, after 18 months of 7-9 a.m. operation. George Frey, NBC-TV network sales v.p., says *Today* now has 58 regular sponsors, with 723 out of 1408 available segments sold for fall, estimates gross of \$2,169,000 for final 4 months of year, not counting special Thanksgiving and Christmas spots. Program is now carried on 46 stations—WSYR-TV, Syracuse, signing as most recent addition . . . *Admiral's Life Is Worth Living* (Bishop Sheen) adds WJAR-TV, Providence, becoming first regular weekly network program to exceed 100 stations; it resumes on DuMont Oct. 13, Tue. 8-8:30 p.m., thru Erwin, Wasey . . . Mogen David Wines buys new quiz show, *Dollar a Second*, on DuMont, beginning Sept. 20, Sun. 10-10:30 p.m., thru Weiss & Geller . . . Commercial Solvents Corp. (paints, varnish) to sponsor new Red Barber show, *Peak of the Sports News*, on CBS-TV, starting Sept. 12, 6:45-7 p.m., thru Fuller & Smith & Ross . . . Seeman Bros. (Air Wick) buys Tue. & Thu. 2-2:15 p.m. segment of *I'll Buy That*, on CBS-TV, beginning in fall, Mon.-thru-Fri. 2-2:30, thru Wm. Weintraub . . . Schick Inc. (electric razors) buys alt. week sponsorship with Carter Products (Rise shaving cream) of *This Is Show Business*, on CBS-TV, beginning Sept. 1, Tue. 9-9:30 p.m., thru Kudner . . . Gemex Co. (watch bands) joins with B&B Pens as alt. week sponsor of *George Jessel Show*, on ABC-TV, starting Sept. 6, Sun. 6:30-7 p.m., thru BBDO . . . Longines-Wittnauer Watch Co. will resume *Chronoscope*, on CBS-TV, Mon.-Wed.-Fri., 11-11:15 p.m., thru Victor A. Bennett Co. . . . Armour & Co. (meats) and Bristol-Myers (Dial soap & shampoo) to be co-sponsors of *Pride of the Family*, starting Oct. 9, on ABC-TV, Fri. 9-9:30 p.m., former thru Foote, Cone & Belding, latter thru Young & Rubicam.

TRADE ENTERS ERA OF 'HARD SELLING': Look for TV sales to be harder to come by, with little or no help from Washington as national economy begins slow backslide -- the economists call it readjustment -- from wartime peaks. Using Korean truce as peg, NARDA Newsletter this week told the trade: "It's up to us to maintain our economy on a high level through hard, creative selling."

Hallicrafters pres. Wm. J. Halligan gave much the same advice to his distributors at annual meeting in Chicago this week. Urging them to disregard color for time being and concentrate on black-&-white sets, Halligan said:

"I think that we should regard the outlook for black-&-white sales in the transitional period between now and 1956 as a good one if all do what we ought to be doing anyway -- work hard. There are many, many markets to be exploited, but they won't come easy. They will require hard selling, pushing and pitching.

"Take the replacement market, for instance. You distributors and dealers have not as yet awakened to the importance of your real job in vigorously working these replacement markets. Most distributors have been content to let the manufacturers talk about 'second set' markets and give the replacement market message in advertising and in other means of publicity."

* * * *

Granted that more intensive selling will be the postwar order of the day, trade is still wondering what TV price pattern will be in fall. Price increases still bulk large in any prognosis -- though boosts are likely to be limited in size and scope, sort of hit-and-miss, not across-the-board.

Some think recent actions of Philco & Admiral in boosting prices, latter as means of raising dealer discounts (Vol. 9:30,31), won't be emulated generally -- at least not before fall-winter market can be gauged. For one thing, there's the check-rein of bloated inventories in all pipelines (Vol. 9:31). For another, recent financial reports by RCA, Philco & Motorola, showing record sales and earnings first 6 months of this year, and similar one expected from Admiral within fortnight, would tend to make it a bit awkward for them to justify prices increases.

Motorola's trade advertising this week, playing up "shortest line and longest discount at no increase in prices," would tend to belie any intention on its part to boost lists. Other majors say they have no such plans for present, at least. Smaller manufacturers, hit by higher labor and materials costs, have insisted prices must go up -- but none had announced any changes until this week when CBS-Columbia raised five 21-in. open-face consoles by \$10, pres. David Cogan asserting increased costs of materials and labor were responsible.

* * * *

Neither help nor much hindrance from Washington seems to be in prospect. The President did promise to urge reduction of taxes generally when Congress returns in January, but he held out little hope for any special relief when he vetoed bill to remove 20% tax on movie admissions, saying it's unfair and discriminatory to single out one industry for relief at this time.

But the industry next winter will pitch hard for elimination of 10% excise on TV receivers. RETMA pres. Glen McDaniel, in statement to House Ways & Means Committee Aug. 7, urged special consideration to exempting color TV sets "in conformance with the tradition of withholding taxes temporarily from new products." He added:

"We believe that, within our present system of selecting excises, it is both inequitable and inexpedient to place an excise on TV. In particular, we think it would be highly undesirable and a radical departure from the traditional solicitude shown for new industries to impose an excise on color TV in its early development."

McDaniel also asked committee to remove excise tax on TV-radio parts, and declared cost of collection of tax is greater than revenue derived.

Appliance industry, particularly affected by excise tax, also had its representative on Capitol Hill. Mort Farr, ex-president of NARDA, last week told committee tax "has caused the price of ironers and dryers to be priced right out of the average family budget. While consumers wait, inventories are piling up."

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TV production climbed to 80,589 (5950 private label) week ended July 31, up from 68,371 preceding week and 70,619 week ended July 17. It was year's 30th week and compared with production of 69,962 corresponding week in 1952. It also brought July TV production to estimated 285,000. (For Jan.-June figures, see Vol. 9:31.)

Radio production went up to 226,027 (101,480 private) from 180,200 week ended July 24 and 131,488 week before, bringing July radio production to estimated 675,000. Week's radios: 65,035 home, 41,575 portable, 31,332 clock, 88,085 auto.

Trade Personals: John A. Rankin, director of engineering, and John S. Sturgeon, treas., elected Magnavox v.p.'s . . . Paul V. Galvin, Motorola pres., reappointed chairman of RETMA subscription TV committee. Other committee chairmen reappointed: Glen McDaniel, legal; H. A. Pope, National Union Radio, credit . . . Virgil B. Day, ex-mgr. of employe & plant community relations in Syracuse, named mgr. of GE union relations dept., in charge of negotiating all national union contracts, replacing George H. Pfeif, retired . . . Richard L. Sandefur, ex-northwestern regional mgr., named merchandise mgr., Westinghouse TV-radio div., Sunbury, Pa., replacing Jack Van Deman, reassigned to special duties under national sales mgr. J. F. Walsh; Fred S. McCarthy resigns as Westinghouse TV-radio sales promotion mgr. to form own TV-radio promotion firm . . . Robert C. Cheek promoted to asst. mgr. for engineering, Westinghouse electronics div. . . . Dave Kapp resigns as administrative asst. to Emanuel Sacks, RCA Victor record dept. v.p. & gen. mgr. . . . Ernest N. Kolonsky elected v.p., Muntz TV, replaced as secy. by Emil N. Levin . . . Jerome D. Heibel named Erie Resistor v.p. in charge of research & engineering, Allen K. Shenk sales v.p. . . . Jack Grand elected chairman, Henry Fogel elected pres., Granco Products Inc., Long Island City (converters) . . . M. F. Blakeslee resigns as CBS-Columbia eastern div. mgr. . . . William T. Dean, ex-Packard Motor Co., named Scott Radio promotion mgr. . . . Wm. Wiley, Philco district rep in Washington, Baltimore, Wilmington resigns as of Aug. 31 . . . Gerrard Quinney, veteran Canadian broadcaster, heads new equipment sales div., audio-video productions, S. W. Caldwell Ltd., Toronto . . . Katherine Crowley promoted to exec. v.p., Henry L. Crowley & Co. . . . A. J. Stobbe resigns as CBS-Columbia operations v.p. . . . Donald W. Jackson, ex-Raytheon, becomes Admiral regional sales mgr. for Indiana area out of Indianapolis; E. A. Freiburger, ex-Philco, Milwaukee, will cover for Admiral out of Des Moines . . . Jacob H. Ruiter Jr., DuMont technical adv. mgr., promoted to mgr. of public relations in reorganization of adv. & public relations occasioned by resignation of Douglas Day; he reports to Keeton Arnett, asst. to Dr. DuMont, with each division adv. mgr. handling own product advertising . . . Maurice L. Alexander named plant mgr. of Avco-Crosley Batavia (Ill.) tube plant . . . Emil A. Mesics, ex-Otis Elevator Co., named director of personnel, RCA international div. . . . Louis Jesser named Majestic district sales mgr. out of Denver . . . Clarence M. Clark named mgr. of Westinghouse electronics tube div. plant at Bath, N. Y.

Frank D. Newbury, retired Westinghouse v.p., now Asst. Secy. of Defense for applications and engineering.

Herman L. Weckler, retired Chrysler v.p., appointed operations v.p., Clevite Corp.

Distributor Notes: Bruno-New York (RCA Victor) adv. mgr. Milton Brown resigns in week which also saw Arnold Cohan Adv. resign Bruno account so pres. Arnold Cohan could "continue my business relationship" with Gerald O. Kaye, who quit as sales mgr. 2 weeks ago after 18 years with Bruno (Vol. 9:30) and is expected to head Crosley-Bendix distribution . . . Greusel Distributing Co., Milwaukee (Crosley) adds Bendix line in furtherance of new Avco policy of consolidating distribution of its 2 subsidiaries (Vol. 9:30, 31) . . . Post & Lester, Hartford (Motorola) opens New Haven branch (Wm. Thibadeau, sales mgr.) in expansion to cover New Haven, Fairfield & Middlesex counties; Electropliance, Milwaukee (Motorola) appoints Wm. Baker gen. sales mgr., replacing E. Patrick Toal, resigned . . . Hoffman Radio appoints American Wholesalers, Washington, for Washington & Baltimore . . . Raytheon appoints City Electric Co., Syracuse (J. S. Issacs, pres.) . . . DuMont appoints Alliance Distributors, Wichita, Kan. . . . CBS-Columbia appoints Great Lakes Auto Parts & Machine Works, Duluth, Minn. . . . Driscoll Distributing Co., Charlotte (Tele King) appoints William J. Hunt gen. mgr. . . . Horn & Cox Inc., Los Angeles, terminates Pacific Mercury distributorship by "mutual agreement," said Pacific Mercury pres. Joe Benaron . . . Trav-Ler Radio Sales Corp., Boston, names Ray Farnum, ex-Andrea, as sales mgr. . . . Graybar appoints L. J. Hartman TV sales mgr. for Chicago district . . . Majestic Radio opens new factory branch, Majestic Television Distributors Inc., 1103 Columbus Ave., Boston (Manny Rosen, mgr.).

Muntz TV, storm center of many a pricing controversy, got into another one last week in Dallas, exchanging harsh words with local Better Business Bureau over cut-price ad by its retail store there offering TV sets as low as \$20. BBB investigated, reported: (1) Store didn't have \$20 set in stock before, at time of, or following publication of ad. (2) Other brands advertised were actually competitive makes accepted as trade-ins. Dallas Advertising League adopted resolution denouncing Muntz and its ad agency, Michael Shore Agency, for practices "contrary to public interest and unworthy of the advertising profession." Muntz v.p. Don Adams hotly denied BBB findings, said cheaper sets were clearly advertised as "floor samples and demonstrators," threatened to sue Dallas BBB for libel unless retraction is made.

Emerson is promoting Conelrad system by producing all its radios with special indicators at 640 kc and 1240 kc, the two frequencies to be employed by U. S. AM stations during enemy attack. Conelrad plan requires that all stations broadcast on one of the 2 frequencies during attack or go silent. Emerson's merchandising will stress meaning of plan.

Topics & Trends of TV Trade: Manufacturers shipped \$1.3 billion worth of home TVs, radio & phonos last year, with TV accounting for 76% of the dollar value.

These figures are from Census Bureau's preliminary 1952 report, which shows average manufacturer's price of TV set to be just a shade under \$179. The gov't. statistics indicate manufacturers shipped 5,533,000 TVs valued at \$989,470,000 & 10,791,000 radios at \$262,506,000 in 1952.

RETMA statistical report for 1952 in our *TV Factbook No. 17* shows factory sales of 6,193,644 TVs and 11,021,052 radios last year. Apparent inconsistency with gov't. figures is explained by these differences in the statistics:

(1) RETMA's "statistical year" of 1952 included 53 weeks, whereas Census used straight calendar year. (2) RETMA figures include TV & radio chassis not shipped in cabinets as complete home instruments; Census figures don't. (3) RETMA figures are based on factory sales, Census' on shipments—which sometimes are two different breeds of cats, especially in case of private-label sets, which often are "sold" long before being "shipped."

Further breakdown of Census Bureau statistics for 1952: home type radios (including portables & phono combinations), 7,541,000 units valued at \$168,740,000, or 13% of all factory shipments; auto radios, 3,250,000 at \$93,766,000 (7%); coin-operated phonos, 40,000 at \$23,589,000; other electronic phonos, 199,000 at \$2,050,000; mechanical phonos, 69,000 at \$797,000; record players, 1,414,000 at \$23,386,000.

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Hallcrafters' line, introduced this week at distributors meeting in Chicago's Drake Hotel, comprised 8 basic TV models in 29 styles, plus 2 high-fidelity units. Latter sell for \$400 in mahogany and silver-grained walnut, \$800 in mahogany and maple. Both offer high-fidelity sound "covering a majority of 20 to 20,000 cycles per second detectable by the human ear."

Other features of line, introduced by marketing v.p. Richard A. Graver, include tuning controls set on dashboard-like panel fixed at 30-degree angle from floor for easy tuning; 2 new improved chassis; tilted screens to avoid reflections; greater emphasis on cabinet styling. Optional all-channel tuner is available at \$50 extra. Full line:

Table Models: 17-in. mahogany textured leatherette \$200 & \$250, blonde \$210; 21-in. mahogany textured leatherette \$290 & \$340, blonde \$300.

Consoles: 17-in. open-face mahogany \$290 & \$340, blonde \$300 & \$350; 21-in. open-face mahogany \$340, \$390 & \$450, blonde \$360, \$400, \$420 & \$470; 21-in. ¾-door mahogany \$460 & \$500, blonde \$480 & \$530; 24-in. full-door mahogany \$575 & \$625, blonde \$595 & \$645; 27-in. full-door mahogany \$695 & \$745, blonde \$725 & \$775.

Also introduced were 2 new shortwave portable radios at \$100 & \$160, two table models in ivory, blue or green, at \$40 & \$50, and a 5-tube clock radio, in French provincial mahogany cabinet, with brass antique face, \$60.

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TV set sales in Canada in first 6 months totaled 125,140, at average price of \$389, reports Canadian RTMA. Production in first 6 months totaled 167,853, and projected production figures indicate 99,086 units will be turned out in next 3 months. For June alone, sales were 10,880, production 28,681. Quebec led in sales with 3283, Toronto 2935, Ottawa and eastern Ontario 1393, Hamilton-Niagara 993, British Columbia 989, Windsor 668, other Ontario areas 473, Prairies 118, Maritime provinces 28.

Besa y Cia., Santiago, Chile, whose Juan Laporta recently headed gov't. fact-finding commission surveying TV in U. S., named sales rep for DuMont telecasting equipment; Sociedad Commercial Romar Lda., Lisbon, Portugal, also appointed by DuMont.

CAPEHART-Farnsworth this week joined growing ranks of TV manufacturers entering high-fidelity field—introducing single "hi-fi" mahogany radio-phonograph combination, along with 16 TVs, at distributors meeting in Chicago's Congress Hotel. Though unpriced at time of introduction, "hi-fi" set will be "moderate" in cost, according to Antony Wright, commercial products v.p.

Capehart also made big play with its polaroid picture system, which combines a "circular polarizer" with aluminumized picture tube. It was developed by Polaroid Corp. in conjunction with Capehart engineers.

J. H. Riddel, director of market research, said table models will account for 45% of Capehart production this fall and all of next year. Line ranges from 17-in. "Floratone" mahogany finish table model at \$190 to 21-in. mahogany combination at \$795. Full line:

Table Models: 17-in. "Floratone" mahogany finish \$190 & \$240, bisque \$210 & \$260; mahogany wood \$230 & \$280, bisque \$240 & \$290; 21-in. "Floratone" mahogany finish \$250 & \$300, bisque \$260 & \$310; mahogany wood \$300, \$330 & \$390, bisque \$300 & \$350; 24-in. "Floratone" mahogany finish \$300, bisque \$370 & \$420, mahogany wood \$400 & \$450.

Consoles: 17-in. open-face mahogany wood \$270, \$300 & \$320; 21-in. open-face mahogany wood \$300, \$330, \$350, \$380, \$400, \$420, \$470, bisque \$370 & \$420; 21-in. half-door mahogany wood \$400 & \$450, bisque \$430 & \$480; 21-in. full-door bisque \$450, \$475 & \$595, mahogany wood \$475, \$525 & \$575, fruitwood \$475; 24-in. full-door mahogany wood or bisque \$600 & \$650; 24-in. "Floratone" bisque \$420, mahogany wood \$450; 27-in. full-door mahogany wood \$725 & \$775.

Only combination is a 21-in. mahogany at \$795.

Also introduced were 3 radios at \$25, \$35 & \$40, and 2 mahogany AM-FM radio-phonos combinations at \$230.

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Trade Miscellany: Chicago area TVs totaled 1,426,396 on June 30, up 10,701 from May 31 and up 253,552 since June 30, 1952, reports Chicago Electrical Assn. . . Philadelphia Electrical Assn. reports 4915 TV sets (19 brands) sold in area during June vs. 6138 in June 1952; for first 6 mo. of 1953 total sales were 66,390 vs. 66,827 same 1952 period . . . Des Moines survey by *Register & Tribune*, based on 2205 telephone interviews in March-April, shows Motorola leads in sets-in-use among 23 brands listed; copies available from newspaper's research dept. . . Magnavox reinstates the 2% cash discount to its dealers which it discontinued several months ago . . . Most creditors of bankrupt Dynamic Electronics-N. Y. reported to have accepted offer of 25% over 4 years . . . Admiral Corp. obtains injunction in Federal district court of N. Y. restraining Admiral Sewing Stores Inc. from use of brand on sewing machines and appliances; it's third such injunction Admiral has obtained on infringement grounds.

Out-of-court settlement of complaint by Federal Trade Commission charging National Electronic Distributors Assn. and 37 wholesaler-distributor members with conspiracy to create monopoly in sale of TV-radio-electronics parts (Vol. 9:16, 24) looked fairly certain this week after lawyers of both sides announced a tentative consent agreement had been reached. Terms weren't divulged, since full membership of NEDA must ratify it at St. Louis convention Sept. 14. FTC had charged NEDA with limiting membership and urging manufacturers to sell only through NEDA members. NEDA denied the charges.

Commentary on eager demand for TVs when brand new market is opened: Just about year ago, on July 18, KFEL-TV began telecasting in Denver, first post-freeze station to take the air. As of July 1, according to Rocky Mountain Electrical League, total TV set sales to dealers amounted to 158,350.

Electronics Reports: Illustrating still further that the "wave of the future" is electronics, was Aug. 5 N. Y. press conference called by J. G. Sherman, pres. of Elgin National Watch Co. for purpose of announcing that Elgin is out shopping for "affiliations" with companies in producing miniature electronics components and precision production instruments. He called it "an intensive search program" looking to higher return on investment and greater long-term stability, though he was quick to point out that Elgin intends to keep its share of the watch market and is financially in good shape (1952 sales: \$50,800,000).

Mr. Sherman noted that manufacturers' sales of electronic items rose from \$576,000,000 in 1946 to \$4.35 billion in 1952, while automatic production instruments have had an annual growth rate of 21% since 1946. He said electronics and instrumentation were both logical diversification choices for Elgin, and released an "enterprises wanted" brochure which details objectives of his program. Company is prepared, apparently, either to buy out or buy into existing firms—but he said it will affiliate only with firms that have operated profitably over last 2-5 years and that have growing sales volume and \$1,000,000 or so net worth.

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Control of Canadian Marconi was purchased this week for unannounced sum by English Electric Co. Ltd., London, which bought 50.6% interest held by Cable & Wireless Ltd., London, with approval of British and Canadian govts. English Electric had purchased Marconi's Wireless Telegraph Co. Ltd. of England several years ago. Announcement of purchase said Canadian Marconi, created 50 years ago as subsidiary of British Marconi, will continue to operate as "a Canadian enterprise for the advancement of the Marconi organization and for the development of the electronic industry in Canada." Announcement was made jointly in Montreal by Sir George H. Nelson, chairman of English Electric; Maj. Gen. L. B. Nicholls, chairman of Cable & Wireless; Stuart M. Finlayson, pres. of Canadian Marconi.

"First use of transistors in mass-produced TV sets," says *Electronics Magazine* editor W. W. MacDonald in August issue, "may be to replace 2 germanium diodes and a triode tube in noncritical circuits. Junction types are, we understand, already being used experimentally in this application. Circuit parameters are such that good performance is obtained from near-rejects. Higher temperatures than those normally encountered in home equipment do not appear to upset operation."

Otis Elevator Co. enters electronics field with acquisition of Transmitter Equipment Mfg. Co., and has set up electronics div. at 35 Ryerson St., Brooklyn, with ex-TEC pres. Morton B. Kahn as mgr.

To coordinate all govt. communications, Chairman Wolverton of House Commerce Committee introduced H.R. 6819 to create a Telecommunications Policy Committee to comprise one member each from Depts. of State, Defense, Commerce and FCC, plus members from other agencies as President or committee itself deems necessary. Job would be to "formulate plans and policies with respect to the best possible utilization of the radio spectrum and communications media in promoting the interests of the U. S.," make recommendations to President, Congress and interested govt. agencies. Function would be similar to that performed by Telecommunications Advisor to the President, an office abolished by President Eisenhower when Haraden Pratt resigned (Vol. 9:26) and his duties, somewhat curtailed, taken over by ODM.

Financial & Trade Notes: CBS achieved record for any 6 months in its history during first half of this year, with sales of \$151,253,680, up 30% from \$116,543,660 for first half of 1952. Net profit was \$4,003,377 (\$1.71 a share) after Federal income taxes of \$6,490,000 and excess profits taxes of \$980,000. Earnings were up 40% from \$2,851,415 (\$1.22) after \$4,270,000 income and \$30,000 excess profits taxes for first half of 1952. The CBS report does not break down earnings by divisions, and figures represent not only TV-radio time sales but CBS-Columbia receiver, CBS-Hytron tube, and Columbia Records Inc. phonograph record sales. For first quarter, CBS net was \$2,404,935 (\$1.03) vs. \$1,522,796 (65¢) same 1952 period. (For CBS 1951-53 sales and earnings figures, see p. 315, *TV Factbook No. 17*.)

Philco's sales totaled \$238,522,000 for record in first 6 months of 1953, up 44% from the \$165,156,000 for same 1952 period and comparing with \$171,023,000 for like 1951 period. Net income after taxes also went to record \$6,900,000 (\$1.90 per common share) plus \$5,316,000 (\$1.51) in non-recurring income from sale of WPTZ and prior years' adjustments. The net income compared with \$4,289,000 (\$1.16) in 1952 period, \$5,741,000 (\$1.58) in 1951. In second quarter of 1953, Philco sales were \$109,464,000 vs. \$80,917,000 in 1952 period and \$57,499,000 in 1951. Second quarter net after taxes was \$3,499,000 (96¢) vs. \$1,948,000 (52¢) in 1952 period and \$2,220,000 (61¢) in 1951.

Raytheon plans to increase authorized \$5 par common from 3,000,000 to 4,000,000 shares, subject to stockholders' approval at special meeting Sept. 17. There are now 2,176,942 shares outstanding. Last dividend was 5% stock in 1945. Some equity financing is planned and proxy statement says "it is the board's present intention to inaugurate a policy of stock dividends [and] when conditions warrant, cash dividends." July 1 backlog of orders exceeded \$200,000,000.

Though Scott Radio showed net profit of \$65,556 (7¢ a share) in fiscal year ended May 31, pres. John S. Meck told stockholders in annual report that firm's retail subsidiary, Meck Television Inc., lost \$504,877 in year. Scott's profit was on sales of \$4,234,600, compared with net income of \$117,335 (12¢) on sales of \$3,908,437 preceding year.

International Resistance Co. reports net profit of \$316,863 (24¢ a share) after taxes of \$557,000 on sales of \$6,776,971 in first 6 months, compared to \$193,825 (14¢) after taxes of \$268,000 on sales of \$5,200,364 in corresponding 1952 period.

Trav-Ler Radio Corp. reports \$8,431,019 sales first 6 months of 1953, more than doubling the \$4,111,421 same period last year. Net profit after taxes was \$468,607 vs. \$37,708. Second quarter sales were \$3,606,380 vs. \$1,374,812; net profit \$198,490 vs. \$8753.

Tung-Sol reports net income of \$1,015,355 (\$1.77 a share on 551,591 common shares) on sales of \$20,727,245 for 26 weeks ended June 27 vs. \$889,843 (\$1.76 on 495,047 shares) on sales of \$15,445,814 same period last year.

Malcolm C. Hutchinson, retired v.p., Irving Trust Co., named a director of General Instrument Co.

Dividends: Television-Electronics Fund, 14¢ payable Aug. 31 to stockholders of record Aug. 14; Philco, 40¢ payable Sept. 12 to holders Aug. 28; Tung-Sol, 25¢ Sept. 2 to holders Aug. 17; Erie Resistor, 20¢ Sept. 15 to holders Sept. 5; Standard Coil Products, 25¢ Aug. 17 to holders Aug. 7; General Precision Equip., Sept. 15 to holders Aug. 25; Westinghouse, 50¢ Sept. 1 to holders Aug. 10; CBS, 40¢ Sept. 4 to holders Aug. 21.

Telecasting Notes: Film industry is getting from TV "a brutal but necessary awakening," said producer Samuel Goldwyn in interview Aug. 5 in *France-Soir* while on Riviera vacation. Does that mean end of Hollywood? he was asked. His reply: "While TV is the most formidable competitor Hollywood has ever known, I am personally grateful to TV. It has provided the film industry with a badly needed rival." He said it has forced Hollywood to more quality films—"an evolution which marks the opening of a great era." To TV, he would bequeath Hollywood's "quantitative" output in favor of more "qualitative" for the theatres . . . Gloomy report on films for TV (Vol. 9:31) is followed up in Aug. 4 *Variety* with lead story about feature film production captioned "H'Wood Climbs Up Off Canvas." Story says: "Hollywood film production, virtually counted out by the gloom guys for the last 4 months, has staggered to one knee and appears to have taken good advantage of the respite offered by the long count." Thirteen weeks ago, it reports, production was 11% below normal, now it's only 7½%. Original predictions of under 250 pictures this year are being revised upward—"but it's doubtful that more than 275-300 will be finished by the year's end." Previous low: 404 in 1947 . . . WSAZ-TV, Huntington, W. Va., rejected Paramount spots promoting its *War of the Worlds*, calling it "horror picture [that is] unsuitable for home entertainment," even in abbreviated form; it thus interpreted NARTB code, says v.p. L. H. Rogers . . . Aspen Pictures and United Artists earmark \$5000 for TV promotion of Hollywood premiere of new Gary Cooper film, *Return to Paradise* . . . Ed Gardner's *Duffy's Tavern* to be filmed for 39-week annual half hour series by Hal Roach Studios with William Morris Agency; first episodes may be ready for fall syndication by Motion Pictures for TV, whose pres. Matthew Fox states project (117 subjects at \$45,000 per) make this one of biggest deals in TV history . . . Phillips H. Lord and crew of 30 filming 6 new *Gang Busters* episodes on Bartlett's Island, off Maine coast . . . William Morris Agency reported negotiating to acquire *Ziegfeld Follies* name for what *Variety* styles "re-birth in cafes and video" . . . Owners of WIRY, Plattsburg, N. Y., competitive applicants for Ch. 28, planning closed-circuit demonstrations with DuMont equipment at Clinton County Fair, Aug. 10-15; DuMont transmitter div. has detailed Kenneth Peterson to chore . . . Upcoming WENS, Pittsburgh (Ch. 16), due on air in latter Aug., reports it has signed up Duquesne U home-&-away basketball games for winter season, has already sold more than 85% of time . . . Toscanini due to direct one simulcast of NBC Symphony and one full-length opera on NBC-TV next season . . . Bill Stern, sportscaster, quits NBC to join ABC with new program starting Sept. 14.

New FCC member to succeed retired Paul A. Walker had not been chosen up to press time, though trade insiders say he will be Robert J. Dean, 51, a lawyer, pres. & chief owner of radio KOTA, Rapid City, S. D., CBS affiliate and TV applicant. He's supported by Sen. Case (R-S.D.). Backers of avowed candidate Charles Garland, who manages Gene Autry's KOOL, Phoenix, were still working this week on his behalf; they include Sen. Goldwater (R-Ariz.) and Eugene Pulliam, Indianapolis & Phoenix publisher. Appointment to post, vacant since June 30, is now expected to come while President Eisenhower is vacationing in Colorado.

First issue of *Television Age*, new trade monthly, was delivered this week, contains 40 pages of advertising out of 86 total. Features of August number are reports on the CBS-NBC sales battle, what advertisers should know about color, TV spending by cigarette firms. S. J. Paul, ex-*Broadcasting*, is publisher.

Five applications for new TV stations were filed with FCC this week, making total pending 548 of which 175 are uhf. Applications included one for Ch. 13 in Houston by company headed by Mayor Roy Hofheinz, who controls Houston's KTHT and recently sold his KSOX, Harlingen, to grantees of KGBS-TV, there (Vol. 9:25); Hofheinz group thus becomes 6th competitor for Ch. 13. Two rivals applying for Ch. 4 in Big Spring, Tex. are principals in KBST & KTXC, former including Lewis Seibert, new owner of KGKL, San Angelo, which recently gave up CP for Ch. 3 (Vol. 9:13). Sixth applicant for Ch. 10 in Norfolk area filed this week—new owners of WSAP, Portsmouth, headed by Charles J. Duke Jr. Seeking uhf Ch. 29 allocated to Wilmington, N. C. for Carolina Beach, N. C. is company headed by contractor O. C. Tucker and including Milton Hammer, producer of TV program *Washington Spotlight*. [For further details about these applications, see *TV Addenda 17-E* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Channel shifts & power increases: WSYP-TV, Syracuse, shifted last week from Ch. 5 to 3, increased to 100 kw; WKAB-TV, Mobile (Ch. 48), added 12-kw amplifier, boosted ERP to 258 kw; WEEK-TV, Peoria (Ch. 43), put 12-kw amplifier in operation, achieved 175 kw; WLWT, Cincinnati, and KPIX, San Francisco, both now operating with full 100 kw. GE reports following shipments due this month: 1-kw uhf amplifiers to WOSH-TV, Oshkosh, Wis. (Ch. 48); KIMA-TV, Yakima, Wash.; (Ch. 29); KRTV, Little Rock, Ark. (Ch. 17); WLOK-TV, Lima, O. (Ch. 73). GE has scheduled 20-kw vhf amplifiers this month to WCPO-TV, Cincinnati, and KGO-TV, San Francisco; 35-kw units are due for WJBK-TV, Detroit, and KING-TV, Seattle. RCA reports 25-kw vhf amplifier shipments to KBTV, Denver; WHIO-TV, Dayton; WWJ-TV, Detroit.

Waiver of power limitations to permit increase from 48 kw to 146 kw (at 3070 ft. above average terrain), requested by KXLY-TV, Spokane (Vol. 9:25), was turned down by FCC this week. However, language of denial indicates Commission may eventually permit such increases. Order said that Commission is now studying proposals concerning changes in power-height rules; that such changes would involve allocation principles and therefore require more study; that approval of KXLY-TV's request would be a pre-determination of such proposals; that rule-making would be more appropriate way to effect changes.

Now come the osteopaths with sure-fire publicity at expense of TV, their recent American Osteopathic Assn. convention in Chicago having been warned by one Dr. George Tarulis that TV can make children more susceptible to diseases by keeping them indoors and paving way for "bad body mechanics." And Chaplain Louis King, of Chicago's Bridewell prison, addressing Moody Bible Institute, comes fourth with this gem: TV programs "cause a fever of the mind, tuberculosis of the heart and cancer of the soul [and] are more dangerous to youth than the atomic bomb."

Theatre Network Television (Nathan Halpern) has lined up exclusive rights to Marciano-La Starza heavyweight championship fight in New York's Polo Grounds Sept. 24 for reported \$125,000 and undisclosed percentage of theatre boxoffice receipts. It's 9th major fight televised by TNT in 3 years, will be "blacked out" in theatres in New York and parts of New England. Fight won't be telecast on networks.

Paper on booster experiments, presented at NARTB convention in Los Angeles (Vol. 9:18) and summarizing tests conducted by WSM-TV, Nashville, at Lawrenceburg, Tenn., has been reprinted and is available from NARTB.

Television Digest

with **ELECTRONICS REPORTS**

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In this issue:	{	FCC Ponders Economic Position of UHF, page 1	TV-Radio Sponsorships—Current Trends, page 3
		St. Louis' Second—Total on Air Now 219, page 1	Transmitter Shipments & Upcoming Stations, page 6
		9 CPs Granted, 1 Drops, More Mergers, page 2	DuMont-WGLV Showcase 5-kw Transmitter, page 7
		TV Time Billings \$450,000,000 This Year, page 3	Color Arouses Fears All Through Trade, page 8

FCC PONDERES ECONOMIC POSITION OF UHF: FCC gave a lot of attention to uhf this week, took no action, will take it up again next week. Following up on its quiet "study" program (Vol. 9:31), it spent a good deal of time debating whether to send a "letter of inquiry" to networks, asking them to describe uhf affiliation policies. Commission decided to pass over subject until next week -- and there's no telling what action will be taken, if any.

It all points up growing Commission uneasiness, not strong yet, about the future of uhf, and what it can or should do to promote the medium. Commission's consideration of matter is not prompted by formal complaints or petitions from uhf grantees -- except that subscription-TV proposal by 4 uhf grantees last week (Vol. 9:32) may be considered an indirect complaint. Informally, however, uhf operators and their attorneys are squawking aplenty (Vol. 9:31).

Feeling at FCC is that uhf operators and CP holders don't want to come out in open for fear of alienating networks, killing off chances of eventually securing affiliations and/or inviting other retaliations.

The FCC has learned through bitter experience -- which depressed Commission prestige tremendously -- that it can't bludgeon industry into violating economic laws which govern industry. Most notable fiasco was in incompatible color. There was also FM. Under an Eisenhower administration, there isn't ghost of a chance that Commission would try to make industry jump through the hoop.

But FCC is feeling its way. On one hand, it wonders whether it's Commission's responsibility to probe; on other hand, it questions whether such a public inquiry, indicating concern over uhf, would do more harm than good. Uhf operators, meanwhile, are doing what comes naturally -- promoting to beat the band (see p. 7).

ST. LOUIS' SECOND—TOTAL ON AIR NOW 219: St. Louis area got its second station, as did Lansing, Mich. -- and others starting in Butte, Mont. and Monroe, La. this week brought total at press time to 219 operating commercially or testing -- 56 of them uhf. For first time, too, post-freeze starters (111) went ahead of pre-freeze (108).

St. Louis' second is uhf WTVI, Ch. 54, officially allocated to nearby little town of Belleville, Ill., but with business offices in city and Federal transmitter and 600-ft. tower atop Illinois Bluffs on Mississippi, about 6½ mi. from downtown St. Louis. It began operating Aug. 10 with telecast of St. Louis Browns-Cincinnati Reds game, announced by Dizzy Dean.

First competitor of 6½-year-old KSD-TV (Ch. 5) was launched amid promotional fanfare that included spots on 6 radio stations, ads in both St. Louis newspapers, kits to all dealers -- including 5-ft. window streamers and decals calling attention to baseball telecasts, etc. WTVI affiliates with DuMont, via microwave from Chicago and Terre Haute, now operates on 6-12 p.m. commercial schedule. Base rate is \$400, and it starts with exceptional lineup of sponsorships (see Station Accounts). Main-springs of project are ex-St. Louis TV-radiomen Bernard Wilson, pres.; John Hyatt, v.p. & gen. sales mgr.; W.H. Averill, national sales mgr. Weed is national rep.

St. Louis is fourth major pre-freeze one-vhf station market to get uhf -- others having been Miami, with uhf WFTL-TV in Ft. Lauderdale since April, another due soon; Kansas City, with Empire Coil's uhf KCTY on air since June, now with new vhf also; Pittsburgh, with uhf WJKF-TV now one month old, another due shortly. And it won't be long before one-vhf Norfolk, Buffalo and Milwaukee also get uhf competitors. This week's starters, in addition to WTVI:

WILS-TV, Lansing, Mich. (Ch. 54) began testing Aug. 11, and mgr. Wm. Pomeroy reported at week's end that "conversion ratio is exceeding most optimistic hopes." It's now operating 10 a.m.-10 p.m. daily with test patterns, interspersed with one feature film in afternoon, one in evening. It uses RCA transmitter, with antenna on Olds Tower Bldg. near state capital. Base rate is \$200, networks are DuMont & ABC. Wm. Pomeroy and brother John (chief engineer) control station. O.L. Taylor is rep.

KXLF-TV, Butte, Mont. (Ch. 6) began testing night of Aug. 14, first station in state and second TV outlet launched by Ed Craney, who started in radio in Butte some 25 years ago now runs string of radio stations in Montana, Washington, Oregon, and owns half (with Bing Crosby) of KXLY-TV, Spokane. He thus beats KOPR-TV (Ch. 4) on air; that Frank Carman-Grant Wrathall Butte project had also been announced for early start. KXLF-TV has RCA equipment. Walker is rep.

KFAZ, Monroe, La. (Ch. 43), opening up northeastern section of state to TV for first time, got jump on ex-Lieut. Gov. Noe's vhf KNOE-TV (Ch. 8), last reporting it plans start week of Aug. 24, by putting on first test patterns Aug. 11 and preparing to go commercial Aug. 16. Gen. mgr. J.R. White reports 60-mi. radius of signal from Federal transmitter in early tests. Base rate is \$150. Headley-Reed is rep.

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Very nearly ready to go, several possibly starting this Sat. or Sun., were KCMC-TV, Texarkana, Tex. (Ch. 6); KSBW-TV, Salinas, Cal. (Ch. 8); WVEC-TV, Norfolk-Hampton, Va. (Ch. 15); WICA-TV, Ashtabula, O. (Ch. 15); KEDD, Wichita, Kan. (Ch. 16); WBUF-TV, Buffalo (Ch. 17); WCAN-TV, Milwaukee (Ch. 25); KAFY-TV, Bakersfield, Cal. (Ch. 29) -- perhaps several others. We'll report on them as fast as we get facts.

9 CPs GRANTED, 1 DROPS, MORE MERGERS: As if to balance last week's light CP output, FCC this week granted 9 -- 3 of them via final decisions. At same time, another uhf CP was relinquished after Commission put squeeze on grantee to build.

In dropping the CP for WKMI-TV, Kalamazoo, Mich. (Ch. 36), Howard D. Steere pointed to "present economic uncertainties of uhf in markets [where] vhf is well established." Economic problems face some vhf grantees, too, as indicated by Commission's letter this week to KCNA-TV, Tucson, Ariz. (Ch. 9), stating it can't grant more time to build on basis of present information. Tucson (pop. 45,454) already has KOPO-TV (Ch. 13) on air, KVOA-TV (Ch. 4) under construction.

This week's grants: Fresno, Cal., John Poole, Ch. 53; Jacksonville, Fla., WOBS, Ch. 30; Evanston, Ill., WNMP, Ch. 32; Cedar Rapids, Ia., Cedar Rapids TV Co., Ch. 9; Boston, Mass., J.D. Wrather Jr., Ch. 44; Worcester, Mass., Wilson Enterprises Inc. (WAAB), Ch. 20; Steubenville, O., WSTV, Ch. 9; Allentown, Pa., Queen City TV Co., Ch. 39; San Juan, Puerto Rico, WAPA, Ch. 4.

Sidelights on grants: Final decisions were in Worcester, Allentown & San Juan. Fresno grantee John Poole, long-time uhf enthusiast, also holds uhf CPs for Los Angeles and Sacramento. Cedar Rapids grantee comprises group of businessmen, among which largest stockholders are theatreman Myron Blank (32%) and Morris Eban (16%); grant came after competitor Gazette Co. dropped out under agreement to sell its KCRG to new TV grantee and acquire 30% of CP.

Boston CP-holder Jack Wrather is the oilman who owns part of KOTV, Tulsa, and KFMB-TV, San Diego, in association with Maria Helen Alvarez. Steubenville grant resulted from termination of bitter struggle with theatreman John R. Osborne; he dropped out and, with associates, will acquire part ownership of new CP.

* * * *

With new priority rules going into effect Aug. 24 (Vol. 9:29), uhf grantees in cities with one vhf station are really putting pressure on to begin telecasting by that date. Reason, of course, is that by so doing they can push city's competing

vhf applicants further down priority lists and delay start of their hearings by many months. Any such delay gives them better chance to acquire strong network affiliations, build uhf audience, before new vhf stations get going.

Since publication of our illustrative list, showing cities' status as of July 1 (see Special Report, July 18), picture has changed. For example, Pittsburgh now has second station; Madison has 2; new starters in Buffalo and Norfolk are imminent, etc. As Aug. 24 nears, Commission will undergo more and more urging to recognize, or not to recognize, new stations as "operating" according to new rules.

TV TIME BILLINGS \$450,000,000 THIS YEAR: If network figures can be accepted as index -- and they usually are -- it looks like TV time sales are soaring to record heights this year, may even exceed radio's best year.

Publishers Information Bureau network report for first 6 months, released end of July (Vol. 9:31), disclosed the 4 TV networks have sold nearly \$105,000,000 worth of time first half of 1953, representing steady rise from the \$92,000,000 of preceding 6 months and \$88,500,000 in first half of 1952.

Since TV's best months come in second half, it's reasonable to assume gross for networks will reach \$225,000,000 for all of 1953 -- a considerable climb from the \$180,200,000 of 1952, \$128,000,000 of 1951, \$40,000,000 of 1950, \$12,000,000 of 1949 (figures rounded, for month-by-month details, see p. 350, TV Factbook No. 17).

Both in 1952 & 1951, network grosses ran somewhat more than half combined network-station revenues, as reported by FCC. So it can be assumed this will happen again this year -- in fact, over-all figure should be even better for there are more stations this year and many more spot and local sponsors.

Thus a conservative estimate of time billings for all telecasters this year would be \$450,000,000. Compare this with FCC's audits showing telecasters' total revenues of \$324,200,000 in 1952, \$235,700,000 in 1951, \$105,900,000 in 1950 -- and, in the inceptive years 1949, \$34,300,000; 1948, \$8,700,000 (ibid, p. 351).

This year's \$450,000,000 would compare with radio's best year which, according to FCC, was \$473,100,000 in 1952. It's questionable whether radio will achieve this total this year; certainly, it won't go very much higher, if at all. So it can even be conjectured that TV's 4 networks and 200-odd stations this year may even exceed radio's 4 networks and 2500-plus stations (Vol. 9:27).

For time-&-talent expenditures on TV, Printers' Ink calculated \$580,100,000 in 1952. From that it may be adduced that, if TV network time billings go up 25% this year, time-plus-talent will go up commensurately. It's our guess the Printers' Ink figure for 1953, when finally compiled, will run around \$700,000,000.

TV-RADIO SPONSORSHIPS—CURRENT TRENDS: Looked at through timebuyers' eyes, patterns of TV-radio are shifting fast-&-furiously these days -- and the industry is indebted to the authoritative Sponsor Magazine for an excellent sizeup of what it all means to the advertisers who last year spent \$580,100,000 for TV time-&-talent (Printers' Ink estimate) and who this year will spend considerably more. First, to summarize TV network trends, as culled from Sponsor's jam-packed recent "Fall Facts" issue:

(1) Big single-station markets will practically be thing of the past by Christmas, when 23 of the 28 one-station markets of April 1 should have 2 or more stations -- most of new ones uhf. Sponsor quotes NBC as expecting new outlets by then in Pittsburgh, St. Louis, Milwaukee, Buffalo, Indianapolis, Providence, Kansas City, Charlotte, Schenectady, Seattle, Houston, Memphis, Rochester, Huntington, Norfolk, New Orleans, Oklahoma City, Miami, Des Moines, Greensboro, Jacksonville, Tulsa, Portland, Ore. None forecast for Toledo, Richmond, Nashville, Erie, Binghamton. [Editor's Note: Second stations are already operating in Pittsburgh, Kansas City, Houston, Miami, St. Louis areas -- about to start in Milwaukee, Norfolk, Buffalo.]

(2) Networks will be about twice as big this fall as last; 125-station commercial hookups should be commonplace by early 1954.

(3) Program competition will be keener than ever, spurred by more multiple-station markets, by NBC's entry into late-morning field, ABC's new stable of stars.

(4) Costs-per-1000 will be high in new markets at outset, will be offset to great degree by declining costs in established markets. Sponsor quotes ad agency Sullivan, Stauffer, Colwell & Bayles study to show that for an unidentified 30-min. night show, its costs by size of market as of Feb. 1 were: (a) For 500,000 pop., \$1.06 per 1000 TV homes. (b) For 250-500,000 pop., \$1.82. (c) For 200-250,000, \$2.21. (d) Under 200,000, \$3.07. Excluding post-freeze station, average came to \$1.51, compared with average of \$1.70 year ago.

(5) Cost trends of top programs are upward (more stations, higher talent charges) but some low-cost shows will be available -- e.g., Stork Club, down from \$14,000 for 30-min. last year to \$10,400 now; U.S.A. Canteen, \$29,500 for 30-min. last year, \$9000 for 15-min. this year.

Anent new markets, Sponsor warns that market potential is more important than present set ownership in planning for future. "If advertiser must choose between one of 2 stations, the market with 20,000 sets and a potential of 100,000 may be a better buy than 30,000 sets and potential of 60,000, other things being equal."

* * * *

Trends in spot TV can be summarized thus:

(1) Big advertisers like Benrus, Bulova, Camels, Procter & Gamble are quick to move in on new stations to tie up favorable spots. More and more large advertisers are turning to daytime spots as viewers increase and night slots get scarcer; the earlier in the day, the more availabilities -- but TV has long way to go before it can catch up with radio's hold on breakfast audience.

(2) High costs dictate careful spot buying, with admen checking closely on set penetration, overlap, uhf conversions. Procter & Gamble, for example, prefers not to buy until there are 30,000 sets in a market.

(3) About 10% of stations will increase their spot rates after next fall, though most pre-freeze stations will hold steady.

(4) "Quickie" 10-second identification spots gaining in popularity, some big stations completely sold out. Advertisers moving cautiously in making film commercials because of re-use scales in Screen Actors Guild contracts; they're also using smaller casts in film commercials. A few advertisers (R.J. Reynolds, Colgate) are already shooting color film commercials to be ready for color TV.

* * * *

Network radio rates are pretty well stabilized, Sponsor finds, and outlook is optimistic. Network program ratings are down -- but there are more radios-in-use.

Spot radio outlook is good, by and large. Sponsor finds "TV fright beginning to wear off" and "TV-shy" clients buying so many morning spots that some big stations must put them on rotating schedules to fit them in. As night rates drop, more sponsors are attracted. Between 30-50% of major radio outlets in TV markets on single-rate basis now for day-&-night, another 10% going that way by fall. Radio timebuying is becoming more scientific (utilizing audience measurement services more) and more selective (e.g., appeals to \$15 billion Negro market). Even Storecasting, the FM in-store broadcasts, is on upbeat with more than 300 advertisers in field.

Note: Advertiser expenditures on radio time-&-talent were \$722,700,000 in 1952, of which \$401,500,000 was national (network and spot) and remainder local, according to Printers' Ink. While radio total has been going up yearly, its rate of climb has been slowed. TV's rate has been meteoric, comparatively, its 1952 figure of \$580,100,000 (\$442,400,000 of it national) comparing with \$388,400,000 in 1951. It's generally conceded that, just as network TV billings have outstripped network radio, total TV within year or two will forge ahead of total radio.

"Highest TV station" claim for XEQ-TV, Mexico City (Vol. 9:32), is stoutly maintained by Ernest Marx, director of DuMont's international div., which built station at Cortez Pass. Though Pass itself is 11,975-ft. above sea level, transmitter site is above Pass at 13,405-ft. level and tower-&-antenna add about 300-ft. more, he says. He doesn't know how station's area coverage would compare with that of projected stations on New Mexico's

Sandia Crest, because height above average terrain hasn't been calculated for Mexican station. Marx doubts whether anyone will want to build higher any place in the world-- with possible exception of the Alps. Spokesman for KGGM-TV, Albuquerque (Ch. 13), incidentally, tells us that grantee pioneered possibility of putting transmitter on 10,833-ft. Sandia Crest, will get going there before KOB-TV (Vol. 9:32).

Personal Notes: Harry Ackerman, CBS-TV Hollywood v.p. in charge of network programs, announces these new Hollywood appointments as result of expansion of Television City originations (12 shows booked, 5 being lined up): James Fonda, promoted to director of network programs; Cecil Barker, ex-ABC, appointed exec. producer; Hal Hudson, exec. asst. to Ackerman, named to new post of gen. mgr. of CBS-TV, Hollywood; Ben Feiner, exec. producer, adds new Bob Crosby 5-a-week daytime show . . . Jerry Danzig assigned by CBS-TV as producer-in-charge of color programs . . . Lloyd E. Yoder, recently shifted by NBC from gen. mgr. of Denver's KOA to San Francisco's KNBC, named gen. mgr. of NBC's WNBK & WTAM, Cleveland, succeeding Hamilton Shea, recently promoted to gen. mgr. of WNBT & WNBC, N. Y.; George Greaves promoted from asst. to gen. mgr. of KNBC . . . Charles V. Dresser, NBC central div. TV spot sales mgr., promoted to director of sales for WNBQ & WMAQ whose respective sales mgrs. are John McPartlin & Rudi Neubauer . . . Leslie Harris, recently resigned TV-radio director, Colgate-Palmolive-Peet, now a partner in Bernard Schubert Productions, N. Y. . . . Ralph C. Robertson, ex-asst. adv. mgr., Colgate-Palmolive-Peet, named v.p., marketing director & exec. supervisor of media, TV-radio & merchandising depts., Geyer Adv., N. Y. . . . Wm. R. Seth, ex-Needham & Grohmann v.p., named v.p. in charge of TV-radio, Lewin, Williams & Saylor, N. Y.; Robert Brenner continues as TV-radio director . . . Joseph R. Matthews

appointed western mgr. of A. C. Neilsen Co.'s new TV-radio sales & service office at 100 Bush St., San Francisco . . . C. Herbert Masse, sales mgr., WBZ-TV, Boston, elected pres., Radio Executives Club of New England . . . Charles Abel named chief engineer, KFMB-TV & KFMB, San Diego, succeeding Thornton Chew, now engineering operations director for John Poole TV-radio stations . . . Peter McDonald named by CBC to head its new CBUT, Vancouver (Ch. 2), due on air in Nov. . . . Edward F. Murphy, ex-WGN-TV, Chicago, appointed program director of upcoming KSTM-TV, St. Louis (Ch. 36) . . . C. Lee Smallwood promoted to sales & promotion mgr., WALA-TV, Mobile . . . Soterios Pappas promoted to program supervisor, WBAL-TV, Baltimore . . . Theodore Zaer, WNBT-WNBC controller, appointed NBC radio network div. controller, Marion Stephenson appointed asst. George Hicks returns to ABC as newsmen, in addition to handling new U. S. Steel TV show . . . Arthur Hein, sales service mgr., promoted to merchandising mgr., WBBM-TV, Chicago, succeeded by Ed Cotter . . . James Schiavone promoted to program-production mgr., WWJ-TV, Detroit.

Harvey B. Otterman, veteran associate chief of State Dept. telecommunications policy staff, retired after 44 years with Govt.; his well-known asst., Florence Trail, incidentally, was married July 21 to Frank B. Dowling.

John Speer, 43, program director of WKZO-TV & WKZO, Kalamazoo, died this week of a liver ailment.

Network Accounts: Not all summer TV shows will fade away when autumn leaves fall—several sponsors having already renewed contracts for year-round retention of programs originally intended merely as fill-ins. Though this summer failed to produce show comparable in audience appeal to last summer's *Mr. Peepers*, current record is fairly impressive. Among summer shows to be retained year-round (times & dates not yet firm): NBC-TV's *Original Amateur Hour* (sponsored by Pet Milk); NBC-TV's *Sound Stage* (Campbell Soups); CBS-TV's *Summertime U.S.A.* (GE); CBS-TV's *Medallion Theatre* (Chrysler) . . . Sherwin-Williams Co. (paints) to be alt.-week sponsor (with Lucky Strike) of *Ray Bolger Show*, on ABC-TV, starting Oct. 8, Thu. 8:30-9 p.m., thru Fuller & Smith & Ross . . . GE (Telechron clocks) buys 7-week participation on Dave Garroway's *Today*, on NBC-TV, starting Nov. 3, Mon.-thru-Fri. 7-9 a.m., thru Young & Rubicam . . . Ex-Lax (laxative) to sponsor *Leave It to the Girls* on ABC-TV, starting in fall, Sat. 7:30-8 p.m., thru Warwick & Legler . . . Consolidated Chemical Industries Inc. (chemical products) to sponsor *Arthur Murray Show*, starting in fall, on NBC-TV, Mon. 7:30-7:45 p.m., thru Brennan Adv., Houston . . . American Dairy Assn. buys Tues.-Thu. 3:30-3:45 p.m. segment of *Bob Crosby Show*, on CBS-TV, starting Sept. 14, Mon.-thru-Fri. 3:30-4, thru Campbell-Mithun Inc. . . . Congress of Industrial Organizations (labor union) after buying Mon.-thru-Fri. 7-7:15 p.m. news commentary by John W. Vandercook on ABC Radio, starting Sept. 7, negotiating with ABC-TV for monthly panel show, *Meeting Place U.S.A.*, starting in fall, Thu. 10-10:30 p.m., thru Henry J. Kaufman & Assoc. . . . Sweets Co. of America (Tootsie Rolls) renews *TV Teen Club* on ABC-TV, starting in fall, Sat. 7-7:30 p.m., thru Moselle & Eisen . . . Serutan Co. (health foods) shifts *Juvenile Jury* from NBC-TV to CBS-TV, starting Oct. 11, Sun. 4-4:30 p.m., thru Edward Kletter Assoc.

Station Accounts: St. Louis area's new WTVI, officially credited to Belleville, Ill., 6½ mi. away, gets off to flying commercial start with 62 local advertisers, 9 national spot accounts and immediate DuMont network interconnection. WTVI began operating Aug. 10 with \$400-500,000 worth of business already on books, reports gen. sales mgr. John I. Hyatt. Its spot accounts: Alliance Mfg. Co. (rotors), thru Foster & Davies, Cleveland; Falstaff Brewing Co., thru Dancer-Fitzgerald-Sample, N. Y.; Folger Coffee Co., thru Grant Adv., Chicago; Ford Dealers, thru J. Walter Thompson Co., N. Y.; Chevrolet Dealers, thru Campbell-Ewald, Detroit; Harpel's Salad Dressing, thru Curt Freiberger & Co., Denver; Marvel Cigarettes, thru Aitkin-Kynett, Philadelphia; Royal Bedding Co., thru Bozell & Jacobs, Chicago; Stanback Co., thru Piedmont Adv., Salisbury, N. C. . . . Frigidinner Inc., Philadelphia, planning test TV-radio-newspaper campaign there in Sept. for pre-cooked and frozen meals, with possible other markets later as distribution expands; other new products due to be introduced via TV: Soap-Up Corp., Grand Rapids, Mich. (kitchen utensil), thru Ralph Sharp Adv., Detroit; Industrial Research Inc., Miami (Hydrocap Catalyst Battery Cap), thru Miami office, Hirshon-Garfield Inc. . . . Procter & Gamble readying Sept. schedule for Drene, thru Compton Adv., and Oct. spots for Dreft, thru Dancer-Fitzgerald-Sample . . . Lambert Pharmacal Co. planning spot TV-radio, in addition to its ABC *Ozzie & Harriet* simulcasts, starting Sept. 18, to introduce new Listerine Antizyme Toothpaste, thru Lambert & Feasley, N. Y. . . . Safeway Stores' first major TV buy is Fri. 9-10:30 film period on WPIX, N. Y., which also signs Jay Broiler Co. (Roto-Broiler broiler) for Roto Magician, Mon. & Wed., 7:15-7:30 p.m. . . . Among other advertisers using or reported planning to use TV: Fanny Farmer Shops (candy chain), thru Charles L. Rumrill Adv., Rochester, N. Y.; Groveton Paper Co. (Vanity Fair facial tissues), thru Paris & Peart, N. Y.; Grant Tool Co. (cutlery), thru Wolf, Droleg & Wolf, N. Y.; Richman Bros. Co. (clothing mfr.), thru Lang, Fisher & Stashower, N. Y.; Honey Harbour Co., Washington, Conn. (Woolite Wool Soap), thru Ruthrauff & Ryan, Chicago; Venice Maid Co., Vineland, N. J. (food specialties, including Duncan Hines soups), thru Schoenfeld, Huber & Green.

Matthew Fox, head of Motion Pictures for Television, named chairman of Pola-Lite Co., maker of glasses for 3-D motion pictures, which has signed with National Film Service for distribution through its 33 exchanges.

VERY FEW NEW transmitter shipments or orders were reported by the manufacturers this week—but a veritable land-rush was seen in offing. RCA reported WOKY-TV, Milwaukee (Ch. 19) as only new vhf order, due for shipment week of Aug. 17; it also noted that shipments scheduled for week of Aug. 10 have been postponed to Aug. 17 week to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); Capital City TV Co., Sacramento, Cal. (Ch. 40), name changed from California TV Co.

DuMont reported one new vhf order due for Sept. 1 shipment to WTOK-TV, Meridian, Miss. (Ch. 11), and called our attention to fact that its uhf shipment this week goes to WBUF-TV, Buffalo (Ch. 17), not WBES-TV, as erroneously reported last week; transmitter to WBES-TV (Ch. 59) was shipped by RCA July 30.

GE got off 5-kw transmitter this week to KOIN-TV, Portland, Ore. (Ch. 6), ships next week to KATV, Pine Bluff, Ark. (Ch. 7), and reports new order for 20-kw from WSLI-TV, Jackson, Miss. (Ch. 12). Uhf 100-watt transmitter went out this week to WCOC-TV, Meridian, Miss. (Ch. 30), and 3 more 12-kw leave week of Aug. 17—to WILK-TV, Wilkes-Barre, Pa. (Ch. 34); WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22).

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

WMT-TV, Cedar Rapids, Ia. (Ch. 2) is aiming for Sept. 27 programming target, will be CBS basic, has published rate card with \$300 base rate. Now going up is 600-ft. Blaw-Knox tower, to be surmounted by 101-ft. 6-bay antenna. Transmitter is RCA. Wm. B. Quarton, gen. mgr., reports present AM sales mgr. Lew Van Nostrand and program director Douglas B. Grant will continue over both TV-radio, with these others assigned to TV exclusively: Buzz Hassett, sales director; George Hixenbaugh, chief engineer; Leo Cole, promotion mgr.; Jackie Grant, film editor. Katz is rep.

WCIA, Champaign, Ill. (Ch. 3) now has its RCA equipment and has scheduled mid-Oct. test patterns, reports gen. mgr. Harry Maynard. Hollingbery will be rep.

New Ch. 4 grantee in Valley City, N.D., unable to utilize call letters of own AM station KSJB, Jamestown, under FCC ruling forbidding use of identical call letters by stations in different cities, hasn't yet ordered equipment but will begin construction of quarters in Oct. and hopes to get station on air early in 1954 as weather permits. John Boler is owner; he also operates KCJB-TV, Minot, whose rep, Weed Television, is expected also to represent new station.

KQED, San Francisco area educational grantee (Ch. 9), has set up headquarters at 421 Powell St., San Francisco, reports gen. mgr. James Day, and is purchasing RCA transmitter atop Mark Hopkins Hotel formerly used by KPIX. Studios will be in Dwinnelle Hall on U of California campus in Berkeley. No target date set but, with conversion of old KPIX transmitter to Ch. 9 due to be completed by mid-Nov., station should get started before end of this year, states Day.

WVET-TV & WHEC-TV, Rochester, N. Y. (Ch. 10), share-time grantees, plan Nov. 15 tests, Dec. 1 programming—GE equipment having been ordered. Combined stations will be basic CBS-TV, alternating approximately every 24 hours. For example, WHEC-TV will begin Sun. at 5 p.m., has all time reserved until 6 p.m. Mon., when WVET-TV goes on air. Following is the WHEC-TV timetable—all other times being reserved for WVET-TV: 5 p.m. Sun.-6 p.m. Mon.; 7 p.m. Tue.-6 p.m. Wed.; 7 p.m. Thu.-6 p.m. Fri.; 5 p.m. Sat.-3 a.m. Sun. WHEC-TV's Glover F. Delaney is coordinator for both stations. Ervin

F. Lyke, pres. & gen. mgr. of WVET-TV, has named Arthur Murrellwright gen. sales mgr.; F. Chase Taylor, operations mgr.; Ray Jobs, chief engineer. Base hour rate of both stations will be \$700. Bolling will represent WVET-TV. Everett McKinney will be WHEC-TV rep.

WREX-TV, Rockford, Ill. (Ch. 13), project of Gran Enterprises, Milwaukee (theatres), planning debut this fall as CBS affiliate, now has DuMont transmitter and 12-bay RCA antenna on hand, begins erection of 600-ft. Stainless tower week of Aug. 17, according to gen. mgr. Soren Munkhof. Howard Elliott, ex-Raytheon and WOW-TV, Omaha, has been named chief engineer; Robert Truscott, ex-WBAY-TV, Green Bay, Wis., asst. chief engineer; Jack R. Gennaro, sales. H-R Television will be rep.

WITV, Ft. Lauderdale, Fla. (Ch. 17), its RCA equipment delivered last week, plans to start before 1953 winter season, which means Sept. or Oct. Pres. and 25% owner of Miami area's second uhf is Comdr. Mortimer L. Loewi, ex-DuMont executive who now operates a winter resort in Hallandale, Fla. Operators have engaged Gil Sayward Associates, Ft. Lauderdale, as promotion agents; J. R. Troxel, ex-WTVJ, as operations mgr.; Stan Shaw, ex-WAAT, Newark, program director; Wallace E. Stone, ex-AP radio div. and recently with WDGy, Minneapolis, national sales mgr. Rep has not yet been announced.

KETX, Tyler, Tex. (Ch. 19) has most GE equipment on hand (except for film chain) and was to begin erecting Andrews tower Aug. 10. Despite repeated delays, owner Jacob A. Newborn Jr. hopes to be on air shortly, but promises no specific date now. Dr. Robert Norris, ex-U of Texas, has been appointed station mgr.; Wm. R. Schock, ex-KEYL, San Antonio, chief engineer; Phil Trammell & Frank Sherry, also ex-KEYL, operations & film engineers; Garnet Evans, ex-ABC's *Big Jon & Sparky* show, promotion mgr.; Helen Snook, ex-U of Texas, program mgr.; Austin Williams, ex-WOAI, news & special events. No rep yet chosen.

WCAN-TV, Milwaukee, Wis. (Ch. 25) failed to make July 20 target (Vol. 9:26), now plans Aug. 25 test patterns with RCA equipment and programming shortly thereafter, according to asst. gen. mgr. Elmer F. Jaspán. Walter Wesley has been named chief engineer. Taylor will be rep.

KBMT, Beaumont, Tex. (Ch. 31), has GE equipment due for shipment this month, plans test patterns the "first 10 days of Sept.," according to board chairman Randolph C. Reed. Rep not yet chosen.

KTVE, Longview, Tex. (Ch. 32) with GE transmitter promised for shipment in Aug., plans tests first week in Sept., programming Sept. 20, according to pres. A. James Henry. Forjoe will be rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46), RCA equipment on hand, plans Sept. 1 tests, Sept. 15 programming, writes gen. mgr. John S. Booth who (with pres. C. M. Cassell) also owns WTVE, Elmira, N.Y. (Ch. 24) which began operating June 1. To stimulate uhf conversions, WCHA-TV is making available to dealers its Dage industrial camera for in-store "See Yourself on TV" promotions. It's also running slogan contest, offering 5 free trips to N.Y. for best slogans by persons who have converted. Hour rate will be \$120. Forjoe will be rep.

WELI-TV, New Haven, Conn. (Ch. 59) is delaying start while awaiting FCC action on 4-station plea for subscription TV (Vol. 9:32): also because vhf power increases are putting city right under gun of strong vhf signals—the local WNHC-TV being due to shift from Ch. 6 to Ch. 8 with new transmitter in Nov. "Certainly not this summer or fall," says mgr. Richard W. Davis in response to inquiries about possible starting time. H-R Television is due to be rep.

DUMONT AND WGLV, Easton, Pa. (Ch. 57), went all out this week in showcasing DuMont's first 5-kw klystron-powered uhf transmitter. In novel demonstration and conference conducted for press, agencies, etc. at 82nd floor of Empire State Bldg., they did good job of telling their story.

Essence of claim is this: With new transmitter, waveguide, tilted 20-gain antenna, proper site and height, 100-kw ERP signal can be received at every possible location in "Greater Lehigh Valley" area, which includes some 126,000 homes in market that has populous Easton-Allentown-Bethlehem as hub.

On basis of field-strength surveys, principals assert area can't be covered properly by uhfs with less power-&-height or by vhf from New York and Philadelphia. Consulting engineer Paul Godley and DuMont propagation expert Robert Wakeman said they were surprised to find no holes or ghosts in entire service area. Antenna is 1063-ft. above average terrain, 471-ft. above ground, 1460-ft. above sea level.

Godley distributed field-strength survey showing comparative signal levels of WGLV, 2 other uhfs, 4 vhfs. For example, at 8 locations in Easton, WGLV produced following levels in uv/m: 5500, 22,500, 11,000, 7800, 20,000, 10,500, 45,000, 1400. Another uhf was unmeasurable at 2 locations, produced these signals at other six: 850, 3900, 450, 185, 350, 630. A third uhf was unmeasurable at 3 locations, produced following signals at other five: 170, 1100, 110, 125, 310. The 4 vhf signals ranged from unmeasurable to 205 uv/m.

In Allentown, WGLV measured as follows at 7 locations: 4400, 10,500, 1350, 2100, 5500, 3500, 12,500. Second uhf produced 700, 5500, 100, 700, 5000, 1100, 1600. Third uhf was unreceivable. Vhfs ranged from unmeasurable to 480 uv/m.

In Bethlehem, WGLV produced these levels at 7 locations: 15,500, 3300, 5000, 17,500, 10,000, 1100, 25,000. Second uhf had 3000, 630, 2100, 2350, 560, 140, 560. Third uhf was measured at only 2 points, one producing 400 uv/m, other not measurable. Vhfs ranged from unmeasurable to 178 uv/m.

Wakeman said that FCC uhf coverage curves are unrealistic, need revision. He said they indicate 5000 uv/m needed for good signal, but he felt that 1000 uv/m is per-

fectly adequate—except for some strips, which require about 2000 uv/m. He claimed that FCC rules should take into account terrain factors for individual stations. An FCC-industry group is studying problem (see p. 11).

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DuMont's point was that low-powered uhf can do more harm than good. Transmitter sales mgr. Herbert Taylor says he will deliver 1-kw transmitters if grantees want them—but without much enthusiasm.

Eimac klystron employed has absorbed a lot of sweat. Early models continuously overheated. Eimac increased ceramic segments by ¼-in. increments until it found proper widths. WGLV's transmitter has been operated at 8 kw, though it's rated at 5 kw. DuMont has worked them experimentally at 10 kw—and it's good guess that Eimac will rate it commercially at 10-15 kw before too many months. DuMont transmitters are said to be so built that they can substitute 10-15-kw klystrons for 5-kw with very few changes. DuMont engineers are betting that other transmitter makers will be using Eimac klystron before long.

Though DuMont's next 5-kw transmitter is scheduled for WNOK-TV, Columbia, S. C. (Ch. 67) shortly (Vol. 9:32), it doesn't divulge any others—and it's understood they'll take considerable time to produce.

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Stunt used at Empire State demonstrations was to display, side by side on 3 sets, pictures coming from 70-mi. distant WGLV, from WABD out-of-the-air, and from WABD off-the-line. WGLV pictures compared very favorably. Particularly noteworthy to us wasn't that picture could be received but that path of relay to and from WGLV included 55 mi. of vhf. Signal is picked up from WABD on vhf at Pattenburg Hill (N. J.), microwaved to WGLV, then picked up on Empire State on uhf.

Publisher J. L. Stackhouse, of *Easton Express*, who owns WGLV, is putting a lot of money and faith into station, hoping to recoup the hundreds of thousands of dollars it has poured down drain in FM-only. WGLV has primary affiliation with ABC & DuMont, started commercial schedule Aug. 14. It carries test pattern 10 a.m.-6 p.m., programs 6-midnight daily, will expand as fast as it can. It estimates 97,000 TV homes in area, 15,000 of them capable of getting uhf.

Vhf reception of uhf is essentially what's suggested in letter filed with FCC by Frederick Budelman, pres., Budelman Radio Corp., 375 Fairfield Ave., Stamford, Conn., ex-chief engineer of Link Radio Corp., New York. He feels it may be possible to transfer most of burden of converting vhf sets from receiver owner to station operator. His idea: "In any one area, a single, relatively high-powered unmodulated signal is radiated on say, 800 mc. On 855.25 mc (carrier frequency) a relatively low-powered video-modulated signal is radiated. At the receiving location, a crystal mixer is associated with and located at the receiving antenna. The two signals described above are mixed and the difference frequency selected and sent down the transmission line to the standard vhf TV receiver. . . . This difference signal is 55.25 mc or the TV Ch. 2 visual carrier frequency. Such a choice would be made in areas where TV Ch. 2 is not in use. In other areas, difference frequencies corresponding to the other unused frequencies could be selected." Possible advantage, he says, is greatly simplified reception of uhf. Idea isn't new. FCC wrote back, telling him he can ask for formal experimental license. Commission engineers say possibility is that out-of-town vhf stations may severely restrict coverage of such setup, but they seem willing to see it tried.

Petitions regarding channel changes filed this week: (1) KCJB-TV, Minot, N. D. (Ch. 13) asks that reserved Ch. 6 be made commercial and Ch. 13 be reserved, stating that it would be able to "provide optimum coverage at more reasonable cost" with Ch. 6; assuming identical installations, it said, Ch. 6 Grade B contour would exceed that of Ch. 13 by 145% and that 33.9 kw on Ch. 6 is equal to 270 kw on Ch. 13. (2) WTRI, Schenectady (Ch. 35) asks Commission to correct allocation error by substituting Ch. 58 for Ch. 42 in Greenfield, Mass., Ch. 77 for Ch. 58 in Brattleboro, Vt. (3) WEVE, Eveleth, Minn. requests move of Ch. 10 from Hibbing to Virginia, Minn., Ch. 10 from Hancock, Mich. to Larium, Mich. (4) Oppositions to petition of WHPE, High Point, N. C. to put Ch. 6 in High Point were filed by WTOB-TV, Winston-Salem, WAYS-TV, Charlotte, and Southern W. Va. TV Inc., Beckley. (5) Opposition to petition of WSAL, Logansport. Ind. plan to put Ch. 6 in Logansport was filed by WKYB, Paducah, Ky.

"Drugcasting," newest addition to broadcasting lexicon, is term WWDC-FM, Washington, gives to broadcasts aimed at FM sets in 75 Peoples Drug Stores in area, to start this fall. Commercials tailored for the stores will also be heard by home audience.

COLOR AROUSES FEARS ALL THROUGH TRADE: A NARDA official spoke out publicly this week on what just about everyone in the TV business who has to meet a payroll is thinking and saying privately:

"We're going to need a powerful industry-wide program of consumer education by fall if we're to keep the prospect of color from butchering our sales this winter and during the first eight months of 1954."

Thus does big National Appliance & Radio-TV Dealers Assn. look on the grimly ominous prospect that speculation and gossip about the advent of color TV, much of it based on misleading headlines and unfulfillable promises, could wreak havoc with black-&-white sales. Problem is intensified by big inventories and much publicity surrounding petitions to FCC for approval of compatible NTSC standards (Vol. 9:30-32).

Despite every possible reassurance from industry leaders, the fact is that color, which could be a big boon to business, is adding a new dimension of jitters to TV retailers, many of them already groggy with top-heavy inventories. Headline in Aug. 10 Journal of Commerce neatly expressed the double-barreled dilemma of many: "Specter of Color Video Chills Loaded Dealers."

Try as they may to bring out consumer education on color, industry leaders still can't do much about headlines which fit between column rules but don't follow the facts. Such headlines can be powerful deterrents to buying because many a consumer, leafing hurriedly through his newspaper, doesn't read below the headlines.

An example of what's driving retailers to worry was contained in Aug. 11 Washington Star. Headline on 2-paragraph Associated Press story read: "Condon Sees Color TV Sets on Mass Market in 1954." Story quoted Dr. Edward U. Condon, former director of Bureau of Standards and now Corning Glass research chief, as predicting "color TV sets will be sold commercially by the fall of 1954" and that "several thousand" color tubes will be available this fall but only to eastern luxury market.

Story makes no mention of "mass market" referred to in headline. Industry knows, of course, that color receivers won't be on "mass market" for several years -- but does consumer know it? Evidently not, judging from reaction of retailers.

Another example was contained in Aug. 12 Variety, which headlined story: "Color TV by Christmas Envisioned as FCC Paves Way for Compatibility." But as far up as second paragraph, story hedged:

"However, while the networks might be transmitting NTSC color before the end of the year, there's little chance that the public will be able to buy receivers to pick up the transmissions (in color) before next summer. Manufacturers have indicated to FCC it will take them from 6 to 9 months to get sets into production. It's also unlikely that color tubes will be available in quantity for some time."

The simple facts are -- as we've reported chapter-&-verse on the basis of knowledge and viewpoints of manufacturers, engineers and others responsible for the development of color -- that not only will the tubes be slow in emerging and very expensive -- but set output will be slow for several years; sets will cost 2-3 times more than equivalent black-&-white (probably \$800-\$1000 up); and colorcasts will be limited for several years, mainly to occasional network shows.

Certainly, color isn't close enough to the reach of the mass market to warrant the average consumer holding off buying a new or replacement black-&-white set, whose ability to pick up colorcasts in first-rate monochrome is guaranteed by the forthcoming adoption of NTSC standards.

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Granted that uneasiness exists in the trade, what can be done about it? On behalf of dealers, NARDA is trying to interest RETMA in a joint consumer education venture -- a publicity campaign to keep the public apprised of the facts.

RETMA is divided on steps to be taken. Most members seem to believe problem can be handled as now, with each manufacturer entrusting to his distributors and his own promotion dept. the task of providing current and correct information to dealers. Some others think RETMA should undertake some sort of program on behalf of all manufacturers -- the whole industry. It's a safe bet former viewpoint will prevail, at least until color sets are ready to be sold and market can be assessed more fully.

There's also legal question whether RETMA, acting as an organization, can go into a venture that might influence sales of either color or monochrome. And there are many who feel that the sooner color sets are on the market, limited in supply and very expensive as they must necessarily be, the better for black-&-white market. As GE's Dr. W.R.G. Baker told National Assn. of Electrical Distributors in May:

"There will be a very critical period in sales while the public appraises the value of color against black-&-white and becomes educated to the true facts of the actual advantages of color TV -- the programs that will be available, just how much color adds to the programs and what they would have to pay over and above the cost of a good black-&-white receiver. The quicker we can give the public the opportunity to make this side by side comparison and appraisal, the shorter will be the period of indecision and hesitancy to buy a black-&-white receiver."

NARDA pres. Wallace Johnston said substantially the same thing to delegates attending his convention in Chicago in June.

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TV production jumped sharply in week ended Aug. 7, totaling 115,430 units (7339 private label), up from 80,589 preceding week and 68,371 week ended July 24. It was highest weekly total since mid-June and brought third-quarter production so far to estimated 400,000 (5 weeks) and year so far to nearly 4,300,000 (31 weeks).

Radio output totaled 225,432 (92,318 private), compared to 226,027 week ended July 31 and 180,200 week before. It brought third-quarter production to about 900,000, and for year to nearly 8,200,000. Week's radios: 63,531 home sets, 45,213 portable, 32,066 clock, 84,422 auto.

Trade Personals: Harry A. Ehle, v.p. of International Resistance Co. and RETMA board member, elected pres. of Radio Parts & Electronic Equipment Shows Inc., sponsor of annual Chicago electronic parts show . . . Dr. W. R. G. Baker, GE, reappointed chairman of TV committee, RETMA; A. M. Freeman, RCA Victor, renamed tax chairman . . . Robert H. Cooper promoted to Philco special sales mgr., including premium sales . . . F. R. Glauber, Olympic Radio v.p. & pres. of its N. Y. factory distributing branch, has resigned as of Sept. 1 . . . Matthew Wilkin named Packard-Bell asst. sales mgr., succeeding Tom Talmadge, resigned to become Packard-Bell San Diego distributor . . . Jerome Goldman, ex-Tele King & Western Electric, named CBS-Columbia senior electronic engineer for govt. equipment; Eugene Lieberman, ex-Emerson, named liaison engineer, product engineering staff . . . Robert W. Fordyce named Raytheon eastern district sales mgr. . . Donald Webster, ex-GE, named Magnavox Charlotte district mgr.; Morris H. Housel Jr., ex-Nash-Kelvinator, appointed Richmond mgr.; John Roper takes over eastern Pennsylvania-New Jersey area . . . Abraham Hyman resigns as consultant to JFD Mfg. Co. to establish own electronic consulting office at 126 West 22nd St., N. Y. . . Thomas M. Fitzgerald Jr., ex-Stewart-Warner, named sales mgr., P. R. Mallory & Co. capacitor div. . . Harley Litteral resigns as Raytheon director of distributors . . . J. H. Riddel, ex-marketing mgr., promoted to asst. v.p., Capehart-Farnsworth consumer products div. . . G. A. Bradford, ex-adv. mgr. of GE tube dept. in Schenectady, named adv. mgr., TV-radio dept., Syracuse.

More lenient attitude towards business is definitely gaining shape at Federal Trade Commission, where Eisenhower-appointed chairman Edward F. Howrey has outlined plans to gain voluntary compliance with FTC regulations rather than force cases into hearing rooms. He plans following steps: (1) Establishment of Bureau of Consultation, in which businessmen will be given free information and advice on FTC regulations to avoid violations. (2) Development of new standards for determining proof of violations. (3) Appointment of outside management survey team to recommend ways to improve FTC efficiency in handling cases.

International Union of Electrical Workers TV-radio conference board, at annual meeting in Washington recently, took following steps: (1) Announced plan to launch industry-wide drive, beginning with negotiations with P. R. Mallory Co. in 6 months, for such fringe benefits as at least 8 paid holidays a year, improved vacation provisions, increased night differential for late shift work, new overtime demands. (2) Started drive to unionize 250,000 white collar workers in TV-radio-electronics plants. (3) Protested to defense mobilizer Arthur S. Flemming "concerted drive" by companies to relocate plants in rural, non-industrialized areas so as to pay sub-standard wages.

Curry B. Freeman, v.p. of City National Bank & Trust Co., Chicago, elected to board of Sentinel Radio at annual stockholders meeting July 21. Ernest Alschuler, Sentinel pres., announced sales for first quarter fiscal year ended June 30, 1953 were about 50% ahead of same period last year with continuing good demand for TV-radio sets.

Sparton TV-radio production resumed this week following settlement Aug. 7 of 72-day strike at 3 plants of Sparks-Withington Co., Jackson, Mich.

National Alliance of TV & Electronic Service Assns. to hold 4th annual convention at Chicago's Morrison Hotel, Oct. 9-11.

Topics & Trends of TV Trade: Unfitness and mismanagement, not softness of markets, were main causes of failures of TV-radio and appliance dealers in 1952. That was major finding of Dun & Bradstreet, which studied failures in field at request of Bank of America. Richard M. Oddie, director of bank's small business advisory service, revealed findings this week to International Assn. of Electrical Leagues Conference in San Francisco in advance of official release of Dun & Bradstreet report—and added his own recommendations for solutions, based on bank's experience in dealing with some 5000 TV-radio and appliance dealers in California.

Oddie said survey showed up these specific causes of failures: (1) Inadequate sales staffs and sales training programs, 42.5% of TV-radio store failures, 46.9% of appliance store failures. (2) Inventory difficulties, 18.8% & 20%. (3) Competitive weakness, 27.5% & 13.1%. (4) Receivables difficulties, 7.5% & 13.1%. (5) Neglect, fraud, disaster, etc., 11.2% & 16.2%. Eight factors of small retail operations were cited on which owners and managers should concentrate to overcome their difficulties:

(1) Careful planning—"checking of facts in advance to see whether a calculated risk is justified." (2) Closer check on inventory to keep it "fresh, in balance and in profitable motion." (3) Responsible and consistent promotion, particularly on products advertised heavily by manufacturers. (4) Improved personnel relations, particularly in small shops where loss of one key man can be damaging. (5) Better training of salesmen, pointing to helping consumers buy wisely. (6) Cleaner interior of store, efficient service dept. (7) Prudent use of credit—"when properly used by legitimate and business-minded retailers, installment credit is a beneficial sales builder, a customer service and a defensive weapon against unfair tactics of discount houses." (8) Proper financial management "consisting of knowing the facts derived from accounting and merchandising records and giving them simple and consistent interpretation on a forecast basis."

* * * *

Picture tube sales in first 6 months of year totaled 5,197,071 valued at \$122,493,747 at factory, compared to 1,845,309 worth \$41,259,503 in same 1952 period and 2,552,757 at \$66,546,932 in first 6 months of 1951, reports RETMA. Rectangular 20-in. and larger continued to represent 70% of sales. June picture tube sales totaled 746,822 worth \$17,480,475, compared to 744,252 at \$15,659,541 in May and 285,975 at \$5,871,483 in June 1952.

Receiving tube sales in first 6 months totaled 243,160,348 valued at \$165,403,696, compared to 160,183,526 at \$116,169,295 in same 1952 period. Of sales, 168,689,301 went for new sets, 56,959,736 replacement, 10,491,934 export, 7,019,377 Govt. For June, receiving tube sales totaled 42,505,685 worth \$29,634,656, compared to 37,253,308 at \$25,093,037 in May and 24,365,462 at \$18,279,016 in June 1952.

* * * *

Packard-Bell introduced 35 new models at distributors' meeting in Los Angeles, ranging from 17-in. table model in mahogany, oak & maple, at \$220, to 27-in. mahogany combination at \$800, with optional 82-channel detent tuner available at \$40 extra on all sets. Featured in line is new "super power" chassis, with 27 tubes, for improved fringe reception.

Sylvania's 5,000,000th picture tube was produced this week—a 27-in. unit turned out at Seneca Falls, N. Y. plant. Also this week, GE announced plan to increase output of aluminized tubes by 50% when retooling at Buffalo and Syracuse plants is completed by year's end.

Stewart-Warner plans new \$500,000 TV-radio assembly plant at 1300 No. Kostner Ave., Chicago.

Distributor Notes: More upheavals in distributor structure of Crosley-Bendix lines are taking place weekly, with promises of still more changes to come, as trade continues to reverberate from decision of parent Avco to consolidate its 2 distributing subsidiaries (Vol. 9:30, 31). Rumbblings of discontent are being heard from many distributors who apparently object to being forced to carry both lines when only one is a strong seller . . . Latest to join ranks of defections was South Texas Appliance Corp., Bendix distributor in San Antonio, which dropped line this week rather than take on Crosley TV (it now distributes Motorola), its pres. Jack B. Pollock declaring in bulletin to dealers: "We can serve our dealers better by representing several national leaders in the appliance field, rather than in aligning ourselves with one manufacturer who would dictate our policies and interfere with our relationships with our many dealers. We have again elected to remain an independent distributor" . . . On other side of coin was action of Harry Alter Co., big Chicago Crosley outlet, which this week added Bendix—not too surprising since Crosley distributors have been generally eager to pick up Bendix line . . . Admiral appoints R. F. Trant Distributing Corp., Norfolk (R. F. Trant Jr., pres.); Peaslee-Gaulbert Corp., Atlanta (Admiral) names Foster Davis, ex-Crosley, as sales mgr. . . . Sylvania names C. T. Patterson Co., New Orleans (R. L. Simpson, pres.); Graybar, Buffalo (Sylvania) promotes Robert S. Laber to appliance sales mgr. . . . CBS-Columbia appoints Electrical Products Co., Baltimore, replacing Associated Distributing Corp., which went out of business Aug. 1; Ray Thomas Co., Los Angeles (CBS-Columbia) appoints Jack Bloom field sales mgr. . . . Olympic Radio appoints Morton Distributing Co., Asheville, N. C. . . . Leo J. Meyberg Co., San Francisco (RCA Victor) appoints H. G. Atwater adv. & sales promotion mgr. . . . Lynn Distributing Co., Savannah, Ga. (Philco) names Thomas C. Bordeau as exec. v.p. & gen. mgr.; A. K. Sutton Inc., Charlotte, drops Phileo line . . . Horn & Cox Inc., Los Angeles, which last week dropped Pacific Mercury franchise (Vol. 9:32), announces resignation of sales mgr. Manny Silver . . . Emerson-Long Island Inc. appoints Herman Mendelson, ex-GE, as sales mgr.

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Sightmaster Corp., New Rochelle, N. Y., onetime TV receiver manufacturer, this week announced program of conversion of black-&-white TVs to color. Though all major manufacturers agree that conversion is impractical, costing about same as new set, Sightmaster's pres. Michael Kaplan states in press release: "Price on new color sets should start out about \$800 to \$1000. Under our color conversion set program, the conversion cost should run somewhere in the neighborhood of \$250. It is difficult to fix the prices yet, since the production cost of a color tube has not been established as yet."

Raytheon's proxy statement, setting forth proposal to increase common stock from 3,000,000 to 4,000,000 (Vol. 9:32), fixes stockholders meeting for Sept. 17 at Waltham, Mass., sets forth these officers' annual compensations and their common stockholdings: Charles F. Adams Jr., pres., \$57,600 (7500 shares); David T. Schultz, v.p. & treas., \$45,600 (7594); Percy L. Spencer, v.p. & mgr., power tube div., \$31,000. Other major director-stockholdings: Wm. Gammell Jr., v.p., Providence Institute for Savings, 13,700; Robert H. I. Goddard, estate trustee, 10,500.

Shipments of radios to dealers in first 6 months, exclusive of auto radios, totaled 3,214,024, up about 10% from 2,879,706 sets shipped in first half of 1952, reports RETMA in state-by-state and county-by-county breakdown available on request.

Financial & Trade Notes: Admiral's sales for first half of year broke record—as did other majors RCA, Philco & Motorola previously reported (Vol. 9:30-32)—and profits were up 89% from first half of 1952, though under record earnings in first half of 1950. Net income was \$1,762,152 (\$2.42 a share on 1,965,230 common shares outstanding) on sales of \$131,222,438. This compared with earnings of \$2,523,355 (\$1.28 on 1,928,000 shares) on sales of \$83,015,391 in first half of 1952; \$4,093,421 (\$2.08) on sales of \$103,587,355 in same period 1951; \$8,485,184 (\$4.24) on \$103,295,848 in same period 1950. (For 1950-52 earnings of Admiral and 36 other leading TV-radio-electronics manufacturers, see pp. 315-316, *TV Factbook No. 17.*)

Exec. v.p. John B. Huarisa said June shipments of TV sets reached record volume. New markets represented most important factor in higher TV sales, he said though replacement market has also increased substantially. For second quarter of 1953, net earnings were \$1,705,274 (87¢ a share) on sales of \$62,030,589 vs. \$1,007,849 (51¢) on sales of \$39,045,035 in second quarter 1952.

* * * *

Among officers' and directors' stock transactions reported by SEC for June 11-July 10: Irene O. Siragusa bought 900 Admiral, holds 370,673 personally and 142,224 through trusts; Robert E. Kintner bought 200 AB-PT, holds 3000; Walter E. Green bought 200 General Precision Equipment, holds 535; Paul V. Gavlin sold 300 Motorola, holds 104,710 personally and 186,696 through trusts; Robert W. Galvin sold 300 Motorola, holds 157,432 personally and 186,696 through trusts; Edward R. Taylor bought 600 Motorola, holds 1260; Milton R. Rackmil bought 2285 Decca, holds 9713; L. W. Schneider bought 103 Decca, holds 437; Harold I. Thorp bought 92 Decca, holds 392; Russell L. Heberling bought 100 Philco, holds 400; Walter A. Buck, jointly with wife, bought 200 RCA, holds 400; Lewis L. Strauss sold 499 RCA, holds 1; John R. Read bought 100 Westinghouse, holds 100; Edward F. Weston bought 1000 Weston Electrical Instrument, holds 11,008.

"Electronics capital" will move to San Francisco next week, with following events scheduled: Joint Electron Tube Engineering Council, meeting at Civic Auditorium, Aug. 18-19; Western Electronic Show and Convention, Mark Hopkins Hotel, Aug. 19-21; RETMA transmitter tube section, St. Francis Hotel, Aug. 20. RETMA meeting will feature address by Lt. Col. William F. Starr of Electronic Production Resources Agency, on demand and availability of transmitter tubes.

First 6 "Studio Zoomar" lenses (Vol. 9:15) have been delivered to TV stations by Television Zoomar Corp. Selling for \$5900, as compared to \$7500 for standard outdoor Zoomar, demand for Studio Zoomar has been high, according to pres. Jack A. Pegler, who calls new lens "answer to the one-camera show." First lens went to WABD, N.Y.

Erie Resistor of Canada Ltd., wholly owned subsidiary of U. S. firm, to build new 21,000-sq. ft. plant at Trenton, Ont., will dispose of Toronto plant. Also planned is Australian plant, probably under aegis of Erie Resistor Ltd. of England.

Sprague Electric Co. soon opens new 30,000-sq. ft. plant near San Juan, Puerto Rico, its 8th branch, to be called Sprague Carbide Co. and managed by Lee Fraser, ex-Arma Corp. production mgr.

New edition of GE's measuring equipment catalog, describing more than 115 testing & measuring devices for laboratory and production line use, was issued this week and is available from GE, Schenectady, N. Y.

ALL SIGNS are favorable for record financial year for most electrical manufacturers, including TV-radio-electronics. TV-radio industry's Big 4 have already turned in record sales & profits for first half of year (see below). National City Bank, reporting this week on net incomes of 21 unnamed electrical equipment, radio and TV firms, shows total of \$147,344,000 profit, up 31% from same 1952 period; for first quarter, total was \$44,411,000, up 43%.

Recapitulating reports from TV-radio's Big 4 on their first-half 1953 business, their sales and profits are as follows (add 000):

Company	Net Sales		% Change	Net Profit		% Change
	1953	1952		1953	1952	
RCA	\$410,686	\$305,837	+34.3	\$18,185	\$11,299	+ 61.0
Philco	238,522	165,156	+44.4	12,216	4,289	+185.0
Admiral	131,222	83,015	+58.0	4,762	2,523	+ 89.0
Motorola	109,532	69,793	+57.0	4,640	3,129	+ 48.3

Radio Propagation Advisory Committee (RPAC), authorized Jan. 7, 1953 by FCC, continues periodic meetings for purpose of recommending more accurate method for predicting vhf-uhf coverage as more is learned about propagation (see p. 7). Nearly everyone agrees there ought to be a technique for taking into account local terrain differences instead of relying on a general statistical approach—though latter method was best available when FCC rules were adopted. RPAC has no target date for final report, held most recent meeting Aug. 10. Members: Edward Allen, FCC Chief engineer, chairman; Wm. Boese, FCC, secy.; Harry Fine & George Waldo, FCC; consulting engineers Stuart Bailey, A. Earl Cullum Jr., Frank Kear, James McNary; Raymond Guy, NBC; Ralph Harmon, Westinghouse; Kenneth Norton, Bureau of Standards; Clure H. Owen, ABC; Robert Wakeman, Dumont; James H. Chisholm, MIT; A. L. Durkee, Bell Labs; Philip Siling, RCA; J.W. Wright, CBS.

Recording-reproducing unit capable of 24 or 48 hours of continuous automatic recording on a single roll of magnetic tape was demonstrated in New York Aug. 11 by Walter Niles, pres., Soundsciber Corp., New Haven, Conn. It was developed in conjunction with Navy, which uses some 500 for ground-to-air and air-to-ground communications. Roll of tape is 7-in. in diameter, recorder has one or 2 separate channels for connections from microphone and/or from intake on receiving equipment. Dual-channel unit lists for \$1395, single-channel \$1250, demagnetiser or eraser unit \$195, dual-channel tape \$29, single-channel tape \$17.50.

Edward Lamb Enterprises Inc., Toledo, operator of WICU, Erie, Pa. and grantee of WMAC-TV, Massillon, O., expands into manufacturing field with purchase this week for undisclosed amount, of C. L. Bryant Co., Cleveland, manufacturer of gas & oil furnaces, gas conversion burners and incinerators. Company has 150 employees. Mr. Lamb recently sold his WTVN, Columbus, to Cincinnati WKRC-TV (Taft) interests for \$1,500,000 (Vol. 9:9). He started with radio WTOD, Toledo, which he still owns; also owns WIKK, Erie, and Erie Dispatch, and is TV applicant for Orlando, Fla., Toledo & Portsmouth, O.

Only new-station application filed this week was for Ch. 26 in Eugene, Ore. by owners of local KASH—but since controlling stockholders aren't listed, it presumably will be returned. With 11 applications dismissed this week, 9 CPs issued, total applications pending have gone down to 529, of which 163 are uhf. [For further details, see *TV Addenda 17-F* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, hearings, etc., see Blue Section of *TV Factbook No. 17 with Addenda* to date.]

New technical book, *Television Broadcasting*, by Howard A. Chinn, chief engineer of CBS audio-video div., will be published early next month by McGraw-Hill.

Telecasting Notes: Too much "muck, murder and mayhem" on current TV rouse Jack Gould's ire in Aug. 12 *N. Y. Times*, while *Herald Tribune's* John Crosby, taking up *Variety's* report of slump in filmed TV shows, with no live teleshows transferring to film (Vol. 9:31), observes: "Well, well, well, well! This is a condition devoutly to be wished by everyone except the people in the telepix industry, who are largely to blame for their own woes." *Variety* lists a number of reasons why filmed shows are faring so badly—rising labor costs, lack of original ideas, lack of prime time on the networks—but John Crosby diagnoses the condition more simply: "The filmed shows that have come out of Hollywood, most of them, have been just plain lousy [and] I'm happy that the rush to film has abated" . . . *Hollywood Daily Variety* apparently differs with *N. Y.* editors about telepix outlook, for it banners "TV Prod'n 'Saving' Indie Studios" Aug. 10 and relates that Hollywood's independent rental lots are already operating at about 70% capacity, with 24 out of 35 stages in operation. Example of how well TV film is going is cited in fact General Service, a lot in bankruptcy about 3 years ago, last week paid off balance of \$1,300,000 owed Bank of America, owners James & George Nasser attributing salvage solely to telepix rentals . . . Among series, mostly 39, now shooting at General Service: *Adventures of Ozzie & Harriet*, *Cavalcade of America*, *I Married Joan*, *Private Secretary*; at Eagle Lion, *Fireside Theatre* and new shows for GE and Hamilton Watches; at Hal Roach Studios, *Life of Riley*, *My Little Margie*, *Racket Squad*, *International Police*, *Crown Theatre*, *Duffy's Tavern*; at RKO Pathe, *Four Star Playhouse*, *Letter to Loretta*; at Goldwyn, *Schlitz Playhouse of Stars*; at Walt Disney, *Dragnet*; at Columbia, *Ford Theatre*; scattered shows, *Cisco Kid*, *Big Town*, *Superman* . . . Kathi Norris signs contract with GE, which plans to use her as Westinghouse does Betty Furness—"femme showcase," as *Variety* puts it; in what it sees as industry trend ("glamor bing"). *Variety* also discloses that Candy Jones is being readied for buildup as Colgate merchandiser . . . 10 CBS-TV spot sales-represented stations set forth good case for daytime TV in brochure just released titled *Plus 51*; it shows 78% more TV families (total 10,000,000) in their combined areas than 2 years ago and thrice number of viewers for average daytime quarter hour . . . DuMont Network this week vacated studios and master control in John Wanamaker Store, *N. Y.*, in favor of new uptown Tele-Center . . . NBC's co-op newspaper advertising campaign starting Aug. 27 on behalf of both TV & radio has 70% of its 124 TV affiliates and 75% of its 176 radio affiliates going along on 50-50 expenses basis; first ads will feature TV's *Treasury Men in Action* and *Martin Kane*, radio's *Dragnet* . . . Ford Foundation's new children's program on NBC-TV will be titled *Excursion*, starts Sun., Sept. 13, 3:30-4 p.m., will be available to 2 sponsors . . . Faye Emerson engaged by big United Features Syndicate to turn out 5-a-week newspaper column about TV—news, gossip, interviews, etc. . . . Alex Segal, who handled *Celanese Playhouse* and *Pulitzer Prize Playhouse*, engaged by ABC-TV to direct new *U. S. Steel Theatre*, which premieres Tues., Oct. 6, 9:30-10:30 p.m. . . . Dept. of confusion: NBC film div., syndicating *Dragnet* re-runs under title *The Cop*, changes title to *Badge 714* in deference to police objections that word 'cop' lacks dignity; *Gangbusters* now being syndicated under title *Captured*.

FCC's 3-year TV license proposal (Vol. 9:30) was opposed this week by Americans for Democratic Action (Edward D. Hollander, national director) which requested public hearing and stated that proposal "raises basic questions of public policy with reference to the review functions of the Commission."

FCC's application-advertising proposal (Vol. 9:27) drew two comments by filing deadline this week, but deadline was extended to Sept. 15 at request of Federal Communications Bar Assn. which reported "substantial disagreement" among members. CBS disapproved of proposal, suggested instead that "the rules be revised so that in the event no competing application is filed during the 30-day period following publication (1) the Commission may grant, within 2 months following such 30-day period, the original application without regard to any applications filed subsequent to such 30-day period, and (2) if the Commission is not able to grant the original application within 90 days after the first publication of notice of the filing of the original application, then all competing applications shall be considered with the original application." Attorney Leo Resnick, former FCC examiner, speaking for himself, also disapproved, arguing: "If one of the purposes [is] to prevent strike applications, it must be remembered that a strike application can be filed within 30 days just as readily as an application filed in good faith; in fact, from my observations made at a distance, strike applications can be prepared and filed in less time than applications filed in good faith."

Two new FCC examiners appointed this week, bringing total to 14, are Millard F. French and John B. Poin-dexter, former Civil Aeronautics Board examiners. New acting chief of FCC's Office of Opinions & Review is Sol Schildhouse, succeeding Sylvia Kessler, resigned. Taking his place on acting basis is Forest McClenning. Added to Office of Opinions & Review, decision-writing arm of Commission and its biggest bottleneck, are Paul R. Conway & Gerald F. Hadlock, ex-OPS; Julius S. Egge, ex-CAB; Richard M. Hartsock, ex-Army (JAG); Edith M. Klein, former municipal judge in Boise, Ida., most recently in private practice; Vernon B. Romen, Salt Lake City native, just graduated from George Washington U Law School.

Pittsburgh Pirates, up to now sole holdout against televising of its games, will permit 4 to be carried via new WENS (Ch. 29)—with St. Louis Cardinals from Forbes Field, Aug. 29, to be fed also to KSD-TV, St. Louis; doubleheader from Cincinnati, Sept. 13; local game with *N. Y. Giants*, Sept. 26. Branch Rickey is permitting "experiment" by arrangement with attorney Tom Potter, major owner of club, who also is WENS pres. Second Pittsburgh uhf—first was WKJF-TV (Ch. 53), which began testing July 14—is due to begin testing shortly, plans to go commercial Aug. 22.

Two men were killed Aug. 8 when their light plane struck guy wire of 1034-ft. tower of WHUM-TV, Reading, near Pine Grove, Pa. Weather was foggy and it's assumed pilot was navigating by following road which passes near tower. FCC engineers don't recall any similar accident in U. S., though there have been a few instances of planes ramming towers. Aviation industry has been plumping for lighting and marking of guy wires, but Commission proposal to that effect was abandoned as impractical. Presumably, aviation interests will redouble efforts to make some sort of guy wire marking mandatory.

Power increases: WPTZ, Philadelphia, went to 100 kw Aug. 14 and WNBW, Washington, increases to 100 kw Aug. 17 after adding 184 ft. to tower, making it 537 ft. DuMont shipped 25-kw unit to KFEL-TV, Denver, which expects to put out 100 kw shortly. WEEU-TV, Reading, expects to put 12-kw GE uhf amplifier into operation Aug. 17. GE reports 20-kw amplifier going next week to WXYZ-TV, Detroit. Next week, RCA plans to ship 10-kw units to KFDX-TV, Wichita Falls, and WFBM-TV, Indianapolis; 25-kw to WSLs-TV, Roanoke; 50-kw to WNHC-TV, New Haven.

MARTIN CODEL'S
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RECORD WEEK SEES 9 NEW STATIONS START: Nine more on the air this week constituted something of an all-time high in TV, bringing to 227 the total now operating and/or testing -- allowing for the demise of another post-freeze starter (see story, p. 2). Five of the new stations are in brand new TV towns, 4 are second outlets in cities already having service -- 2 being the new uhf stations launched to compete with vhf in one-station Buffalo and Norfolk. These are the latest starters:

WVEC-TV, Hampton-Norfolk, Va. (Ch. 15) began testing Aug. 15 with 12-kw GE transmitter and 500-ft. antenna giving 200-kw ERP and with reported excellent signal over tidewater terrain ideally suitable for uhf. It's now on 9 a.m.-9 p.m. patterns pending Sept. 19 commercial debut when it joins NBC-TV as basic affiliate. Bulwarked with top-hole programs, given heavy RCA-NBC promotional backing, with all set makers working overtime to promote conversions, this project is regarded as a prime "test" for uhf. Tom Chisman is pres. & gen. mgr. Base hour rate is \$300. Rambeau is rep.

KEDD, Wichita, Kan. (Ch. 16) also began tests of RCA transmitter Aug. 15, already claims 90% of the 20-25,000 receivers in area are equipped for uhf. Nearest other signal comes from KTVH, Hutchinson, Kan. (Ch. 12), about 40 mi. away. KEDD is owned by Durwood theatre chain family of Kansas City, is managed by Stanley H. Durwood. It affiliates with NBC & ABC. Hour rate is \$300. Petry is rep.

KCMC-TV, Texarkana, Tex. (Ch. 6), after first tests Aug. 16, reported good coverage from GE transmitter to Pine Bluff, Little Rock & Hot Springs, Ark., up to 140 mi.; Shreveport, La., about 65 mi.; Marshall, Tex., 65 mi. It's owned by Texarkana Gazette (C.E. Palmer) interests, affiliates with CBS, ABC & DuMont, is managed by Frank O. Myers. Base rate is \$200. Taylor is rep.

KSBW-TV, Salinas, Cal. & KMBY-TV, Monterey, Cal. (sharing Ch. 8) took to air with 2-kw RCA transmitter Aug. 17, go commercial Sept. 11. Towns are 15 mi. apart, about 85 mi. south of San Francisco. KSBW-TV mgr. is John C. Cohan, co-owner with Lewis Terven & Wm. Oates, with understanding with San Francisco Chronicle (KRON-TV) that it will buy 25%. KMBY-TV is managed by S.M. Aston, 30% owned by Texas broadcaster Kenyon Brown, 30% by banker George L. Coleman, 24% by Bing Crosby. Both stations have \$200 rate. KSBW-TV rep is Hollingbery, KMBY-TV lists no rep.

WBUF-TV, Buffalo, N.Y. (Ch. 17) went on air Aug. 17, reported "superb picture" and "null-free reception" over 35-40 mi., with some viewing in Toronto, 70 mi. It runs test patterns 1-5:30 p.m., commercials 7-11 p.m., with good lineup of CBS, ABC & DuMont shows. Co-managers Gary Cohn and Sherwin Grossman say uhf set sales in one-vhf-station city are booming, claim 20-25,000 conversions already as result of heavy promotion. Transmitter is DuMont. Base rate is \$200. Rep is H-R Television.

WTVU, Scranton, Pa. (Ch. 73), under mgr. Martin Silver, ex-Federal transmitter sales chief, went commercial from start Aug. 17, second uhf in city, third in area (WBRE-TV, Wilkes-Barre). Silver reports good response from first signals of Federal transmitter. Hour rate is \$200. Bolling is rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29) started testing Aug. 20, only 9 days after arrival of RCA transmitter. It's first TV in rich Bakersfield, about 100 mi. north of Los Angeles. Chief owner is Sheldon Anderson (43%). John P. Hearne, one-time FCC attorney now practicing in Los Angeles, owns 25%; Charles Thierot of San Francisco Chronicle family (KRON-TV) owns 15%. Naum Healy is mgr. NBC & DuMont network service will be carried. Base rate is \$250. Forjoe is rep.

WTVH-TV, Peoria, Ill. (Ch. 19) began test patterns Aug. 20, second uhf in city, with RCA transmitter. It goes commercial in latter Sept. Co-owners are Hugh Norman, operator of KSTT, Davenport, Ia., and Walter F. Kean, consulting engineer of Riverside, Ill. Rate is \$250 an hour. Petry is rep.

* * * *

Note: At week's end, several other CP holders were poised to start -- including Buffalo's second uhf WBES-TV (Ch. 59) and Pittsburgh's second uhf WENS (Ch. 16) -- but they had not reported up to press time. Some are eager to begin before Monday, Aug. 24, when new FCC priority lists go into effect, in order to push hearing dates for other applicants in same cities further into future (see story, p. 3).

IDAHO STATION CAN'T MAKE GRADE, QUILTS: Another post-freeze TV station casualty is KFXD-TV, Nampa, Ida. (Ch. 6) which has given up the ghost, probably permanently. It is the second to quit operating altogether, other having been uhf WROV-TV, Roanoke (Ch. 27), which also couldn't stand the economic gaff (Vol. 9:26,29).

Two other post-freeze stations which fell on bad times are still on the air -- both vhf. They're KONA, Honolulu (Ch. 11) which was rescued from management distress by new owners (Vol. 9:11,13,23) and KOLN-TV, Lincoln, Neb. (Ch. 12) which has been sold to John Fetzer interests, transfer approved by FCC this week (p. 12).

Thus we have spectacle of 3 vhf hitting rocks, one uhf, though most of worrying about economics of TV seems to surround uhf. KFXD-TV quit after operating only 8 weeks (June 18-Aug. 12) due to "series of circumstances" related by mgr. Edward P. Hurt, who succeeded his father, pioneer broadcaster Frank E. Hurt, deceased about 2 years ago, in management of family's profitable AM independent KFXD (5 kw on 580 kc).

Investment ran less than \$25,000, thanks to special equipment arrangements, said Mr. Hurt. Losses were running about \$200 per day on 2 hours of operation daily, 6-8 p.m. Station wasn't strictly Nampa-only (pop. 16,142) but also figured to cover Boise (pop. 34,152) with its Gates transmitter located on 6558-ft. height just 9½ mi. from Boise, 24½ mi. from Nampa.

Signal into Nampa was regarded "excellent" -- but it "overshot" Boise, oddly enough, though that city is nearer by 15 mi. Hurt, an engineer, blames this on composite antenna -- a folded dipole and reflector only 8 ft. above the ground.

Add fact that NBC affiliate KIDO-TV, Boise (Ch. 7) got on air July 9, and lined up CBS & DuMont while KFXD-TV got no network. KIDO-TV is reported doing very well, so economics weren't all of its rival's troubles. Mr. Hurt said he figured on operating without special sales or program staff, soon learned his theories about cheap programming for small towns didn't hold. "You break your back for the film people in New York to get a film for \$75 for which you might get \$100 from an advertiser, whereas in radio you take in \$100 and sometimes can keep \$75," he said.

He thinks KFXD-TV might have been made to pay off just the same, except for foregoing "and other factors" he was reluctant to talk about. But if one thing was learned by his experience, he agrees, it's that vhf is no open sesame to profit.

As for well-managed KIDO-TV, Hurt thinks its chances of success are excellent, and he thinks same of KBOI (renamed from KT00), allocated to nearby Meridian (Ch. 2) which may now hasten construction. Fourth vhf assigned area went to KTVI, Boise (Ch. 9), a Frank Carman-Grant Wrathall project, not due until spring of 1954.

No effort was made to sell the defunct station, no offers received. Mr. Hurt formally turned in his STA (special temporary authorization) to the FCC this week, his counsel asking it go back on CP status pending possible equipment changes and higher power. This means he reverts to CP until next Nov. 11, when permit lapses. Meanwhile, equipment has been dismantled, some of it sold, and transmitter goes back to Gates -- Mr. Hurt admitting frankly he's unlikely to start up again in TV.

FCC'S NEW PRIORITY LIST FOR TV HEARINGS: New processing procedures for competitive TV applications go into effect Aug. 24 -- with a completely new priority list.

The list, as printed herewith, remains in effect for 2 months, then will be superseded by new one -- the order of cities being changed to reflect new stations going on air and new cities for which competitive applications are on file.

We printed full text of new rules as Special Report on July 18, along with unofficial "sample" list as of July 1 (Vol. 9:29). Today's list is also unofficial -- but it should be identical with official list issued Aug. 24 unless any stations begin operation over the week end, which would cause minor changes in order of the cities. After Aug. 24, there'll be no changes in list for 2 months. In using list, these points should be borne in mind:

(1) It affects only competitive applications, since Commission grants non-competitive applications virtually in order in which they're filed. Thus, new list actually determines only when hearings will be scheduled.

(2) Hearings will continue to be scheduled and held under old priorities for some time. All applicants who have received "McFarland letters" notifying them that they are to be scheduled for hearing -- as well as those whose hearings are already scheduled -- are at head of line. Under old priorities, McFarland letters have been sent to applicants in 25 cities on new list, as indicated by asterisks. Beginning next week, letters will be sent according to new order, but the letters which have already been sent carry top priority.

(3) Groups A & B will be processed alternately; first city in Group A will come first, then first city in Group B, and so on. One unanswered question: Since applicants in first 11 Group A cities have already been processed (sent McFarland letters) under old procedure, will Commission process first 11 in Group B before taking 12th city in Group A -- which is really first "unprocessed" city in group?

(4) An "operating station" for purpose of list is one which is actually programming -- not merely transmitting test patterns or holding STA. When FCC issues an STA, it instructs station to notify it at start of "regular operation". List is made up on basis of these responses.

(5) Commission has an escape hatch -- which permits it to ignore priorities entirely "to prevent manifest injustices", as yet undefined.

Reason list is so short compared to old priority listing is that only cities included are those with competitive applications. Our unofficial list as of July 1 had 132 cities; mergers, dropouts and hearings have already cut number to 117.

* * * *

Here is new priority list (asterisks indicating cities in which applications have been processed under old priorities):

GROUP A No Operating Station			GROUP A--(Continued) No Operating Station			GROUP A--(Continued) No Operating Station			GROUP B--(Continued) One Operating Station		
No.	City	Pop.	No.	City	Pop.	No.	City	Pop.	No.	City	Pop.
1.	*Des Moines, Ia.	177,965	35.	Alexandria, La.	34,913	69.	Marinette, Wis.	14,178	25.	Green Bay, Wis.	52,735
2.	*Hartford, Conn.	177,397	36.	Payetteville, N. C.	34,715	70.	Wenatchee, Wash.	13,072	26.	Fort Smith, Ark.	47,942
3.	*San Jose, Cal.	95,280	37.	Ottumwa, Ia.	33,631	71.	El Centro, Cal.	12,590	27.	Fargo, N.D.	38,256
4.	*Waco, Tex.	84,706	38.	Lafayette, La.	33,541	72.	Irwin, Pa.	4,228	2 Operating Stations		
5.	*Manchester, N. H.	82,732	39.	Paducah, Ky.	32,828	73.	Henderson, Nev.	3,643	28.	Minneapolis-St. Paul, Minn.	833,067
6.	*Springfield, Ill.	81,628	40.	Bristol, Tenn.-Va.	32,725	GROUP B			29.	Boston, Mass.	801,444
7.	*Columbus, Ga.	79,611	41.	Reno, Nev.	32,497	One Operating Station			30.	Pittsburgh, Pa.	676,806
8.	*Topeka, Kan.	78,791	42.	Clarksburg, W. Va.	32,014	1.	St. Louis, Mo.	856,796	31.	Buffalo, N. Y.	671,004
9.	*Portland, Me.	77,634	43.	Albany, Ga.	31,155	2.	Milwaukee, Wis.	637,392	32.	San Antonio, Tex.	408,442
10.	*Charleston, W. Va.	73,501	44.	Wausau, Wis.	30,414	3.	Houston, Tex.	596,163	33.	Omaha, Neb.	251,117
11.	*Augusta, Ga.	71,508	45.	Jackson, Tenn.	30,207	4.	New Orleans, La.	570,445	34.	*Amarillo, Tex.	74,246
12.	Durham, N. C.	71,311	46.	Daytona Beach, Fla.	30,187	5.	Seattle, Wash.	467,591	3 Operating Stations		
13.	Stockton, Cal.	70,853	47.	Odessa, Tex.	29,495	6.	Indianapolis, Ind.	427,173	35.	*Philadelphia, Pa.	2,071,605
14.	Waterloo, Ia.	65,198	48.	Provo, Utah	28,937	7.	Memphis, Tenn.	396,000	36.	*Detroit, Mich.	1,849,568
15.	Terre Haute, Ind.	64,214	49.	Mason City, Ia.	27,980	8.	Norfolk-Portsmouth- Newport News, Va.	335,910	37.	San Francisco - Oak- land, Cal.	1,159,932
16.	Ogden, Utah	57,112	50.	Sharon, Pa.	26,454	9.	Toledo, O.	303,616	38.	*Baltimore, Md.	949,708
17.	Lexington, Ky.	55,534	51.	Rapid City, S. D.	25,310	10.	Fort Worth, Tex.	278,778	39.	*Cleveland, O.	914,808
18.	Pittsfield, Mass.	53,348	52.	Jefferson City, Mo.	25,099	11.	Miami, Fla.	249,276	40.	*Cincinnati, O.	503,998
19.	Bay City, Mich.	52,523	53.	Las Vegas, Nev.	24,624	12.	Providence, R. I.	248,674	41.	*Atlanta, Ga.	331,314
20.	Orlando, Fla.	52,367	54.	El Dorado, Ark.	23,076	13.	Richmond, Va.	230,310	4 Operating Stations		
21.	La Crosse, Wis.	47,535	55.	Florence, S. C.	22,513	14.	Jacksonville, Fla.	204,517	42.	*Washington, D. C.	802,178
22.	Mansfield, O.	43,564	56.	Cape Girardeau, Mo.	21,578	15.	Tulsa, Okla.	182,740	6 Operating Stations		
23.	W. Palm Beach, Fla.	43,162	57.	Goldsboro, N. C.	21,454	16.	Charlotte, N. C.	134,042	43.	*New York, N. Y.	7,891,557
24.	Salem, Ore.	43,140	58.	Hastings, Neb.	20,211	17.	Phoenix, Ariz.	106,818	7 Operating Stations		
25.	Lake Charles, La.	41,272	59.	Anderson, S. C.	19,778	18.	*Roanoke, Va.	91,921	44.	*Los Angeles, Cal.	1,970,358
26.	Tyler, Tex.	38,968	60.	Beckley, W. Va.	19,397	19.	Huntington, W. Va.	86,353			
27.	Joplin, Mo.	38,711	61.	Bogalusa, La.	17,798	20.	*Sioux City, Ia.	83,991			
28.	Cumberland, Md.	37,679	62.	Plattsburg, N. Y.	17,738	21.	Binghamton, N. Y.	80,674			
29.	Bloom, Miss.	37,425	63.	Modesto, Cal.	17,389	22.	Charleston, S. C.	70,174			
30.	Muskogee, Okla.	37,289	64.	Big Spring, Tex.	17,286	23.	Raleigh, N. C.	65,679			
31.	Spartanburg, S. C.	36,795	65.	Klamath Falls, Ore.	15,875	24.	Asheville, N. C.	53,000			
32.	Hagerstown, Md.	36,260	66.	Clearwater, Fla.	15,531						
33.	*Enid, Okla.	36,017	67.	Sunbury, Pa.	15,570						
34.	Petersburg, Va.	35,054	68.	Merced, Cal.	15,278						

3 CPs GRANTED, 10 LAGGARDS ON CARPET: Three uhf CPs and one initial decision were this week's yield from FCC as 10 grantees laggard in construction plans were undergoing Commission scrutiny that presages refusals of some extensions.

Week's grants were all results of dropouts of competitive applicants. The grantees: Milwaukee, Ch. 31, WMIL; Owensboro, Ky., Ch. 14, WVJS; Joliet, Ill., Ch. 48, WJOL. Week also produced examiner's initial decision on Jackson, Miss., favoring WRBC for Ch. 3 after competing Delta Sales Corp. dismissed its application.

Milwaukee principals are attorney Gene Posner and broadcaster Jerome Sill, grant resulting when Harold Murphy dropped application for suburban Shorewood, Wis. in consideration of \$1000 for out-of-pocket expenses plus retainer as consultant for 57 months at \$200 a month. It will be city's third uhf, with WCAN-TV (Ch. 25) due on air momentarily and WOKY-TV (Ch. 19) due in mid-Sept.

Owensboro grant came when Messenger & Inquirer's WOMI dropped out to hasten TV service into area; chief owner is coal operator V.J. Steele. Joliet station won final decision after competing applicant, Sanders Bros., failed to show up for the hearing. WJOL pres. Willard H. Erwin Jr. owns 32% of WGKV, applicant for Charleston, W.Va. Jackson already has WJTV (Ch. 25) on air and CP granted to WSLI-TV (Ch. 12).

Commission also finalized some allocation changes, proposed some new ones.

[For further details about foregoing actions, see Addenda 17-G herewith; for complete data on all applications, see TV Factbook No. 17 with Addenda to date.]

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Ten CP holders have had letters from FCC in recent weeks, under McFarland procedure, noting their lack of diligence in pursuing grants and asking explanations within 30 days on pain of failure to get CP extensions. Letters were mostly in same vein, noting that equipment has not been ordered and that Commission is "unable to find that you have been diligent in proceeding with construction...or that you have been prevented from commencing with construction by causes not under your control."

As happened when FCC went after pre-freeze laggards, 16 of whom forfeited their CPs rather than embark on then-uncertain economics of TV (for list, see p. 12), 2 of those notified have surrendered CPs: KTVW, Wichita Falls, Tex. (Ch. 22) and WKMI-TV, Kalamazoo, Mich. (Ch. 36). One quickly informed FCC it has ordered equipment and intends to go ahead: WRAK-TV, Williamsport, Pa. (Ch. 36).

Of the 7 others, only one had vhf: KCNA-TV, Tucson, Ariz. (Ch. 9). Others: KITO-TV, San Bernardino, Cal. (Ch. 18); WEOK-TV, Poughkeepsie, N.Y. (Ch. 21); KTVR, Galveston, Tex. (Ch. 41); WJLN-TV, Birmingham, Ala. (Ch. 48); KIRV, Denver (Ch. 20); WIP-TV, Philadelphia (Ch. 29). Latter is one of 4 petitioning FCC to open up subscription TV as only means of uhf support in entrenched vhf areas (Vol. 9:32).

Eleven post-freeze CPs have thus far been turned in, including the 2 aforementioned, one that actually went on air but quit (WROV-TV, Roanoke, Ch. 27) and the following: KMID-TV, Midland, Tex. (Ch. 2); KGKL-TV, San Angelo, Tex. (Ch. 3); KCTV (Ch. 18) & KTVA (Ch. 24), Austin, Tex.; KRIO-TV, McAllen, Tex. (Ch. 20); WWOD-TV, Lynchburg, Va. (Ch. 16); WTVS, Gadsden, Ala. (Ch. 21); WHHH-TV, Warren, O. (Ch. 67). Another permanent casualty seems to be KFXD-TV, Nampa, Ida. (Ch. 6) -- see p. 2.

Note: More CPs are due to be turned in voluntarily, too -- one such having notified FCC this week: WLEC-TV, Sandusky, O. (Ch. 42).

New WPMT, Portland, Me. (Ch. 53) is assured network service via microwave from Boston, when it goes on air about Aug. 30, AT&T informed Rep. Hale (R-Me.). Facility will be temporary pending permanent construction, and CBS-TV has already placed order for service. Additional TV channels on New York-Washington and Philadelphia-Washington microwave routes, planned by AT&T through installation of additional transmitting equipment, include two northbound Washington-New York TV channels and one northbound Washington-Philadelphia channel. Additional channels will be used mainly for telephone.

WNOK-TV, Columbia, S. C. (Ch. 67), last reporting July debut (Vol. 9:21), has DuMont equipment promised for this month, now plans to start Sept. 1, accord-

ing to gen. mgr. H. Moody McElveen Jr. W. C. Bochman has been named national sales mgr.; Dave Campbell, program director; Donald Willoughby, chief engineer. Hour rate will be \$200. Raymer will be rep.

WITH-TV, Baltimore (Ch. 60), holding CP since last Dec. 17, definitely will be built, reports pres. Tom Tinsley, who states order has been placed for 5-kw DuMont transmitter. Since no delivery date has been promised, no target date has been set. Rep will be Forjoe.

New interconnections by AT&T this week bring network service to WEEK-TV, Peoria (Ch. 43) and WBUF-TV, Buffalo (Ch. 17), making total of 150 interconnected U. S. stations in 99 cities. [See also *Television Digest* map of July 15, 1953.]

FEDERAL'S ORDER for 1-kw transmitter for upcoming WTSK, Knoxville, Tenn. (Ch. 26), formerly allotted call letters WCEE-TV, is due for shipment about mid-Sept., when Federal also ships similar plant to WACH, Newport News-Norfolk (Ch. 33)—and these will bring to 7 the number of Federal uhf transmitters so far sold. Other 5, all now on air: WICC-TV, Bridgeport (Ch. 43); WNAO-TV, Raleigh (Ch. 28); WTVI, Belleville, Ill.-St. Louis (Ch. 54); KFAZ-TV, Monroe, La. (Ch. 43); WTVU, Scranton (Ch. 73).

GE this week got off 100-watters to WCOC-TV, Meridian, Miss. (Ch. 30), to be followed by 12-kw later; WLTV, Wheeling, W. Va. (Ch. 51), with 1-kw to go in Oct.; KBMT, Beaumont, Tex. (Ch. 31), 1-kw to go in Oct.; WPFA-TV, Pensacola, Fla. (Ch. 15), 1-kw to go in Sept. These holders of 100-watt transmitters, none on air as yet, this week got their 12-kw: WILK-TV, Wilkes-Barre, Pa. (Ch. 34); WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22).

RCA's only vhf shipment this week was 2-kw transmitter to WROL-TV, Knoxville, Tenn. (Ch. 6), while scheduled shipment of 10-kw to WCIA, Champaign, Ill. (Ch. 3) was held up until week of Aug. 24. Week's uhf shipments went to WTAP, Parkersburg, W. Va. (Ch. 15); WOKY-TV, Milwaukee (Ch. 19); WLBR-TV, Lebanon, Pa. (Ch. 15). Held up were shipments originally announced to go this week to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); Capital City TV Co., Sacramento, Cal. (Ch. 40).

DuMont this week shipped new Ch. 9 transmitter to Cedar Rapids (Ia.) Television Co., grantee last week (Vol. 9:33) which is aiming for Oct. start.

* * * *

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

KGBS-TV, Harlingen, Tex. (Ch. 4), whose acquisition of radio KSOX from Houston Mayor Roy Hofheinz for \$225,000 has been approved by FCC, this week was to get GE antenna, and with 5-kw transmitter having been shipped by GE about month ago, it's due to get on air about Sept. 15. It will provide first competition in Rio Grande Valley to XELD-TV, Matamoros (Ch. 7), opposite Brownsville, Tex. Pearson will be rep.

WAPA-TV, San Juan, Puerto Rico (Ch. 4), granted Aug. 12, hasn't ordered equipment yet but owner Jose Ramon Quinones, sugar cane grower, reports radio station was built to accommodate TV with addition to building and he wants to get on air "as soon as possible." National rep will be Melchor Guzman Co., N. Y.

KHQA-TV, Hannibal, Mo. (Ch. 7) expects to begin testing about Aug. 31, reports Walter J. Rothschild, gen. mgr., its DuMont transmitter having been shipped July 27. Station is controlled by Lee Syndicate interests (Lee P. Loomis, pres.), operator of WTAD, Quincy, Ill. and recent purchaser of *Hannibal Courier-Post's* KHMO, sold to new owners (Vol. 9:32). Wayne Cribb, ex-KHMO mgr., is now in WTAD national sales dept. *Courier-Post* acquires 20% interest in TV outlet. Other KHQA-TV executives: Herbert R. Ohrt, exec. v.p.; Merritt Milligan, program director; Ernie Gray, chief engineer; Charles Lotz, film editor; Don Nicholson, news editor; Gene Terry, promotion. Rep is Weed.

KOAT-TV, Albuquerque, N. M. (Ch. 7) now has DuMont transmitter on hand, plans Sept. 15 debut, reports v.p. & gen. mgr. Phil Hoffman, recently with KECA-TV, Los Angeles, formerly mgr. of KOB-TV & KOB, Albuquerque. Hollingbery will be rep.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, which last reported Sept. 1 target, is due to get 5-kw GE equipment in early Sept. and plans

tests as soon thereafter as possible, according to advices from office of mgr. George J. Kapcl. It has already published a rate card quoting \$200 base rate. H-R Television will be rep.

WSTV-TV, Steubenville, O. (Ch. 9), granted last week, has ordered RCA equipment, but has not begun construction, set target date or named rep, according to exec. v.p. John Laux, whose group also controls WFPG-TV, Atlantic City (Ch. 46).

WIS-TV, Columbia, S. C. (Ch. 10), headed by G. Richard Shafto, with ex-NARTB's Charles A. Batson as v.p. & managing director, last reported Sept. 1 target date but now aims for early Oct. RCA 10-kw transmitter was shipped June 30, and 580-ft. tower is being erected. Radio WIS will continue to be controlled by interlocking stockholders, but owners of radio WMSC, which had competing application but joined with WIS group for early grant, are divesting selves of WMSC stock. This week, WIS engineer Barnett Goldberg was named technical supervisor of WIS-TV and Stephen Wesley, ex-WNAO, Raleigh, named chief transmitter operator. Free & Peters will be rep.

CHCH-TV, Hamilton, Ont. (Ch. 13) now expects RCA equipment to be delivered sometime after Oct., is building studio & transmitter house meanwhile, aims to begin testing next Jan. or Feb., reports gen. mgr. Kenneth D. Soble, who heads group of 3 local radio stations which combined to get grant (Vol. 9:14). Rep. will be All-Canada TV.

WIRK-TV, West Palm Beach, Fla. (Ch. 21) now has RCA equipment on hand, has taken quarters on 12th floor of Harvey Bldg., plans test patterns by Sept. 1, reports operations mgr. Arthur L. Gray. Weed will be rep.

KPIC, Salem, Ore. (Ch. 24) has RCA transmitter scheduled for Sept. delivery, plans to begin 1-kw interim operation early in Oct. from new Silverton Hills site approved July 29 by FCC, goes to 10-kw in Feb. (Vol. 9:28), according to v.p. Joseph Brenner, ex-FCC attorney, now practicing in Los Angeles. Project is headed by grantee Lawrence A. Harvey, attorney, son of Leo Harvey, pres., Harvey Machine Co., Torrance, Cal. (aluminum & brass products). Rep not yet chosen.

WTSK, Knoxville, Tenn. (Ch. 26), its call letters changed from originally assigned WCEE-TV, has engaged ex-Washington consulting engineer Harold B. Rothrock as gen. mgr. and Guy Smith III, ex-WKGN, Knoxville, as commercial mgr., and hopes to begin test patterns with Federal transmitter and Workshop Associates antenna by end of Sept. This might make it first on air in that city (though WROL-TV, Ch. 6, got RCA 2-kw transmitter shipment this week). Tower and studio-transmitter building are being built at Sharps Ridge, 3 mi. from center of city. Rothrock announces CBS affiliation contract signed this week. Pearson will be rep.

WNBH-TV, New Bedford, Mass. (Ch. 28) ran into site problem when airport proved to be too close to "best" transmitter location and a projected move farther north had to be resolved with Worcester uhf allocations, reports grantee Basil Brewer. RCA equipment has been ordered and "full speed" is now planned, but no target date has been set as yet, said Mr. Brewer, publisher of *New Bedford Standard-Times* and holder also of CP for WBOS-TV, Boston (Ch. 50).

WRTV, Asbury Park, N. J. (Ch. 58), following ground-breaking ceremonies Aug. 15 attended by theatreman Walter Reade Jr. (pres.) and local celebrities, began footings for 425-ft. Stainless Steel tower, to be topped by 40-ft. antenna. Work on new studio-transmitter building at rear of Reade chain's Eatontown Drive-In Theatre begins immediately, with early Dec. tests of 1-kw RCA transmitter planned. Rep not yet chosen.

Personal Notes: Edward D. Madden, resigned NBC-TV operations v.p. and onetime McCann-Erickson executive, joins Motion Pictures for Television Inc. Sept. 1 in charge of new programming and production & distribution of "name" films made for TV . . . Robert Kintner, pres. of ABC div. of AB-UP, sailed Aug. 14 for vacation in Europe, returns Sept. 5 . . . Sylvia Kessler, who resigned July 3 as chief of FCC Office of Opinions & Reviews, has joined Cohn & Marks law firm, Cafritz Bldg., Washington . . . Dr. Forest L. Whan, ex-U of Wichita faculty member who has conducted several audience surveys in Iowa and Kansas cities in last 2 years, joins Kansas State College faculty as member of TV policy committee for its educational grantee KSAC-TV (Ch. 8) . . . Omar F. Elder, ABC staff attorney, promoted to asst. gen. counsel . . . Nicholas Gordon, ex-Keystone Broadcasting System, joins NBC o-&-o stations div. as rate & price analyst . . . James F. O'Grady promoted to asst. mgr., ABC co-op program dept.; John Dullaghan, ex-March of Time, named mgr. of ABC-TV news dept.'s technical and film operations . . . Edwin Metcalfe, ex-KECA-TV, Los Angeles, named TV mgr., Weed Co., Hollywood . . . John Esau resigns as gen. mgr. of KTUL, Tulsa, to devote fulltime to new KTVQ, Oklahoma City (Ch. 25), which he heads . . . Mrs. Joy Wright, deputy director since 1950, succeeds BBC's Derek Russell as director of Press & Radio Div., British Information Services, N. Y. . . Kurt Jadassohn has resigned as v.p. & gen. mgr. of SESAC . . . Walter B. Bruce, ex-adv. mgr., Grand Union grocery chain, joins Robert A. Bories Co., 608 Fifth Ave., N. Y., to direct "Televizing" operations on DuMont, whose WABD carries Bories-produced daily *Food for Thought* . . . Frank K. Spain, ex-NBC, joins

WHEN, Syracuse, as chief engineer . . . S. H. McGovern, ex-mgr. KSO (AM), Des Moines, appointed mgr. of that city's upcoming KTLV (Ch. 17) . . . James P. Walker, ex-mgr. KFPW (AM), Fort Smith, Ark., appointed mgr. of KATV, Pine Bluff, Ark. (Ch. 7), due on air in Sept. . . . Ross B. Baker Jr. named mgr. of new KETV, Little Rock, Ark. (Ch. 23) due on air in Sept. . . . Theo. B. Pitman Jr., ex-WKNB-TV, New Britain, Conn. and onetime TV-radio director of James C. Dowd Agency, Boston, joins new WTOA-TV, Cambridge, Mass. (Ch. 56), due in Sept., as asst. to gen. mgr. Frederic S. Bailey; John H. Kimball Jr., ex-Hall Publishing Co., named WTOA-TV sales mgr. . . . Hugh Ben LaRue, ex-WOR, N. Y., onetime sales mgr. of Hawaii's Aloha Network, returns to Hawaii as sales v.p. for new KABS (Ch. 4) due this fall . . . Tracy Lounsbury, ex-KSTP, St. Paul, named production mgr. of new WTOB-TV, Winston-Salem (Ch. 26), due on air in Sept. . . . Edward F. Favors, ex-GE & KRLD-TV, Dallas, named chief engineer of new KSTM-TV, St. Louis (Ch. 36), due on air Sept. 27 . . . Ross L. Whiteside appointed technical director of CBC's new CBUT, Vancouver, B.C., due on air in Nov. . . . John McBride, TV production director at Wayne U, appointed to head educational TV at U of Nebraska . . . Milton F. Allison promoted to CBS Radio eastern spot sales mgr. . . . Lewis Thomas, ex-Denver Post, appointed promotion mgr. of KLZ-TV, Denver, scheduled for Nov. 1 debut . . . Walter Stinson has resigned from Tulsa's KVOO as chief engineer to join James Weldon's Continental Electronics Mfg. Corp., Dallas, recently announcing its entry into uhf transmitter field; he's succeeded at KVOO by John Bushnell, with Howard Phillips promoted to transmitter supervisor.

NETWORK-UHF relationships came in for more discussion by FCC this week with no action decided on. Tentative drafts of a "letter of inquiry" to networks were being prepared, although there is no certainty that they will be sent or any action taken at all (Vol. 9:31,33). Commissioners have received number of informal complaints by uhf stations, but there have been no petitions or formal requests for action.

Strong complaint from one uhf grantee went to Congress this week, however, when CP-holder WACH, Newport News, Va. (Ch. 33) wired Senate majority leader Knowland (R-Cal.), Sen. Johnson (D-Colo.) of Commerce Committee and Sen. Byrd (D-Va.): "We are struggling uhf TV station. Local vhf hogging 3 different networks after enjoying monopoly for years. We believe this subverts the FCC, constituted by the Congress, in their attempt to institute superior uhf TV service. Yet networks are unregulated by FCC. This is unfair to public. Will you investigate?"

That this complaint came from grantee in Norfolk-Portsmouth area is ironic, in view of fact that area's pioneer vhf station WTAR-TV—which loses NBC affiliation to uhf WVEC-TV Sept. 19—wrote Sen. Johnson recently protesting that NBC threatens to feed World Series solely to its new uhf competitor—WVEC-TV (Ch. 15), which began testing Aug. 15.

Meanwhile, a uhf grantee under the gun of New York's 7 vhf stations expressed confidence in the future of free uhf telecasting without network affiliation, lashing out at foursome of uhf CP holders who petitioned FCC to approve subscription TV (Vol. 9:32). In groundbreaking ceremonies for his WRTV, Asbury Park, N. J. (Ch. 58), theatreman Walter Reade envisioned "bright future for a locally operated TV station" to render important service to local viewers and "local merchants who cannot afford to buy time on any of the competing New York vhf stations."

As to the uhf fee-TV proponents, he said: "Without

putting a shovel in the ground or laying out a dollar in cash, [they] have arbitrarily resigned themselves to the belief that they cannot be a financial success unless they are supported by an untried and improbable boxoffice TV gimmick."

Prime mover in crusade for pay-as-you-look TV, Zenith Radio this week reported to its stockholders that it expects FCC hearing on subject shortly. It has retained Pierson & Ball law firm as counsel for Phonevision, while Teco Inc., which it set up as promotion organization for Phonevision with paid in capital of \$1,000,000, has retained as counsel Loucks, Zias, Young & Jansky. These Washington law firms are in addition to its regular Washington Counsel, Wheeler & Wheeler (ex-Sen. Burton K. Wheeler and son).

William A. Porter, ex-pres. of Federal Communications Bar Assn. and partner in law firm of Bingham, Collins, Porter & Kistler, this week became asst. director of defense mobilization for telecommunications under defense mobilizer Arthur S. Flemming. He takes over many of the functions—as well as staff—of Haraden Pratt, Telecommunications Advisor to the President, who resigned in June after serving nearly 2 years (Vol. 7:31 & 9:26). Job involves formulation of policy on allocation of radio frequencies to govt. users, notably the military, and use of communications during emergencies.

Mrs. Dorothy Schiff, owner of KLAC-TV & KLAC, Los Angeles, and publisher of *New York Post*, was married in L.A. Aug. 18 to Rudolph Sonneborn, head of N. Y. Chemical & Petroleum Corp.; her son Mortimer Hall, KLAC pres., acted as best man for his stepfather.

NBC radio affiliates committee (Robt. Swezcy, chairman; Harold Essex, secy.-treas.) has completed plans for meeting of all affiliates with Gen. Sarnoff in Chicago's Drake Hotel, Thu., Sept. 17, 10 a.m.; committee will hold preliminary meeting with NBC staff Sept. 1 in N.Y.

NOTHING MODEST about uhf reception and conversion claims in the promotion now being sent out by the new stations—which generally also enclose facts and figures to back up their coverage estimates. Among this week's reports:

Akron's WAKR-TV (Ch. 49) encloses letter from certified accounting firm reporting at least 26,121 uhf sets and converters sold in area on basis of questionnaire sent to 27 distributors July 31, about 7 weeks after first tests and 2 weeks after programming began. Pres. S. Bernard Berk credits local programming and big promotional campaign for heavy conversion rate in vhf-saturated area. Weed TV, WAKR-TV's rep, issued release this week reporting uhf conversions in Cleveland, 30 mi. away, including one 400-unit apartment house, whose master antenna system has been adapted to receive WAKR-TV as well as Cleveland's 3 vhf stations.

Research dept. of McClatchy Newspapers, under name of Pacific Coast Measurement Bureau, has released first of series of comprehensive surveys of audience and families in 12-county area claimed by McClatchy's KMJ-TV, Fresno, Cal. (Ch. 24). As of July 8, survey shows 37,499 uhf sets in 90-mi. contour. Only 12% of sets in area couldn't receive uhf station.

Buffalo's WBUF-TV (Ch. 17), which began test patterns Aug. 17 (see p. 1) reports 20-25,000 sets in area equipped for uhf as result of 6 months of continuous plugging, and adds: "Sales are terrific—2-3000 converters and 2-3000 new sets a week." WEEK-TV, Peoria, Ill. (Ch. 43), which boosted its power early in July, points to sworn statement of its research dept. claiming coverage of 81,740 uhf sets as of July 30. And Milwaukee's upcoming WCAN-TV (Ch. 25) quotes survey by Dr. Adolph A. Suppan, extension program dir., Wisconsin State College: "16% of those called [within city] have TV sets now able to receive Ch. 25; 46% intend to convert within 90 days. Such percentages indicate several thousand sets already equipped for WCAN-TV and 192,000 additional sets ready for Ch. 25 within 90 days."

One station that's quite conservative in conversion claims is new NBC affiliate WVEC-TV (Ch. 15) in Norfolk area, which is getting tremendous publicity buildup (Vol. 9:29, 31). It began test patterns Aug. 15 (see p. 1) with claimed 7800 conversions toward goal of 50,000-75,000 by start of programming Sept. 19. Said pres. Thomas Chisman: "But 95% of the dealers were not making conversions, awaiting a test pattern. We fully anticipate at least 1000 conversions a day, now that the pattern is on a regular schedule."

Crackdown on "lukewarm" applicants was threatened by FCC this week in amendment to rules (Mimeo 93905) permitting Commission to dismiss application with prejudice when applicant losing initial decision fails to follow up by filing exceptions. Rule change, which goes into effect 30 days after publication in *Federal Register*, is designed to "eliminate unnecessary effort by the Commission in considering applications which applicants are no longer interested in prosecuting." Although prompted mainly by lackadaisical AM applicants, it is equally applicable to TV and other services.

Power increases: KGNC-TV, Amarillo, Tex., boosted power from 2 to 10 kw Aug. 21. Transmitter and amplifier shipments slated for this week and not previously reported: RCA 10-kw to KFDX-TV, Wichita Falls, Tex.; GE 35-kw to WJBK-TV, Detroit, and KING-TV, Seattle.

FCC sees "no reason" to hold public hearing on its 3-year TV license proposal (Vol. 9:30, 33) as requested in petitions from Americans for Democratic Action and CIO United Automobile Workers—both denied this week.

Network Accounts: Two more sponsors for NBC-TV's *Your Show of Shows* this week, making that 90-min. variety near sellout for season starting Sept. 12. Latest to sign were Cat's Paw Rubber Co. (heels & soles), thru S. A. Levynne & Co., Baltimore, and Johnson & Johnson (band aids), thru Young & Rubicam—each for 10-min. of 10-10:30 p.m. segment . . . General Foods (cereals) renews sponsorship of *Red Buttons Show*, starting Sept. 21, on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles, on 106 stations, which network claims is largest hookup for any regular network program, surpassing Admiral's *Life Is Worth Living* (Bishop Sheen), on DuMont, which resumes Oct. 13 on 101 stations (Vol. 9:32) . . . Another NBC-TV show, Dave Garroway's *Today*, Mon-thru-Fri. 7-9 a.m., added sponsors: General Mills (O-Cello sponge), starting Sept. 4, for 18 weeks, thru Comstock & Co., Buffalo; Beatrice Foods Co. (La Choy sauce), starting Sept. 3, for 13 weeks, thru Foote, Cone & Belding; Harry & David Corp. (fruit shippers), for week starting Nov. 4, through Guild, Bascom & Bonfigli, San Francisco . . . DuMont signs with National Basketball Assn. to televise 14 Sat. afternoon games, starting Dec. 14, but may push up schedule to Oct. 31 to add 6 more, which would compete with General Motors sponsorship of National Collegiate Athletic Assn. football games at same time . . . Miller Brewing Co. (High Life beer) to sponsor National Football League championship game Dec. 27 on DuMont for second straight season, thru Mathisson & Assoc., Milwaukee . . . Sealy Inc. (mattresses) to sponsor *Comeback* on ABC-TV, starting Sept. 18, Fri. 9:30-10 p.m., thru Olian Adv. . . Consolidated Royal Chemical Corp. (Krank's shaving cream) to sponsor *Arthur Murray Dance Party* on NBC-TV, starting Oct. 12, Mon. 7:30-7:45 p.m., thru Dancer-Fitzgerald-Sample . . . Jacques Kreisler Co. (watch bands) buys co-sponsorship, with American Chiclé Co. (chewing gum), of *Rocky King, Detective* on DuMont, starting Sept. 27, Sun. 9-9:30 p.m., thru Foote, Cone & Belding . . . Gerber Products Co. (baby food) buys Wed. 3:45-4 p.m. portion, Corn Products Refining Co. (Linit starch) buys alt. Mon. 3:45-4 p.m., of *Kate Smith Show* on NBC-TV, starting Sept. 21, Mon.-thru-Fri. 3-4, former thru D'Arcy Adv., latter thru C. C. Miller . . . Block Drug Co. (Amm-i-dent tooth paste) buys alt. week sponsorship, with Speidel Co. (watchbands), of *Name That Tune* on NBC-TV, starting in fall, Mon. 8-8:30 p.m., thru Cecil & Presbrey . . . American Cigarette & Cigar Co. (Pall Mall) buys 5-week sponsorship of *Doorway to Danger* on ABC-TV, starting Sept. 3, Thu. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Mars Candy Co. (Milky Way) renews 5:30-6 p.m. segment of *Super Circus* on ABC-TV, starting Sept. 6, Sun. 5-6, thru Leo Burnett Co. . . . Gruen Watch Co. renews sponsorship of *Walter Winchell* simulcast on ABC-TV, starting Sept. 6, Sun. 9-9:15 p.m., thru McCann-Erickson.

No TV channel for Beverly Hills, FCC this week told Lawrence A. Harvey, grantee of KPIC, Salem, Ore. (Ch. 24) and applicant for Los Angeles' Ch. 34. Harvey's request to add Ch. 58 to Los Angeles was turned down last month (Vol. 9:28), and he lost out also in this week's effort to get it allocated to Beverly Hills, which Commission noted "is completely surrounded by the city of Los Angeles," assigned 10 channels. Petitions regarding channel changes filed this week: (1) Coastal Bend TV Co. and H. L. Hunt, competitive applicants for Ch. 22, Corpus Christi, Tex., asked assignment of Ch. 43 to that city. (2) Oppositions to petitions of WHIS, Bluefield, W. Va. and WIPE, High Point, N. C.—both seeking assignment of Ch. 6 to their respective cities—were filed by WOAY, Oak Hill, & WJLS, Beckley, W. Va.; WTVR, Richmond.

COLOR STANDARDS proposed by NTSC, on which FCC has asked for comments by Sept. 8 (Vol. 9:32), meet first overt opposition from Ulysses A. Sanabria, head of American Television Inc., Chicago manufacturer of receivers & tubes and operator of a technical radio school. He hasn't yet carried formal appeal to FCC, which reports no adverse comments on the standards as yet, but he is conducting an advertising crusade warning against pitfalls of color TV and urging readers to write or wire the FCC "to proceed slowly and with great care." His attorney, I. Harvey Levinson, 33 No. LaSalle St., Chicago, told us this week that formal objections will be filed before Sept. 8 deadline—stating also that several other "major manufacturers," whose names he declined to divulge, may join.

Thus far, this is first definite evidence of opposition to standards which major elements of industry (including CBS) have endorsed and which proponents are pressing for adoption without formal hearing. Curiously enough, Sanabria's own consulting associate, the venerable inventor Dr. Lee deForest, now 80, has come out squarely for the standards. In letter to us from his Los Angeles office, dated Aug. 18, he writes:

"I have followed fairly closely the development of the RCA compatible color TV system and its standards. Those of the NTSC are essentially the same. The demonstrated results of the RCA's intensive developments, courageously pursued throughout the past 4 years, appear abundantly to justify the adoption of the present NTSC standards.

"The TV industry and the FCC are jointly to be congratulated on the acceptance of these standards, so long delayed by 'the stupendous stupidities' which for an unjustifiable period prevented a much earlier solution of the vitally important TV problem.

"We may now anticipate with confidence an ultimate solution of the still vexing problems of moderately priced color TV receiver production, and eventually large-sized color TV screens."

* * * *

Sanabria's campaign, judging from heavily-texted full-page ad copy in Aug. 18 *Chicago Sun-Times*, seems aimed less against NTSC standards than against disruption of consumer confidence in present sets. Nub of his plea: "Let's confine our experiments in color TV to just

one area, until the 'bugs' can be worked out of the whole color system . . . It is the plain and simple duty of the FCC to insure that a conservative enough start is made so we can be certain that TV will spread its ever increasing blessings across the nation in a safe and sane manner."

Ad warns against 14-in. "squinties," speaks of 58 tubes in color sets, lack of servicemen—and of "\$250 you'll be paying for a new color tube [and] the \$150 a year service policy it would take to cover it."

Mr. Levinson's petition, he indicated, will allege RCA and CBS have gotten together, will claim NTSC standards promote monopoly, will object to networking of color programs. He said American Television Inc. is now one of biggest manufacturers and distributors of TVs in the country, accounting for "one-third of the sales in the Chicago area."

* * * *

Favorite subject of columnists and headline writers, color TV continues to get more publicity than trade wants as yet. This week, AP reported "NBC plans to broadcast color TV to all parts of the country starting Aug. 30," but story pointed out quite fairly that public will be able to get the shows only in black-&-white and that less than half a dozen stations have been equipped to carry experimental network colorcasts that started last June.

Inquiry at NBC develops that Aug. 30 story probably evolved out of fact that *Kukla, Fran & Ollie* will be colorcast with NBC Symphony Sun., Aug. 30, 5-5:30 p.m. But this is only one of series of FCC-authorized experiments and, though RCA is getting lots of orders for color equipment from both NBC & CBS stations, there is no intention of giving impression that local stations are ready for color; that network colorcasting is ready for scheduled operation, or that sets will be on market less than 6-8 months after FCC puts final stamp of approval on NTSC standards. Fact is, color tests were shut down this summer while Colonial Theatre studios in N.Y. were renovated and resumed Aug. 15 but not on schedule. It's hoped to go on schedule before end of year; meanwhile, tests with various shows have included *My Son Jeep*, *Gabby Hayes*, *Howdy Doody*, *Meet the Veep*.

Demonstrations are largely for advertisers, as well as field testing, and NBC will ship apparatus to Chicago shortly for closed-circuit demonstrations at Sept. 21-22 convention of Assn. of National Advertisers.

Important step toward high-powered uhf transmitters was this week's disclosure that Stanford U physicists have developed and tested two 30-kw klystron tubes. Physicist John H. Jasberg of Stanford's W. W. Hansen Laboratories told IRE's Western Electronics Conference in San Francisco that power output of 15-kw klystron had been doubled, largely through improved design along with some increase in power input. Although the Stanford klystrons are to be used in atomic installations at the university, the design improvements presumably will be of great help in developing higher powered uhf transmitters. Highest powered klystron available today for uhf transmitters is Varian Associates' 12-kw, being made for GE. Eitel-McCullough (Eimac) is making uhf klystron rated at 5 kw, the first in TV use being in DuMont-equipped WGLV, Easton, Pa. (Vol. 9:33). Both Eimac and Varian are working toward tubes which could be used to develop FCC's maximum uhf power of 1000-kw ERP, Eimac aiming at 50 kw, Varian at 60 (Vol. 9:13).

Commercial operation of satellite stations will be proposed "in the near future" by Sylvania, which has 2 experimental satellites in Emporium, Pa. (Vol. 8:25, 29 & 9:20). Rep. Bush (R-Pa.), whose district includes Emporium, fired opening gun in battle for FCC approval with

insertion in Aug. 17 *Congressional Record* of speech lauding satellites as only "quick and practicable solution to problems which otherwise would take years to resolve before satisfactory TV service would be provided for small and isolated communities." He pointed out there are 8721 communities with less than 50,000 population, which he said cannot economically support TV stations, and added that: (1) Satellites can be installed for \$15,000-\$20,000. (2) They're preferable to booster stations in that they create no interference problems and aren't tied to the "mother" stations but can select from programs of all available stations. (3) Advantages over community antenna systems are freedom from connection and service charges, simplicity of operation and lack of complex servicing requirements.

Brighter view of TV: Still another report on relation of TV to eyestrain, this one by New York State Optometric Assn., says improper viewing, not TV itself, is responsible for "eye deficiencies." It recommends: Use small, indirect light near set; never wear dark glasses while viewing; avoid long periods of viewing without rest.

Latest technical booklet on uhf is 72-p. *UHF Notebook No. 7*, by Edward M. Noll (\$1), published by Paul H. Wendel Publishing Co., Box 1321, Indianapolis.

MANUFACTURERS REPORT UHF SALES UPBEAT: There's no crepe-hanging by TV set makers now about prospects for sales of uhf receivers. Buoyed by imminence of traditional fall TV pickup, they expect sets with uhf tuners to constitute growing proportion of their output and sales in the 1953-54 season.

Set manufacturers' research depts. now feel they have firm finger on buyers' pulse -- after several false starts. When first uhf went on air in Portland last September (Vol. 8:38-40), manufacturers were caught with their plants down -- there just weren't enough sets to meet demand. It appeared that demand for uhf converters and sets would be practically inexhaustible as long as new stations were opening.

Then set makers went too far in the other direction. Spurred by the first flush of Portland, most of them anticipated vhf-uhf combinations would account for at least half their output by this spring (Vol. 9:21). Actually, the figure came much closer to 25% (Vol. 9:27).

With 2,000,000 or more uhf receivers and converters now in use and in trade pipelines, comments of the manufacturers bear out our July estimate of at least 4,300,000 uhf units by end of 1953 (Vol. 9:27).

Biggest impetus to uhf sales this fall and winter will be the big-city uhf debuts -- added to growing demand from "old" uhf cities as programming improves. Since July 1, uhf stations have gone on air with test patterns or programs in such areas as Pittsburgh (where second uhf is also imminent), Los Angeles (educational KUSC-TV now testing), St. Louis, Buffalo, Norfolk, Madison (2 stations), Lansing, Raleigh. Others are due next few weeks in Milwaukee and Louisville.

* * * *

Extremely bullish on uhf is Admiral's market-wise Ross Siragusa, who tells us it's going great guns in his line, which features both strips and continuous tuner. He puts it this way: "God and the FCC have contrived to limit the number of channels available to TV, and the public wants competitive TV so eagerly that it will certainly convert to get it, even pay higher prices." He brushes aside comparisons with FM -- uhf provides a new service, he says, not just "more of the same."

Similar view comes from Motorola's Robert Galvin. "We expect an upsurge in uhf sales this fall," he says, "and we think it will be much bigger than even the retailers and distributors anticipate." He adds that in a large number of areas it won't be possible to sell a vhf-only set. As to summer slump, he says uhf set and converter sales haven't suffered any more than vhf-only receivers.

From one of largest set makers -- which asks that its name not be used -- comes report that uhf is "moving much better now", and this forecast: "The outlook for uhf is very encouraging -- for example, we recently had an order from a vhf-only city for several thousand vhf-uhf sets to pick up uhf from a neighboring city. One of these days, all TVs will have combination tuners -- but we must come up with a cheaper tuner first."

And big Standard Coil Products Co. now reports "extremely heavy demand" for uhf strips, after letdown which began in June and extended into July.

* * * *

More indications of high level of TV business in first 6 months showed up this week in RETMA compilation of 2,775,000 TVs sold at retail, and 3,022,250 sets shipped to dealers during that period (see Topics & Trends, p. 10). Retail sales were considerably above 2,098,906 sets sold in first 6 months of 1952, when Dun & Bradstreet compiled figures (RETMA started its survey in Sept. 1952). For June alone, retail sales totaled 431,089, well up from 244,191 sets in May.

TV production had sharp rise for the second straight week, totaling 150,111 (7944 private label) week ended Aug. 14, up from 115,430 preceding week and 80,589

week ended July 31. It was year's 32nd week and highest production total for any week since April 17. Output was 119,049 in corresponding week year ago.

Radio production totaled 226,608 (102,527 private), compared with 225,432 week ended Aug. 10 and 226,027 week before. Radio production was 153,035 same week of 1952. Week's radios: 62,195 home, 43,921 portable, 32,678 clock, 87,814 auto.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 3,022,250 in first 6 months, when production was 3,834,236, according to RETMA's state-by-state & county-by-county tables released this week. It represented 42% gain over first 6 months of 1952, when shipments were 2,118,510, as against production of 2,318,236. Every state in nation shared in shipments, New York as usual leading with 286,953; Pennsylvania second, 261,516; California third, 232,840. Montana, where Butte's KXLF-TV (Ch. 6) went on air Aug. 14 as state's first station (Vol. 9:33), trailed list, with only 659 sets shipped in first half of year. For June alone, TV shipments to dealers totaled 326,394, compared with 243,348 in May and 318,533 in June 1952. RETMA state-by-state figures for 6 months (complete county-by-county tables available from RETMA on request):

State	Total	State	Total
Alabama	49,413	Nebraska	26,152
Arizona	21,264	Nevada	1,038
Arkansas	20,389	New Hampshire	9,847
California	232,840	New Jersey	81,773
Colorado	41,794	New Mexico	8,155
Connecticut	46,057	New York	286,953
Delaware	7,114	North Carolina	59,592
District of Columbia	25,504	North Dakota	7,197
Florida	53,862	Ohio	182,433
Georgia	52,382	Oklahoma	53,262
Idaho	6,601	Oregon	40,263
Illinois	175,286	Pennsylvania	261,516
Indiana	99,413	Rhode Island	13,667
Iowa	61,452	South Carolina	24,713
Kansas	28,067	South Dakota	8,178
Kentucky	44,110	Tennessee	44,494
Louisiana	43,366	Texas	200,049
Maine	22,856	Utah	21,799
Maryland	38,508	Vermont	5,554
Massachusetts	95,277	Virginia	68,605
Michigan	121,420	Washington	72,506
Minnesota	52,434	West Virginia	40,634
Mississippi	24,629	Wisconsin	59,088
Missouri	73,663	Wyoming	1,422
Montana	659		
		Grand Total	3,022,250

Upsurge in coin-operated TV set sales, principally in nation's 43,000 motels, is reported in Aug. 22 *Billboard Magazine* on basis of its own survey of manufacturers and distributors. Keen competition among motel owners to introduce new gimmicks to tempt travelers is credited with stimulating market. Sets are sold to motels, hotels and other institutional users (1) directly from manufacturer or distributor to proprietor, and (2) through coin-machine companies, which install and service sets on commission basis. Listed are following leaders among manufacturers & distributors: Bendix Radio, Baltimore; Hotel Radio Corp., Detroit; National Telco Ltd., Omaha; Reemtsma Tel-a-Vue Systems, Davenport, Ia.; Sheraton Television Corp., Red Bank, N. J.; Starrett Television Corp., New York; Telequip Radio Corp., Chicago; Trad Television Corp., Red Bank; Transvision Inc., New Rochelle, N. Y.

DuMont added 7 new models, disclosed at distributors meeting Aug. 17 in New York, to its 1954 line introduced June 17 (Vol. 9:25): 17-in. walnut table \$200, mahogany wood & blonde \$210; 21-in. mahogany wood table \$270, blonde \$280; 21-in. open-face mahogany console \$340 & \$360, blonde \$350 & \$370; 21-in. full-door mahogany console \$430, \$445 & \$475, blonde \$450 & \$465; 24-in. open-face mahogany console \$500, blonde & maple \$530.

Sparton introduced new 13-model line this week following resumption of production after 10-week strike (Vol. 9:33). Line starts with 17-in. table model at \$200, goes up to 27-in. full-door console at \$715. Optional all-channel tuning is available at \$40 extra.

Trade Personals: Dr. William L. Everitt, dean of U of Illinois college of engineering and past president of IRE, named recipient of IRE's Medal of Honor for 1954, highest technical award in radio engineering, to be bestowed at next convention in N. Y., March 24, 1954 . . . Frank W. Mansfield, Sylvania, reappointed chairman of industry statistics committee, RETMA; Leslie E. Woods, Raytheon, renamed industrial relations chairman; H. J. Schulman, DuMont, appointed service chairman, succeeding R. J. Yeranko, Magnavox . . . Ernest A. Marx, director of DuMont international div., off on 2-month survey trip to 9 European countries . . . Russell Eggo, Scott Radio secy-treas., elected exec. v.p. & secy., Samuel W. Block asst. secy. . . Herbert P. Neimann, pres. of Hertner Electric Co., Cleveland, subsidiary of General Precision Equipment Co., elected pres. of GPE subsidiary Ampro Corp., Chicago (tape records), succeeding Arthur J. Palmer, now with GPE parent office in N. Y. . . Charles McKinney, Raytheon TV adv. mgr. for last 2 years, appointed director of marketing & merchandising for Raytheon TV lines . . . A. E. Cascino named market research director of Avco's Crosley and Bendix divisions . . . H. Joseph Sarlin, ex-New England sales mgr., appointed mgr. of DuMont Chicago factory branch, replacing Frank Hogan . . . Robert Redfield promoted to chief engineer, Webster-Chicago govt. div. . . Gordon E. Bloom, ex-Westinghouse Chicago, transferred to Milwaukee as TV-radio sales mgr., replacing Joseph Flynn, resigned . . . Kenneth W. Connor appointed Sylvania TV-radio southeastern sales mgr. . . George D. Butler appointed sales v.p., Warren Electronics Inc., Irvington, N. J. . . John W. McLeod named mgr. of new Andrew Antenna Corp. Ltd., Whitby, Ont., new affiliate of Andrew Corp.; he's ex-Canadian Marconi, was formerly with Andrew in Chicago.

Distributor Notes: DuMont appoints Bigelow & Dowse Co., Boston (Robert H. Watts, exec. v.p.), replacing Equipment Distributors Inc., now CBS-Columbia outlet . . . Stromberg-Carlson appoints newly-formed Litteral Distributing Co., Indianapolis, headed by Harley Litteral, who resigned last week as Raytheon director of distributors (Vol. 9:33) . . . Sylvania appoints Electric Supply Co., Albuquerque . . . Bendix Radio appoints newly-formed Zickgraf Distributing Co., 1932 So. Calhoun St., Fort Wayne, Ind. (Al Zickgraf, pres.) . . . Capehart-Farnsworth appoints Dahl-Conger Inc., Denver (Lou Dahl, pres.), replacing Larson Distributing Co. . . CBS-Columbia names J. J. Crouch Appliance Co., El Paso (J. J. Crouch, pres.) . . . Olympic Radio appoints Olympic of Southern California, Los Angeles (John D. Tracy, pres.); Texas Home Equipment Co., Dallas, and H. T. Gallagher Distributors, Sioux Falls, S. D. . . Andrea names Golden Electric Co., Newark (Ben Golden, pres.) . . . Inland Distributors Inc., Kansas City (Philco) names Harry Ardman, ex-Macy's, as sales promotion mgr.

Staff of NPA Electronics Div., under director Donald S. Parris, has been increased to 6, with return of 3 former members—William Dulin, Edward Glacy, Ray Knobbe—plus secretary and clerk. Division will be incorporated into Commerce Dept. defense business agency, slated to be organized early next month.

"How Trade Associations Help Small Manufacturers" is new booklet in Small Defense Plants Administration's *Management Aids* series, free at SDPA field offices.

Financial & Trade Notes: Reflecting TV boom, particularly in tuners, Standard Coil Products Co. reports 83% gain in earnings, 64% boost in sales for first 6 months of year over same period last year. Pres. G. E. Swanson states in semi-annual report: "During the past 6 months the TV industry has experienced its greatest growth since the advent of this new medium of communication. With the opening of new telecasting stations across the country the demand for new sets should remain high for some time to come. We are hopeful that our TV business for the remainder of the current year will continue at the present peak level."

Earnings for first 6 months were \$2,736,431 (\$1.86 a share) after taxes of \$4,012,000 on sales of \$49,450,324, compared to profit of \$1,490,547 (\$1.01) after taxes of \$1,614,759 on sales of \$30,081,049 in same 1952 period, and \$1,042,725 (71¢) after \$1,130,000 on \$19,651,584 first 6 months of 1951.

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Zenith Radio, said to be pushing Motorola for 4th position among TV manufacturers, reports record earnings of \$2,776,190 (\$5.64 a share) in first 6 months, more than double profit of \$1,336,357 (\$2.71) in same period year ago. Sales were \$82,207,174 vs. \$46,925,511 same 1952 period, pres. E. F. McDonald Jr. saying first-half TV sales increased by more than 150% over first 6 months last year. For second quarter ended June 30, profit was \$666,729 (\$1.35 a share) on sales of \$34,308,401, up from earnings of \$253,115 (51¢) on sales of \$21,170,179 same 1952 period. Profits were reduced by \$1,000,000 flood damage in June to Wincharger Corp., Zenith subsidiary at Sioux City, Ia., a Missouri River town where flood insurance is unobtainable, report added. [For financial summaries of TV's Big 4—Admiral, Motorola, Philco, RCA—see Vol. 9:33.]

Webster-Chicago Corp. reports record sales in first half of 1953, up 73% over same period in 1952. Earnings were \$354,973 (78¢ a share) on sales of \$13,301,570 compared to loss of \$272,432 on sales of \$7,674,945 in first half of 1952. Pres. R. F. Blash, in semi-annual statement, credited greater demands of TV industry as a primary cause of increased volume.

Dividends: Indiana Steel Products, 37½¢ payable Sept. 10 to stockholders of record Aug. 25; Zenith Radio, 50¢ Sept. 30 to holders Sept. 11; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Standard Radio A & B, 10¢ Oct. 18 to holders Oct. 9; Clevite, 25¢ Sept. 8 to holders Aug. 28; Radio Condenser Co., 5¢ Sept. 21 to holders Sept. 1; Sprague Electric, 40¢ Sept. 14 to holders Aug. 27.

Sparks-Withington Co. 1953 fiscal year report, due in Sept., will show sales exceeding \$27,000,000, up \$7,000,000 from fiscal 1952, with backlog of about \$20,000,000 in defense orders, according to pres. John J. Smith.

Competition of TV was cited this week by a Charlotte, N. C. drive-in theatre operator in petition to U. S. Supreme Court to void city ordinance requiring theatres to close 6:30-9 p.m. Sundays. He points out that Charlotte's WBTV shows motion picture films during those hours, contends "there is now a life-and-death struggle on the part of those who exhibit motion pictures in theatres to survive the competition of the TV stations."

Industry group named by Defense Secy. Charles E. Wilson to overhaul military accounting and reporting system is headed by Charles P. Cooper, ex-AT&T v.p. and director. Twelve-man committee also includes GE v.p. D. L. Millham.

More than 200 patents, most of them electronic, have been made available for public use without charge or royalty by Westinghouse. They're included in new list of 6009 free public patents, available from U.S. Patent Office.

WOR-TV was back on air as we went to press, following 3-day blackout caused by strike of 160 IBEW engineers against General Teleradio, which began Aug. 18. TV operations were resumed at 6 p.m. Aug. 21, with supervisory personnel. All programs were back on air except Brooklyn Dodgers' home baseball games (Lucky Strike & Schaefer Beer) which were transferred to WABC-TV for rest of season. Only minor interruptions to AM programs resulted first day as supervisory personnel rushed to Carteret, N. J. transmitter to keep station on air by using standby facilities. Union charged General Teleradio was forcing engineers to "double up" on job assignments; management charged union with "featherbedding". Federal mediation officials have scheduled new meeting Aug. 24 in effort to settle strike. Another strike has been keeping New York AM station WEVD off air since Aug. 16, IBEW engineers walking out in dispute over pay increases—ironic because WEVD was named for Eugene V. Debs, Socialist labor leader, and was dedicated to cause of labor.

Wholesale DX-ing in TV-less Winnipeg is reported by Canadian electronics parts distributor and radio ham (VE4TJ) Albert C. Jebb, of Factory Products Ltd., 88 Arthur St., Winnipeg. In one day he picked up 20 stations, has logged total of 42, some as far away as Dallas and Atlanta. He uses 7-in. Motorola and 10-in. RCA table models, 50-ft. tower with Electro-Voice Tenna Top booster and Decimeter DM1 booster and dual stacked 5-element yagi and vertical coaxial antenna (homemade). Among the stations he reports he has logged, some for 5-6 hours at a time: WBTV, Charlotte, N. C. (1300 air mi.); WFMY-TV, Greensboro, N. C.; WSYR-TV, Syracuse; WCBS-TV, New York; WPTZ & WFIL-TV, Philadelphia; WDAF-TV, Kansas City; WKY-TV, Oklahoma City; KFEL-TV, Denver; WJAC-TV, Johnstown, Pa.; WSAZ-TV, Huntington; WMAR-TV, Baltimore; WSM-TV, Nashville; WMCT, Memphis; WDAY-TV, Fargo.

To make theatre-TV presentations more attractive to theatre owners, these moves were revealed this week by 2 different theatre-TV syndication firms: (1) Box Office Television Inc., which is offering Notre Dame football games and Harlem Globetrotters basketball games to theatres (Vol. 9:28), announced it will assume most of financial risk of theatres showing the events; its terms are 50% of proceeds, with no advances or guarantees, and it will pay AT&T and local line charges. (2) Theatre Network TV Inc., which will theatre-televise Sept. 24 Marciano-La Starza heavyweight title bout (Vol. 9:32), has arranged with RCA and General Precision Lab for theatres to rent theatre-TV equipment for the evening; about 20 units are said to be available.

Aid to subway safety in N. Y. via recorded announcements of TV stars imploring riders not to "crowd, shove or push" will be instituted in few weeks by City Transit Authority. Plan is to broadcast, via public address system in crowded stations, spot safety announcements by TV stars who would identify themselves and station before reading message. Idea is brainchild of A. A. Schechter, ex-NBC & MBS news & special events chief, now head of A. A. Schechter Assoc., 250 Park Ave., hired by transit authority to promote subway patronage. ABC-TV & NBC-TV agreed to cooperate; CBS-TV refused for time being, and DuMont deferred decision.

Julius G. Aceves, 65, partner in N. Y. electronics consultant firm of Amy, Aceves & King, died Aug. 18. A student of Dr. Michael Pupin at Columbia U, Class of 1913, he served as his assistant there until 1927, was co-inventor with Ernest V. Amy of multiple coupler system for master radio antennas for apartment houses, hotels, etc. He was a bachelor.

Telecasting Notes: ABC-TV intends to capitalize on its reputation for "the common touch"—friendly, easy approachability, easy to do business with; and at meeting of dept. chiefs last week pres. Kintner had high praise for work so far in building up staff morale, developing new programs, signing more sponsors. He took occasion also to introduce new news v.p. John Daly and film v.p. George Shupert. ABC's pitch will be, he said, to prove its place by "doing a job and making friends" rather than wasting effort on futile claims and rivalries. Inference about NBC-CBS rivalry—often verging on the personal and growing out of the Sarnoff-Paley feuds over 45 vs. 33 $\frac{1}{3}$ rpm and over color systems—wasn't lost on ABC topkicks . . . Rating claims & counterclaims: CBS-TV, with Pabst boxing in No. 1 position, gets 7 out of top 10 places in Nielsen report covering 2 weeks ended July 25; gets 9 out of top 10 Trendex ratings for Aug. 1-7. NBC-TV claims 13 of top 25 Niensens, 8 of top 15, noting this is despite summer hiatus of top shows . . . ABC-TV signs \$1,000,000-a-year exclusive film processing contract with General Film Labs, Hollywood, believed to be first of its kind . . . ABC-TV started construction this week on new 5-story \$1,500,000 TV-radio center at Golden Gate Ave. & Hyde St., San Francisco, to house studios and offices of its KGO-TV & KGO; it's scheduled for completion in May 1954 but telecasts may originate there by Feb. . . . Charles (Bud) Barry, NBC program v.p., due back from Hollywood next week with favorable report on breakdown of major studios' aversion to permitting name stars to appear on TV; trade report has him contracting for exclusives on MGM stars for guests . . . Admiral's adv. mgr. Seymour Mintz cites 93,818 attendance at Aug. 14 All-Star grid game (sponsored on 84-station DuMont hookup plus 530 MBS radio stations) as proof that TV doesn't cut into sports boxoffice if it's top-notch event; mediocre event won't get much attendance even with TV blacked out, he opines . . . TV-radio promotion kit has been prepared by 9 top advertising agencies for 1953 Community Chest drives, which seek to raise \$260,000,000 this fall . . . Greyhound racing is being televised by British Broadcasting Corp., despite swiftness that makes it difficult to announce . . . Ring Lardner stories to go on TV, Hollywood producer Robert Aldrich having acquired rights and planning to have son John Lardner write teleplays . . . New TV season, with its multifarious duties, given as reason for calling off NBC-TV executives' seminar that was scheduled at Greenbrier, White Sulphur Springs, W. Va., Aug. 31-Sept. 1 . . . KDYL-TV, Salt Lake City, under new chief Bennett Larson and new sales director Douglas Clawson, is separating TV-radio operations along lines of recent NBC realignment, with Clawson handling both TV-radio national spot sales but separate staffs of 3 each for local TV & radio all reporting to him.

Of the hapless 16 who forfeited their pre-freeze CPs for vhf channels, mostly out of fear of economics of TV (see p. 4), one now has a uhf station in operation (WEEK-TV, Peoria, Ch. 43); 2 are now CP holders (WJHP-TV, Jacksonville, Ch. 36, and *Portland Oregonian*, which must sell its radio KGW to acquire 50% interest in KOIN-TV, Ch. 6); 6 are now applicants (WJAX & WPDQ, Jacksonville, competitors for Ch. 12; KGDM, Stockton, Cal., Ch. 13; WMBD, Peoria, Ch. 8; *Minneapolis Star & Tribune*, Ch. 9). The other 7, who lost or dropped their CPs and are not now applicants were Raytheon Mfg. Co., Waltham, Mass., required by FCC to give up Ch. 2; WSMB, New Orleans, gave up Ch. 4; WAGE, Syracuse, gave up Ch. 10; KARO, Riverside, Cal., required to give up old Ch. 1; Sunshine Television Corp., St. Petersburg, Fla. (Robt. R. Guthrie), gave up Ch. 7; *Utica (N. Y.) Observer-Dispatch* (Gannett), gave up Ch. 3; Wm. H. Block Co., Indianapolis dept. store, gave up Ch. 3.

FCC appointed new general counsel this week, announced resignation of secretary (since 1937) Thomas J. Slowie at end of leave period that began Aug. 10. New legal chief is Warren E. Baker, 39, native of Ft. Wayne, Ind., 1937 graduate of Indiana U and 1940 graduate of its law school where he was an editor of *Indiana Law Review*. He was recommended by Sen. Capehart (R-Ind.) and approved unanimously. He has had some communications experience, gained during Navy service 1942-46, which included training at Cornell, Harvard & MIT, and serving as communications officer on seaplane tender Humboldt for 28 months. Married, father of 4 children, he was a hearing examiner for Civil Aeronautics Board from 1946 to 1951 when he became executive asst. to CAB member Oswald Ryan. He comes from that job to FCC post he didn't actively seek, which was one of factors which apparently commended him to the FCC commissioners. He will be given free hand, it was indicated, in selection of aides. No one has yet been considered for secretaryship, usually a political plum, and veteran asst. secy. Wm. Massing will continue as acting secretary until someone is chosen; it's understood White House offered the job to Charles Garland, mgr. of Gene Autry's KOOL, Phoenix, and candidate for FCC vacancy, but he declined.

George Storer's \$700,000 purchase of KABC, San Antonio (50-kw D and 10-kw N on 680 kc, ABC) was approved by FCC this week, at same time that it also agreed to transfer of Storer-owned WMMN, Fairmont, W. Va. (5-kw on 920 kc, CBS). San Antonio station was purchased from Texas State Network interests and will be operated as adjunct of Storer's TV station KEYL there (Ch. 5) for which he paid \$1,050,000 in 1951 (Vol. 7:30, 41). Fairmont outlet was sold for \$350,000 to Peoples Bestg. Co., which also operates WOL, Washington; WTTM, Trenton; WRFD, Columbus, O. Storer group now comprises allowable limit of 5 TV stations, 7 AMs. Note: FCC this week also approved transfer of control of WCMI, Ashland, Ky., from J. Lindsay & Gilmore N. Nunn to Great Trails Bestg. Co. for \$140,000. Great Trails, controlled by Charles Sawyer, ex-Secy. of Commerce, thus takes over Ashland station's TV application for Ch. 13 in nearby Huntington, W. Va.

KOLN-TV, Lincoln, Neb. (Ch. 12), along with radio KOLN (250-w on 1400-kc), goes into hands of Fetzer Bestg. Co., Grand Rapids, Mich. (Mr. & Mrs. John Fetzer) as result of FCC authority this week to transfer control from the Edward M. O'Shea-Bennett S. Martin interests for \$145,000 cash plus assumption of about \$500,000 in liabilities. Grant came just 4 weeks after application (Vol. 9:30). It's the Fetzers' second TV station; they own pre-freeze WKZO-TV, Kalamazoo, where they also operate radio WKZO, and they're owners of radio WJEF, Grand Rapids, part owners of WMBD, Peoria, and KXEL, Waterloo, Ia.

Another example of changing radio ownerships being forced by TV: FCC this week approved transfer of KALL, Salt Lake City (1-kw on 900 kc) to 25% stockholders George C. & Wilda G. Hatch in consideration of \$125,000. Sellers are Salt Lake *Tribune* and *Telegram* (50%) and Abrelia S. Hinckley, wife of Robert H. Hinckley, ABC Washington v.p. (25%). Newspaper company was obliged to divest itself of radio station to qualify for 50% interest in projected KUTV (Ch. 2) along with Frank Carman and Grant Wrathall, 25% each, both retaining their radio KUTA holdings.

Radio coming along nicely, too: MBS reports gross billings first 7 months of 1953 were \$12,833,249, up 10% from same 1952 period; July billings of \$1,658,422 were 23% up. And NBC radio network v.p. Wm. H. Fineshriber Jr. reports \$18,000,000 in new & renewal business signed in last 60 days, \$2,000,000 in new orders.

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with **ELECTRONICS REPORTS**

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COLOR PROMOTION BEGINS IN BIG WAY: Not much question about the RCA-NBC purpose -- they're going to push color TV publicly for all it's worth, announcing their network colorcasts in advance and launching a series of "color premieres" starting Sept. 28 designed eventually to embrace all the network's programs and advertisers.

Let the commercial chips fall where they may, let competitive networks fend for themselves as best they can -- RCA is going all out for color even before FCC authorizes new NTSC standards or factories are ready to begin producing sets. Having won its crusade for compatibility, it's now out to win the colorcasting field -- all assuming, of course, that FCC approves the standards, as everybody now expects.

Newsmen were invited this week to an experimental colorcast of Kukla, Fran & Ollie doing the opera "St. George and The Dragon" -- with the NBC Symphony, no less, and with Dave Garroway narrating -- as carried sustaining on NBC, Aug. 30, 5-5:30. It was to be viewable from New York's WNBT experimental adjunct on color receivers in Center Theatre -- viewable at same time on all existing sets in black-&-white.

It's the first publicly announced major show of kind, though several other name acts have been done in color without telling viewers beforehand. NBC justifies out-and-out publicity on grounds public will actually see show in superior black-&-white due to the inherent qualities of compatible color. That the trade isn't going to jump with joy, goes almost without saying.

* * * *

NBC v.p. Sylvester (Pat) Weaver, detailed to handle color planning, reveals that immediate and long-range plans involve not only the series of "color premieres" starting Sept. 28 -- probably 2 a week -- but preparation of big Warner Bros. sound stage in Brooklyn for color shows; conversion of Bijou Theatre on W. 45th St. for receiving colorcasts for projection on full-size movie screens; everyday operation already of Colonial Theatre on Broadway for preparing and originating color shows.

Tournament of Roses in Pasadena will be colorcast next Jan. 1 from mobile unit, piped to affiliate monitors for studio viewing -- for few if any people will have color receivers by then. So far, 55 NBC stations have signed agreements to carry color, and presumably all have ordered equipment -- albeit deliveries by RCA, GE, Telechrome, possibly others, are still a nebulous prospect.

"All producers and directors are ordered to think of color when planning all shows," said Weaver. All NBC personnel, he added, is being "indoctrinated" in color problems, and "commercial clinics" on the subject are being held for ad agencies.

Special showing of another color program to a mass audience, first ever in midwest, is scheduled for Sept. 21-22 convention of Assn. of National Advertisers in Chicago. Piped from Colonial Theatre in New York to Chicago outlet, musical star Nanette Fabray and Hit Parade dancers will be viewed by some 400 admen, along with

demonstrations of sample commercials developed at recent color advertising clinics. These clinics, incidentally, are continuing "until all advertising agencies and NBC clients have had an opportunity to work in the new sales medium."

Movie color expert Richard Day, 6-time Academy Award winner, has been hired as consultant on color scenery and color research, Weaver announced. And, as if to cap the intensity and seriousness of his (and his boss Gen. Sarnoff's) purposes, he said: "RCA-NBC by end of this year will have spent \$25,000,000 developing color, and we will invest another \$15,000,000 to establish color TV as a commercial reality."

* * * *

As for present receivers, the RCA-NBC "party line" -- which actually is what whole industry is trying to stress for fear of retarding current sales -- was put thus by Weaver, emphasizing compatibility of present receivers and cost of color:

"There is no reason why anybody should hesitate to make an investment in the purchase of a black-&-white TV receiver now, or in the future, particularly since that receiver will continue its usefulness under compatible TV standards.

"We must emphasize that quantity production of color receivers cannot be achieved for many months after FCC approval. But meanwhile the public can get all our colorcasts on their black-&-white sets, as high quality black-&-white pictures.

"Color makes TV more exciting than ever. The first color sets with 14-in. picture size are expected to cost between \$800 and \$1000. The TV industry now offers superb black-&-white sets at low prices with large screens and with long life ahead."

11 STARTERS JUMP TOTAL ON AIR TO 238: Biggest batch of new stations to begin testing in any one week totaled 11 between Aug. 22-28 -- and still more were getting ready to start next few weeks. Since we count all new stations on air from time of their first test patterns, total now operating is 238 -- 172 vhf, 66 uhf.

Week's starters include 2 in Minneapolis-St. Paul sharing Ch. 11 plus 8 in new TV cities, some quite sizeable and most getting primary service for first time. In several instances -- notably Portland, Me. and Columbus, Ga. -- uhf gets in ahead of impending vhf and with good network affiliations. Week's openers:

WTCN-TV, Minneapolis & WMIN-TV, St. Paul, granted time-sharing on Ch. 11, began test operation Aug. 27 from mutually owned RCA transmitter with supergain antenna on Foshay Tower, Minneapolis. RCA 10-kw unit is driver portion of first air-cooled 50-kw to be delivered about Jan. 1. Stations split schedule, using separate studios, both affiliated with ABC (KSTP-TV is NBC affiliate, WCCO-TV is CBS). New Minneapolis station is controlled by Robert Butler, ex-Ambassador to Australia and Cuba, with Edward G. Smith as mgr., Don Kraatz as TV operations director, K.M. Light sales mgr. St. Paul station is headed by N.L. Bentson as trustee for estate of late Edward Hoffman. Base rates are \$750. Reps are Blair for WTCN-TV, Taylor for WMIN-TV.

WPMT, Portland, Me. (Ch. 53), opening up brand new market, hit Aug. 27-28 target dates on nose. RCA transmitter with 200-ft. Truscon tower and 40-ft. antenna began testing then, goes commercial Aug. 30 with CBS's Toast of the Town. It gets live service from all 4 networks via AT&T microwave from Boston, already available. First vhf isn't promised before "end of 1953" by Ch. 6 grantee WCSH-TV (Vol. 9:32), so uhf gets good head start. Chief owner Frank S. Hoy, of Lewiston, is gen. mgr.; F. Parker Hoy, asst. gen. mgr.; George E. Curtis Jr., station mgr. Base rate is \$200. Reps are Everett-McKinney (national) and Kettell-Carter (Boston).

WDAK-TV, Columbus, Ga. (Ch. 28) began testing Aug. 27, getting good head start on this week's vhf grantee on Ch. 4 there to open up new area 95 mi. southwest of Atlanta. New uhf outlet, RCA equipped, is equally owned by WDAK (NBC) and the Martin theatre chain, affiliates with ABC & NBC. WDAK's Allen Woodall is gen. mgr. Base rate is \$150. Rep is Headley-Reed.

KHQA-TV, Hannibal, Mo. (Ch. 7) began test patterns Aug. 27 with DuMont transmitter located approximately 4½ mi. northeast of Quincy where owner Lee Bcstg. Co., interlocking with Lee newspapers of Iowa, operates radio WTAD. Station covers Keokuk-Hannibal-Quincy area, got on just ahead of WGEM-TV, Quincy (Ch. 10). It joins CBS & DuMont network, quotes \$250 base rate. Manager is Walter J. Rothschild, who reports to exec. v.p. Herbert R. Ohrt and pres. Lee P. Loomis. Weed is rep.

WGEM-TV, Quincy, Ill. (Ch. 10) got its DuMont transmitter on air at 2 a.m. Aug. 28, exactly 19 hours after neighbor KHQA-TV, Hannibal, Mo. (Ch. 7) across the Mississippi only few miles distant. It's testing with 2 side-mount Andrews antennas (visual & aural) pending RCA bridge diplexer due in mid-Sept. and scheduled to surmount 675-ft. tower. Station is controlled by Quincy Herald-Whig, managed by Joe Bonasinga. It goes on NBC & ABC networks. Base rate is \$200. Rep is Walker.

WICA-TV, Ashtabula, O. (Ch. 15) began oft-delayed tests of RCA transmitter Aug. 25. It's owned by Rowley estate (Ashtabula Star-Beacon and other Ohio newspapers) and located about halfway between Cleveland & Erie. D.W. Fassett is business mgr. Base rate is \$200. Gill-Perna is rep.

KETX, Tyler, Tex. (Ch. 19) began testing with GE equipment Aug. 24, opening up new TV area about 85 mi. southeast of Dallas. Owner is Jacob A. Newborn Jr., laundry business and real estate. Mgr. is Robert Norris, ex-U of Texas professor of TV-radio. Base rate is \$200. No rep has been announced.

KRBC-TV, Abilene, Tex. (Ch. 9) began test patterns Aug. 24 and was scheduled to go commercial at 1 p.m., Aug. 30. It uses DuMont antenna and 400-ft. FM tower 11 mi. south of town. Howard Barrett is mgr. and 8% stockholder, will sell holdings along with others to new local group in transfer deal filed with FCC for approval (see p. 6). Base rate is \$150. Rep is Pearson.

KOPR-TV, Butte, Mont. (Ch. 4) began tests Aug. 23, using RCA transmitter purchased from WGAL-TV, Lancaster, Pa. Frank Carman is pres., Grant Wrathall a director, each owning 16.75%; Ed Cooney is v.p. & gen. mgr., 10%. It's Butte's second station, Ed Craney's KXLF-TV (Ch. 6) having started Aug. 14. It will get ABC & CBS, starts commercials Sept. 1, operating 6-11 p.m. Rate is \$150. Rep is Hollingbery.

KHSL-TV, Chico, Cal. (Ch. 12) began testing Aug. 22 with RCA 2-kw transmitter and 6-bay superturnstile. It's owned by Ruth McClung, managed by M.F. Woodling, with Martin Jacobsen as production mgr. It affiliates with NBC & CBS. Located about 75 mi. north of Sacramento, nearly 150 mi. from San Francisco, it opens up brand new TV area. Base rate is \$200, rep is W.S. Grant Co.

4 VHF GRANTS, NEW PRIORITIES IN EFFECT: FCC granted 4 vhf CPs this week and put into effect its new priority rules for processing mutually exclusive applications.

This week's grants: Columbus, Ga., Ch. 4, WRBL & WGBA; Manchester, N.H., Ch. 9, WMUR; Sweetwater, Tex., Ch. 12, Texas Telecasting Inc.; Jackson, Miss., Ch. 3, WSLI. Jackson grant finalized last week's initial decision (Vol. 9:34).

Columbus grant was conditional, arose from merger of 2 local AMS this week. Commission ordered CP held up until all its officers and stockholders divest selves of interest in WGBA. Grantee is owned 51% by Columbus Enquirer & Herald and Bradenton (Fla.) Herald (WGBA), 49% by J.W. Woodruff Sr. & J.W. Woodruff Jr. (WRBL).

Grant was made over strong objections of Phenix City (Ala.) city commission and state legislator J.W. Brassell, both attacking "monopoly of communications" and alleged "slanting" of news about Phenix City by Herald. FCC reminded them they have until Sept. 10 to file protest. Station will be Columbus' second, WDAK-TV (Ch. 28) having begun test pattern this week (see p. 2).

Manchester grantee is 97% owned by ex-Gov. Francis M. Murphy. Competing WFEA dropped out when Murphy agreed to buy its physical assets for \$175,000.

Sweetwater group has same ownership as Lubbock's KDUB-TV (Ch. 13), principal stockholder being W.D. (Dub) Rogers. Jackson grantee is controlled by Standard Life Insurance Co., will provide vhf competition for well-established uhf WJTV (Ch. 25).

* * * *

Commission's official priority list, issued Aug. 24, was exactly same as our unofficial one in last week's issue -- except for one asterisk misplaced on our list through typographical error. Official list is reprinted in this week's TV Addenda 17-H herewith. List is to be used with FCC's new rules for processing TV applications, which we printed as a Special Report July 18. [We have additional copies of the processing rules, available at \$1 each.]

It will be some time before FCC begins to set hearing dates on basis of new

list. The 25 asterisked cities on list represent 72 applications which had been processed under old priorities, but which had no hearing dates set when list came out Monday. However, Commission this week slated hearings beginning Sept. 25 on 13 applications for 4 cities already processed under the old priorities: Roanoke, Va. (Ch. 7); Detroit (Ch. 50 & 62); Philadelphia (Ch. 17 & 23); Baltimore (Ch. 18).

This week FCC staff began processing applications from cities without asterisks on new list, in priority order. They're being processed alternately from Group A & B. Because applications from first 11 cities in Group A (cities without TV stations) had already been processed under old priorities, the 12th city in Group A -- Durham, N.C. -- is first to be processed under new rules. Then comes first city in Group B, St. Louis; then A-13, Stockton, Cal.; followed by B-2, Milwaukee, and so on.

In compiling first bi-monthly priority list based on number of operating stations in each community, FCC applied these considerations: (1) In "hyphenated" cities (such as Norfolk-Portsmouth-Newport News), an operating station in one city is considered an operating station in all of them. (2) Where station is operating in unlisted community within 15 mi. of city listed in allocation table, station is not considered as operating in listed city. For instance, if KFUO-TV, in suburban Clayton, Mo., were now on air, it wouldn't make St. Louis a "2-station city", even though channel is actually allocated to St. Louis.

UHF PROBLEMS—NETWORKS & CONVERSION: FCC study of network-uhf relations continues (Vol. 9:31,33-34), but best bet now is that no action will be taken for a long time, if at all. Hope is that industry will straighten out situation of its own accord -- and there's every reason to believe it will.

Most urgent complaints by uhf grantees come from areas where one vhf station has several network affiliations while uhf stations can get no network programs at all -- not even on secondary basis. Policies of the 2 most powerful networks, as reported in Vol. 9:31, appear to differ widely -- but there are strong indications that they'll both be signing up increasing numbers of uhf stations in coming weeks.

First big-city "vhf market" in which uhf station has signed primary affiliation contract with major network is Norfolk-Portsmouth area, where NBC chose WVEC-TV (Ch. 15) after lone vhf WTAR-TV bolted to CBS (Vol. 9:21,25). WVEC-TV is now transmitting test pattern, plans to begin programming Sept. 19 with full NBC schedule and accompanied by huge NBC-directed promotional campaign for uhf conversion.

Almost exactly the same thing -- but in reverse -- happened this week in Milwaukee where Journal's WTMJ-TV is sole vhf. CBS signed primary affiliation contract with upcoming WCAN-TV (Ch. 25), which is slated to begin test pattern on Labor Day. As of Sept. 27, all CBS programs leave WTMJ-TV, whose gen. mgr. Walter Damm-- once one of NBC's severest critics -- was leader of affiliates pledging loyalty to NBC in last May's crisis when it appeared many NBC stations would bolt (Vol. 9:22).

So CBS in Milwaukee now faces same task as NBC in Norfolk -- to build up uhf audience from scratch, and fast. With the 2 major networks plugging uhf stations in major cities, uhf gets its biggest boost to date. Milwaukee and Norfolk certainly herald the day when TV, like radio, is conducted on one-network-per-station basis.

* * * *

Bleakest economic prospects are faced by new stations -- most of them uhf -- which have competition from 4 network stations, and therefore have no hope of getting any affiliation. They must live on local and film programming -- or will they turn to subscription TV as the answer?

Don't write off as a "stunt" the subscription-TV proposal filed with FCC by 4 eastern uhf CP-holders, all under the gun of big-network competition (Vol. 9:32). Proposal is being taken seriously by plenty of harassed uhf operators and grantees. TV adviser Will Baltin for New Brunswick (N.J.) Home News (WDHN-TV, Ch. 14), prime mover in campaign, has invited 35 uhf grantees to meeting on subscription TV next month in Philadelphia, at Benedict Gimbel's WIP, one of the fee-TV petitioners.

Of 22 replies received to date, 20 indicated they'd attend. Replies came from 9 states, from Kentucky to New Hampshire, and included 5 uhf stations already on air. Subscription-TV backers Zenith, Telemeter and Skiatron have been invited.

Fifth uhf grantee this week joined subscription-TV petition. It was WACH-TV, Newport News, Va. (Ch. 33) -- same station which last week wired Senate leaders asking investigation of networks' reluctance to affiliate with it (Vol. 9:34). WACH-TV is affiliated with radio WHYU, is slated to begin test pattern Sept. 15.

* * * *

First and most important task of any uhf station is promotion -- to sell idea of set conversion; to change tuning habits; to sell the desire for TV in new homes. To this end, NBC has just published 50-pp. handbook, "Circulation Promotion for TV Stations -- UHF and VHF", based on experiences of stations already on air.

Much of book is aimed at uhf stations in markets already served by vhf, and new grantees will be most interested in its outlines on planning and pre-broadcast operations. Book, available from NBC on request, stresses these points:

(1) Make a basic plan -- "Set yourself an air date you can comfortably meet" and set a "quota" or goal for conversions "so you can measure your progress as you approach your air date".

(2) "Basic uhf policy -- Work with dealers on conversion", starting long enough ahead of time to assure successful launching of station.

On latter point -- actually the key to successful conversion campaign -- the book presents rather detailed timetable. First, it recommends holding distributor-dealer meetings to discuss station plans and secure cooperation. Working committee of dealers and distributors should be formed to provide continuing liaison between station and trade. Other ideas:

Take dealers on tours through station, let them see "inside story". Hold engineering clinics for dealers and servicemen to assure good conversions. Keep trade informed of station's progress, through newsletters or periodic releases. In turn, ask dealers to keep you informed of conversion progress through regularly conducted surveys. Help dealers promote sales by providing posters and photos of TV stars, etc. for their ads and window displays. Promote dealer in your advertising.

As to your own promotion, one of first steps is question-&-answer newspaper ad -- used successfully by many stations -- to tell story of your station: When it will go on air, meaning of uhf, the conversion story, etc. But above all, says the handbook: Keep it simple. For advertising, use of all media is suggested: radio, newspapers, billboards, direct mail, car cards, matchbooks.

Other pre-broadcast ideas discussed are: special newspaper supplements; public studio tours; lectures and discussions; TV set show at local armory, exhibiting all makes of sets and featuring closed-circuit telecasts, etc. For reports on how some uhf grantees are promoting their upcoming stations, see story on p. 8.

MORE TV-RADIO STATIONS CHANGING OWNERS: So many transfer-of-ownership deals involving TV stations are cooking, that it seems as though venture capital is literally bursting its vaults to get into telecasting.

That TV is changing the face of broadcasting, with nearly every AM station operator of any consequence either in it or trying to get in, is indicated by list of present TV operators and by current grantees -- preponderantly radio folk (Vol. 9:27). But quite significant, too, is the swift rate of changing ownerships.

This was first discernible in the numerous transfers of pre-freeze stations (see p. 33, TV Factbook No. 17). Now, we see more sales and proposed sales coming up, this time involving mostly post-freeze projects, including many AM sales with TV motivations. For example:

KRBC-TV, Abilene, Tex. (Ch. 9), which went on air only this week, has been sold subject to FCC approval; Newark's WATV (Ch. 13) is again being eagerly sought; KXLY-TV, Spokane (Ch. 4) is in negotiation for sale; and several radio stations have filed transfer papers with FCC that have TV motivations, including proposed sale of control of Eitel-McCullough's KSBR (FM), atop Mt. Diablo, Cal., Ch. 13 applicant, to big TV-radio sponsor H. Leslie Hoffman, Los Angeles TV-electronics manufacturer.

For details about foregoing, see p. 6. And to bring record up-to-date, we note here that since our Factbook tabulation of 1949-53 transfers, we have reported

on sale of KOLN-TV, Lincoln, Neb. (Ch. 12) to Fetzer interests, approved by FCC (Vol. 9:30); proposed sale of KDZA-TV, Pueblo, Colo. (Ch. 3) to Gene O'Fallon, of KFEL-TV, Denver (Vol. 9:31); sale of control of WABI-TV, Bangor, Me. (Ch. 5) to ex-Gov. Hildreth (Vol. 9:31); transfer of control of KRTV, Little Rock, Ark. (Ch. 17) granted to Rowley-Brown interests (Vol. 9:30); acquisition of CP for WTVQ, Pittsburgh (Ch. 47) sought by Edward Lamb. There also was projected \$2,000,000 deal to buy WALA-TV, Mobile, Ala. (Ch. 10), which didn't come off (Vol. 9:25), and we've reported on sundry AM station transfers involving TV considerations.

STATION SALE deals are mostly in negotiation stages at this writing, some still quite secret—but you'll be hearing about more and more of them in coming weeks. Only new TV transfer-of-ownership actually filed (besides those mentioned on p. 5) was the one involving KRBC-TV, Abilene, Tex. (Ch. 9), with KRBC for purchase price of \$500,000.

Purchasers are Lewis J. Ackers, local oilman & rancher; Mrs. Sybil Ackers, his wife; Dale Ackers, son, who is sales mgr. for local Ford Agency; Jack Andrews, district mgr. for big cotton brokers Anderson-Clayton Co., Houston. They would own 25% each, buying out 64% holdings of Mrs. Eva May Hanks, widow of newspaper publisher Bernard Hanks, plus those of all other stockholders.

Purchase price includes guaranteed acquisition of \$125,000 in assets over liabilities. Assets of present company include some \$85,000 worth of equipment, with net worth reported as \$204,468, including about \$180,000 in earned surplus.

WATV, Newark, with its AM adjunct WAAT has long been quarry of various interests eager to crash New York market. Approach recently was made on behalf of George Storer, already owning limit of 5 TVs, 7 AMs (3 of the TVs acquired by purchase). Though station is reputed to be in the black, it's currently faced with necessity of moving transmitter to Empire State Bldg., involving cost of some \$200-250,000 as well as high rentals. Hence possibility station may be sold.

Price of WATV is said to exceed \$3,000,000, with chairman Matthew Rosenhaus, who owns control with mgr. Irving Rosenhaus, a brother, understood to want to retain a stock interest. Matthew Rosenhaus also heads Serutan Co. All stock except Frank Bremer's 10% is in family hands. If Storer should buy, he'd presumably have to sell one of his present TV properties—most likely either the one in San Antonio or Birmingham.

Fact that Storer discussions were under way apparently gave rise to rumor that he's interested in acquiring WOR-TV, New York, reputed to be deep in red. But that was flatly denied on behalf of General Teleradio's Tom O'Neil. There was story current, too, which may have some substance, that *Newark News'* prospective sale of its radio WNJR (5-kw independent on 1430 kc) is prelude to possible acquisition of WATV and WAAT.

Several weeks of negotiations have gone into proposed acquisition of 8-month-old KXLY-TV, Spokane, with KXLY, for reported \$1,750,000. Owners are 50% group headed by E. B. Craney, with Bing Crosby holding 47.6% and said to be leaning toward selling for sake of capital gain. Purchasers would be group headed by Joseph Harris, wealthy N. Y. insurance man who controls rights to *Superman* and who is principal backer of big TV film syndicator, Motion Pictures for Television, Inc.

Engineering the deal is Richard E. Jones, ex-mgr. of Storer's WJBK-TV, Detroit, recently mgr. of DuMont's WABD, N. Y. Among other principals are MPT's Sy Weintraub and David Wolpert. KXLY-TV, it's reported, has been operating in the red, but recently began to show a profit.

There were reports again that KLAC-TV, Los Angeles, was about to be sold, but, though admitting it can be had at a price, spokesman for owner Mrs. Dorothy Schiff Sonneborn denied anything cooking. Also flatly denied was rumor that City of St. Petersburg was about to sell its 3-month-old WSUN-TV (Ch. 38) to undisclosed N. Y. interests, though city manager Ross Windom admitted there have been frequent approaches—none lately.

Filed with FCC this week were 2 proposed California radio station transfers with TV overtones. Lincoln Dellar proposes to sell KDB, Santa Barbara, for \$75,000 to F. Robert Baer—as he said he would at recent competitive FCC hearing on Ch. 3 for Sacramento, where he operates KXOA. Other deal involves FM station KSBR, San Bruno, Cal., owned by Eitel-McCullough (tube mfrs.) with transmitter atop Mt. Diablo. Hoffman Radio's H. Leslie Hoffman proposes to buy control for \$62,000 and form new company to take over KSBR with its TV application for Ch. 13 assigned Stockton. Competitive applicants are Stockton's KXOB & KGDM, and it's now No. 13 on new FCC priority list.

Crosley isn't buying or buying into Mutual Broadcasting System, despite published rumors, but it is completing a program origination deal whereby it will feed shows daily from Cincinnati to full MBS Network. That's reply from Crosley spokesman Aug. 26 to inquiries by *Television Digest*. Crosley recently sold its 50-kw radio WINS, New York (Vol. 9:32) and it has no "gleam in its eye" for acquiring either TV or radio there again, spokesman said. He added: "While we have been a basic NBC station at WLW-radio for many years, we have always carried Mutual shows, and we were one of the founders of Mutual, along with WGN & WOR, several decades ago. At present we carry 6½ hours of commercial shows a week from Mutual, and before long we'll most likely be carrying more, originating shows of varied type daily beginning Sept. 1, union conditions permitting. We are in no way interested in any part of Mutual, nor in any other subsidiary of the General Tire & Rubber Co."

KONA, Honolulu, which went silent last March but resumed June 24 under new owners *Honolulu Advertiser* (50%) and Jack Keating & J. Elroy McCaw (25% each), has been sued by its first gen. mgr. George H. Bowles for \$237,000 for alleged breach of contract. He claims he signed 5-year irrevocable contract at \$1500 per month plus 15% of net, but was dismissed after 2 months "without cause." Mgr. John Keating says Bowles was fired before new owners took over. Keating is also operator of KYA, San Francisco, may shortly buy KGW, Portland, which had CP for Ch. 3 but dropped it pre-freeze and whose present owner, *Portland Oregonian* (Newhouse), is due to acquire 50% of upcoming KOIN-TV (Ch. 6).

TV is druggists' best sales aid, according to 33-city survey by Fact Finders Associates Inc., 400 Madison Ave., N. Y., which reported 86% of druggists giving TV first place. Magazines achieved poor second place with 29.2%, newspapers 25.6%, radio 23%, outdoor 10.2%, displays 2.6%, others 3.6%. Votes for more than one medium bring total to more than 100%.

Station Accounts: Rep Edward Petry & Co. has just released brochure titled *Airline Advertising Airborne, via Spot TV*, analyzing huge increase in TV spot usage by airlines. Sponsoring airlines up from 5 in 1950 (Delta, Eastern, Piedmont, United, Western) to 17 currently—namely, the foregoing plus Capital, Colonial, Continental, North American, Northwest, Pan American, Chicago & Southern, El Al, Frontier, National, Skycoach, West Coast . . . Canada Dry Ginger Ale Inc., through CBS-TV film sales div., has contracted for 52 weeks of westerns titled *Annie Oakley* to be produced at Gene Autry's Flying A Pictures ranch in California at reported cost of \$27,500 each, with Gail Davis as heroine; more than 50 stations will be used, starting next Nov., thru J. M. Mathes, N. Y. . . . Peter Paul's Inc. (Mounds & Almond Joy candies) resuming TV-radio spots this fall, thru Maxon Inc., N. Y. . . . Alfred Dunhill of London Inc. will use TV-radio with other media in \$250,000 campaign Sept. 10-Nov. 29 for its Denicotea cigarette holders, thru Lawrence C. Gumbinner Adv., N. Y. . . . 20th Century-Fox buys 156 spots, various participations and guest appearances on WNBT for Sept. 20-Oct. 10 buildup of its Cinemascope production of *The Robe* . . . American Viscose Corp., to promote Minifil rayon yarns, is providing its retailers with kits containing TV-radio scripts; agency is Hirshon-Garfield, N. Y. . . . Of 79 sponsors of Guild Film Co.'s *Liberace*, 32 of them banks, most unusual is *Boise Idaho Daily Statesman*, via KIDO-TV . . . Among other advertisers reported using or preparing to use TV: Cott Beverage Corp. (soft drinks), thru John C. Dowd, Boston; Armstrong Rubber Co., thru Biow, N. Y. (formerly handled by Maxon Inc., N. Y.); Griest Mfg. Co. (sewing machine attachments), thru Cunningham & Walsh, N. Y.; Ex-Lax Inc. (laxative), thru Warwick & Legler, N. Y.; Piel Bros. (Piel's beer), thru Young & Rubicam, N. Y.; General Cigar Co. (Robt. Burns cigars), thru Young & Rubicam, N. Y.; Climalene Co.

(cleaning preparations), thru W. S. Hill Co., Pittsburgh; Ivano Inc. (sponges), thru Arthur R. MacDonald, Chicago; Perfect Plus Hosiery Mills, thru Arthur Meyerhoff, Chicago; H. Hicks & Son (fruit baskets & food packages), thru Steiner, Towers, Dobrin & Kaus, N. Y.; Figaro Co., Dallas (barbecue sauce), thru Hepworth Adv., Dallas; Detroit-Michigan Stove Co. (Detroit Jewel ranges), thru BBDO, Detroit; House of Worsted-Tex, Philadelphia (suits), thru Hirshon-Garfield, N. Y.; Pillsbury-Ballard div. of Pillsbury Mills (Ballard oven-ready biscuits), thru Campbell-Mithun, Minneapolis; Boscul Co. (tea & coffee), thru Wm. F. Scull, Philadelphia; Southland Coffee Co., Atlanta (Bailey's Supreme coffee), thru Donahue & Coe.

Network Accounts: AFL and CIO will get together for joint sponsorship of ex-President Truman's Labor Day address from Detroit Sept. 7. NBC-TV and ABC-Radio will carry speech live, 1:30-2 p.m., NBC-Radio will rebroadcast it 10:30-11 p.m. . . . General Electric (appliances) to sponsor new situation comedy, *Meet Mr. McNutley*, on CBS-TV, starting Sept. 17, Thu. 8-8:30 p.m., thru BBDO . . . Speidel Co. (watchbands) to be co-sponsor, with American Tobacco Co. (Lucky Strikes), of new Danny Thomas show *Make Room for Daddy* on ABC-TV, starting Sept. 29, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Quality Importers Inc. (Welch's Wine) to sponsor quiz show *On Your Way* on DuMont, starting Sept. 9, Wed. 9:30-10 p.m., thru Monroe Greenthal Co. . . . Simmons Co. (Beautyrest mattresses) and International Silver Co. (sterling) to co-sponsor *My Favorite Husband* on CBS-TV, starting Sept. 12, Sat. 9:30-10 p.m., both thru Young & Rubicam . . . General Foods (Maxwell House coffee) renews sponsorship of *Mama*, on CBS-TV, starting Sept. 4, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Procter & Gamble (Tide detergent) moves *On Your Account* on NBC-TV, starting Sept. 21, from 4-4:30 p.m. to 4:30-5, thru Benton & Bowles.

THE CANADIAN advertiser "must constantly bear in mind the proximity of many American TV stations and the readiness of Canadians to avail themselves of American programs. The magnetic appeal of good, accessible entertainment is proving irresistible to Canadians from Victoria to Kingston. Already a definite pattern is taking shape. Twice the number of Canadian eyes are presently on American TV as are on Canadian TV programs." This from *Television as a Medium of Canadian Advertising*, 24-p. brochure just published by James Lovick & Co., Toronto agency. Since Canadians are being "indoctrinated" with U. S. television, agency says, they will have to be "won over from top-calibre U. S. network shows whose talent-dollar investment makes dizzying statistics."

Does this, then, mean Canadian advertisers should buy time on U. S. stations to reach Canadian audiences? With 2 possible exceptions, the answer is no, says report: WBEN-TV, Buffalo (Ch. 4), with its "surprisingly complete coverage of Toronto at a straight time cost of less than the cost of similar time on Toronto's CBC-TV station"; KVOB, Bellingham, Wash. (Ch. 12), 30 mi. from Vancouver, which has geared its operations to offer Canadian advertisers at low cost the opportunity of reaching the most densely populated areas of British Columbia. As for WBEN-TV, definite barriers are (1) that advantageous time is hard to get and American talent is costly, and (2) the "intangible barrier" of a Canadian company using an American medium to sell Canadians.

* * * *

Canadian sponsorships are coming along nicely on CBC's 3 stations, only ones in Dominion as yet, reports *Sponsor Magazine*, which estimates 30% of population already TV-served and quotes CBC chairman A. D. Dunton as predicting that by 1954 Canada should have at least 22

stations covering about 75% of population. U. S. brand names dominate sponsor list. For example, program sponsors include Ford, Frigidaire, Bristol-Myers, Chesebrough, Schick, Gillette, Philco, Remington Rand, as well as Addisons Ltd., British-American Oil, Imperial Oil, Canadian Westinghouse, Canadian Admiral, London Life Insurance Co., Maple Leaf Milling, Northern Electric, Canadian Starch, Canadian Structural Steel, Labelle Forrue Ltd., and Dominion, Molson's & Dow's Kingsbeer breweries.

Among spot users: General Foods, Bulova, S. C. Johnson, Buick, Studebaker, Seven Up, General Motors, Salada, Shell Oil, RCA, Revlon as well as Canada Bread Co., Imperial Tobacco Co., Moffats Ltd., Phillips Industries, Gattuso Olive Oil Corp., Guardian Trust Co., Savon Campeau Soap, Bradings Brewery. And Sweet Caporal (cigarettes) is latest Canadian sponsor to go spot on all 3 CBC stations, has ordered 15 films from Robert Lawrence Productions.

New CBC Rate Sheet No. 4, effective Sept. 1, establishes Class A, B & C rates for its 3 stations now operating, also fixes rates on 3 new stations due on air soon. CBLT, Toronto (Ch. 9), has \$750 per hour, \$450 half hour, \$300 quarter hour A rate; CBOT, Ottawa (Ch. 4), \$150, \$90 & \$60; CBFT, Montreal (Ch. 2), \$490, \$294 & \$196; CKSO-TV, Sudbury, Ont. (Ch. 5), due in early Sept., \$120, \$72 & \$48; CPFL-TV, London, Ont. (Ch. 10), due in Nov., \$160, \$96 & \$64; Vancouver, B. C. (Ch. 2), due in Nov., \$160, \$96 & \$64. Class B time (5-6 p.m., Mon. thru Fri., 1-6 p.m. Sat. & Sun.) is 75% of Class A, and Class C (all other times) is 60%, with frequency discounts of 2½% for 13-25 times; 5%, 26-38 times; 7½%, 39-51 times; 10%, 52 or more times. Interconnection charges range from \$120 an hour for Buffalo-Toronto to \$280 for Buffalo-Toronto-Ottawa-Montreal.

Personal Notes: Lester Krugman, ex-Grey Adv. and Emerson Radio, named adv. mgr., Bulova Watch Co., under Raymond F. Warren, adv. v.p. . . . Wm. Maxwell, Hutchins Adv. art director, handling Philco account, appointed v.p. & art director of Philadelphia & N. Y. offices; James Burton, mgr. of TV dept. in N. Y., appointed v.p. of TV-radio dept. under H. Pierson Mapes, v.p. & gen. mgr. of N. Y. office . . . Norman Blackburn resigns as TV-radio v.p., Geyer Adv. . . . Victor M. Ratner, ex-CBS v.p. in charge of promotion, later R. H. Macy Co. adv. v.p., reported resigning from Nathan Halpern's Theatre Network Television Inc. to join McCann-Erickson . . . Wm. R. Stuhler, ex-partner of Price Robinson & Frank, Chicago, on Sept. 8 joins TV-radio dept., Sullivan, Stauffer, Colwell & Bayles . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, named chairman of 26-man committee of advertising of U. S. Chamber of Commerce . . . Hammond E. Chaffetz, partner in Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, named by Atty. Gen. Brownell to national committee of 58 to study anti-trust laws . . . Kenneth D. Fry, ex-TV-radio director of Democratic National Committee, has purchased 250-w WHCC, Waynesville, N. C. for \$36,250 and plans to operate it with Mrs. Fry . . . Dallas Townsend Jr. named mgr. of CBS-TV news, succeeded as CBS-Radio special events director by Robert Skedgell . . . Charles Black, ex-Navy commander and husband of Shirley Temple, named business mgr. of KECA-TV, Los Angeles . . . Michael M. Sillerman, ex-pres., Keystone Broadcasting System, latterly with Ziv TV, resigns from Ziv sales staff . . . Robert T. Crom, TV specialist, Dept. of Agriculture, on Sept. 1 becomes director of communications, North Dakota Agricultural College . . . Dave Crockett, ex-Cole & Weber Agency in Seattle, named program mgr. of new KOMO-TV, Seattle (Ch. 4) due on air in Nov. . . . Charles T. Lynch promoted to program director, WKZO-TV & WKZO, Kalamazoo, Mich. . . . R. J. Rockwell, Crosley Broadcasting Corp. engineering v.p., issued U. S. patent on new high power tube development . . . William T. Romaine promoted to administrative asst. to gen. mgr. Lawrence H. Rogers, WSAZ Inc., Huntington, W. Va. . . . Marvin Young resigns as TV-radio director, Ruthrauff & Ryan, Hollywood . . . Ted Fetter, ex-BBDO (*Hit Parade*), joins CBS-TV to work on color programming . . . Nelson L. Gross, ex-CBS, named TV-radio mgr., Leonard Wolf Assoc. Adv., N. Y. . . . Carmine Patti, from WABD, appointed asst. traffic mgr., DuMont Network . . . Robert Connors has resigned as chief engineer, KLAC-TV, Los Angeles, to return to broadcast div., RCA engineering products dept., which has also appointed Floyd A. Timberlake as field sales rep out of Chicago.

Non-striking engineer who refused to pull switches kept Brooklyn Dodgers' home games off TV this week and inspired court action by DuMont. During IBEW strike at WOR-TV, which is still going on though station is on air with supervisory personnel (Vol. 9:34), sponsors Lucky Strike and Schaefer Beer shifted Dodgers' games to WABC-TV. But Ebbetts field engineer, member of IBEW not on strike, refused to pull switches, so sponsors turned games over to DuMont's WABD, only to run into same difficulty. On Aug. 28 DuMont asked N. Y. Supreme Court for injunction to restrain local from interfering.

KSTM-TV, St. Louis (Ch. 36), whose pres. & gen. mgr. Wm. E. Ware died suddenly last week at age of 44, still aims for Sept. 27 target date—and attorney Wm. H. Boggs, chairman of grantee company, announces 3 operating vice presidents: Edward F. Murphy, programs; Ted Favors, engineering; Alvin M. King, sales. Succeeding to managership of radio adjunct, KSTL, is Charles C. Farrar, ex-aide to Mr. Ware. H-R Television will be rep.

ALL-OUT CAMPAIGN for uhf conversions and set sales by live-wire KTVQ, Oklahoma City (Ch. 25)—due to begin tests Oct. 1—is beginning to pay off, according to pres. John Esau. Using every promotional method and gimmick in the book—and then some—he reports certified proof from city's Servicemen-Dealers Assn. that there were 11,373 sets ready for uhf on Aug. 15. Among the unusual promotional stunts used by station are post-cards in invisible ink (message appears when dipped in water), sponsorship of football games on AM, singing radio commercials, luminescent stickers for auto bumpers. Writes Esau:

"We attend and speak at all weekly service and dealer meetings. We furnish all kinds of 'shop' aids. We have 40 full-color 24-sheet billboards on a cooperative basis [with dealers] for the past 90 days, and are starting a radio saturation campaign Sept. 1 for 60 days. We will use 6-10 spots daily on all 7 radio stations.

"We are also sponsoring the ABC network football games on KTOK [local AM, not affiliated with KTVQ]. We are appearing before every civic, cultural and business club to explain Ch. 25. We'll speak to any group at the drop of a hat. However, we are most proud of the saturation radio campaign. Each spot is a musical jingle: '2 and 5 . . . Man alive . . . Adapt to Channel 25 . . .' followed by a tag giving the name, address and phone number of a cooperating serviceman or dealer.

"We know at the rate we are going that by air date we will ring up 35-50,000 sets—a sizeable starting hunk. It is hard to walk away from 17 years of radio [KTUL, Tulsa & KFPW, Ft. Smith, Ark.], but at KTVQ with a hustling, enthusiastic, 24-hours-per-day-7-days-per-week type staff we are capturing some of the early radio 'push' and are going to prove conclusively that uhf is TV and damn fine TV to boot.

"We are not going about this blindly, but are constantly probing, surveying, teaching and selling. I'm making book that KTVQ will open in the operational black and in 60 days will be returning some of the investment."

Two diametrically opposite views on basic methods of promoting uhf stations are exemplified by trade publicity issued by Walter Reade's WRTV, Asbury Park, N. J. (Ch. 58) and John Poole's KPIK, Los Angeles (Ch. 22), neither of which is yet on air. WRTV's weekly newsletter to dealers, distributors and servicemen takes this approach:

"You may have noticed that in our letterhead and material, we don't call WRTV a 'uhf' station—rather it's 'TV station WRTV on Ch. 58.' Our reason? Operators of other new [uhf] TV stations tell us that stress on uhf tends to confuse the public—to most people TV is TV whether it's uhf or vhf, and their only concern is the picture they receive. [So] may we suggest that you, too, refer to WRTV as a TV station rather than a uhf TV station?"

On the other hand, KPIK is undertaking to promote uhf—all uhf stations—to trade. Recent mailing to trade points out that Los Angeles's TV saturation is extremely high, and dealers will have to "re-sell and re-service" their old customers by replacing small-screen sets with vhf-uhf large-screen receivers and by converting present sets. For dealers' and distributors' bulletin boards, KPIK periodically sends out *Southern California UHF Report*, giving latest data on status and plans of all uhf channels allocated to area (there are 9), rather than KPIK alone.

In last week's item about upcoming WCAN-TV, Milwaukee (Ch. 25), new CBS affiliate (Vol. 9:34), we erred in quoting survey by Dr. Adolph A. Suppan of Wisconsin State College. Item should have said "survey indicates 70,000 sets already equipped for WCAN-TV" (we said "several thousand").

RCA SHIPPED 25-kw transmitter this week to WCIA, Champaign, Ill., and next week planned to get another off to KOMO-TV, Seattle (Ch. 4) and a 10-kw to KCEN-TV, Temple, Tex. (Ch. 6). Only new uhf transmitter order to go this week went to WARD-TV, Johnstown, Pa. (Ch. 56); uhf transmitters previously reported but not shipped until Aug. 24 went to KSTM-TV, St. Louis (Ch. 36) and Capital City Television Co., Sacramento, Cal. (Ch. 36). Next week, another is due to go to KCEB, Tulsa (Ch. 23).

GE reports shipping antenna to KSTM-TV, St. Louis (Ch. 36), on July 30 but 12-kw transmitter is being held up until Oct. This week, 12-kw went out to WIFE, Dayton (Ch. 22), reported aiming for Sept. 1 tests. Antennas have been delivered to WBLN, Bloomington, Ill. (Ch. 15), and WKJG-TV, Ft. Wayne, Ind. (Ch. 33), but their transmitters aren't due for delivery until early Sept., former to get 1-kw and latter 12-kw.

Dumont shipped its third uhf transmitter Aug. 25 to WNOK-TV, Columbia, S. C. (Ch. 67), and principals are working to get 5-kw job on test by Sept. 1. Others shipped and operating: WGLV, Easton, Pa. (Ch. 57), and WBUF-TV, Buffalo (Ch. 17). Latter is reported to have developed some "aural nulls" but these were said to have been ironed out this week with new diplexer. DuMont ships vhf transmitter week of Aug. 31 to KERO-TV, Bakersfield, Cal. (Ch. 10); week of Sept. 7 to share-time KOY-TV & KOOL-TV, Phoenix (Ch. 10); about Oct. 1 to KBOI, Meridian-Boise, Ida. (Ch. 2).

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

KBOI, Meridian, Ida. (Ch. 2), with DuMont equipment ordered for Oct. delivery, is rushing work on Deer Point transmitter site about 10 mi. from Boise, near site of now-defunct KFXD-TV, Nampa (Ch. 6), and is aiming for Thanksgiving Day debut, reports pres. & gen. mgr. Westerman Whillock. Free & Peters will be rep.

KRGV-TV, Weslaco, Tex. (Ch. 5), isn't yet decided on equipment but anticipates air date of Nov. 1, reports Millman Rochester, TV director. Gen. mgr. is Byron W. Ogle. Studio construction in Weslaco is well under way but work on transmitter building at 752-ft. site in LaFeria, Tex., hasn't yet started. Pres. O. L. Taylor, who also heads rep firm bearing his name, also is applicant for Ch. 3 in Wichita, Kan., pending hearing decision. Taylor Co. will be rep.

WROL-TV, Knoxville (Ch. 6), with 2-kw RCA transmitter on hand and antenna due up by Sept. 1, aims to start programming by Oct. 1 or earlier, reports exec. v.p. W. H. Linebaugh. Race with local uhf WTSK (Ch. 26) is indicated by oilman W. R. Tulley's announced order for Federal transmitter due in mid-Sept. and on air as soon as possible thereafter. With Chattanooga-Knoxville coaxial ready, network programs will await only the completion of Atlanta-Chattanooga link.

KOY-TV, Phoenix, Ariz (Ch. 10), share-time grantee with KOOL-TV, reports DuMont equipment promised for Sept. 10 delivery. Construction has begun and Sept. 20 tests are planned, with programming in early Oct., according to mgr. Albert Johnson. Rep will be Blair.

KGGM-TV, Albuquerque (Ch. 13), slated to be CBS outlet, has set Sept. 27 as target date, reports pres. A. R. Hebensteit. It will share RCA transmitter site with new plant of KOB-TV (Ch. 4) atop 10,655-ft. Sandia Crest, about 11 mi. north of city. [Note: KOAT-TV, Albuquerque, reported last week that DuMont transmitter, shipped Aug. 12, will be turned on Sept. 15; Phil Hoffman is mgr., and networks will be ABC & DuMont.] Weed will be rep.

WHBQ-TV, Memphis (Ch. 13) expects to begin testing Sept. 20, with big special sections of local newspapers

due Sept. 28-29. It will affiliate with CBS, starts with \$700 base rate, reports mgr. John H. Cleghorn. It's owned by local Harding College, has studios nearly ready in Hotel Chisco. Blair will be rep.

WWOR-TV, Worcester, Mass. (Ch. 14), has ordered 1-kw RCA transmitter and 24-gain antenna for Sept. delivery, now plans Oct. 31 debut in lieu of original Dec. 15 date (Vol. 9:27), according to v.p. & gen. mgr. Ansel E. Gridley. WGTR-FM building and grounds atop Mt. Asnebumskit in Paxton, Mass., about 5 mi. from downtown Worcester, have been purchased from General Teleradio and are being remodeled for TV. Leonard V. Corwin, ex-Ziv, has been named commercial mgr. Raymer will be rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), has studio-transmitter building ready and RCA transmitter on hand, now is erecting tower, reports mgr. Lester P. Etter. Target has been advanced to Oct. 1 (Oct. 15 programming) from original Nov. date (Vol. 9:27). Rep not yet chosen.

WITV, Ft. Lauderdale, Fla. (Ch. 17), has now set Nov. target date, reports it will be first to use RCA custom-built "peanut pattern" directional antenna for pinpointing signal strength in high population areas (Miami particularly). RCA equipment has been shipped. Plan is to join DuMont Network, which part-owner Comdr. Mortimer Loewi once headed. No rep has been chosen.

WUTV, Youngstown, O. (Ch. 21), has GE confirmation of Sept. shipping date for transmitter and, with all present equipment on hand, including 275-ft. Blaw-Knox tower, will definitely be in operation in early Oct. That's latest report from E. G. Polan, of Polan Industries, Huntington, W. Va., which also holds CPs for WLTV, Wheeling (Ch. 51), and WPTV, Ashland, Ky. (Ch. 59). Transmitter deliveries for latter are presented scheduled for Oct., Mr. Polan adds. Zoning detail has held up Wheeling construction, Ashland transmitter-studio is 80% completed.

KTVQ, Oklahoma City (Ch. 25), has launched an extraordinary campaign of promotion to build up uhf's advent pending Oct. 1 tests and Oct. 10 commercial debut dates (see p. 8), and pres. John Esau reports he expects it to be city's second station because its GE 12-kw order antedates that of KMPT (Ch. 19), announced for early Sept. Antenna is already on hand and will surmount beacon atop 35-story First National Bank Bldg., where other construction is nearing completion. Full-page ads, billboards, radio spots, dealer displays, postcards, etc., are heralding station, which will start at \$300 base rate (with discounts to charter advertisers) and has these staffers lined up: Harry Abbott, ex-KTUL, Tulsa, mgr.; Wm. H. Sadler, ex-WFAA-TV, production director; Wayne Taylor, ex-KTUL, film editor; Wayne Wilkes, ex-WKY-TV, Oklahoma City, stage mgr.; Haroles E. Coomes, ex-WAVE-TV, Louisville, chief engineer. Mr. Esau, ex-gen. mgr. of KTUL has disposed of stock interests in KATV, Pine Bluff, Ark., to devote fulltime to KTVQ. H-R Television will be rep.

WTOB-TV, Winston-Salem, N. C. (Ch. 26), with RCA transmitter now going in and 547-ft. tower about one-fourth up, moves into new TV-radio studios Sept. 1 and plans test patterns between Sept. 15-25. Pres. James W. Coan announces rate card with \$200 base. H-R Television will be rep.

KCOK-TV, Tulare, Cal. (Ch. 27), GE equipment scheduled for Sept. shipment, has rescheduled start to Oct. 1 from last reported Sept. debut (Vol. 9:28), according to mgr. J. Alan Rinehart. Hour rate will be \$250. Forjoe will be rep. It's second for owner Sheldon Anderson, his KAFY-TV, Bakersfield (Ch. 29), having begun testing Aug. 20.

Evanston, Ill. Ch. 32 grantee, Northwestern Television Bestg. Corp., plans April 1954 start, but hasn't ordered any equipment as yet, reports Angus D. Pfaff, pres. and co-owner with Howard S. Martin, scientific glassware manufacturer. Rep not yet chosen.

Telecasting Notes: "Stories about Hollywood producers sitting by their TV sets at home and finding new talent for movies or rediscovering seasoned performers who have dropped out of picture business are becoming commonplace." But, adds Thomas M. Pryor, *New York Times* Hollywood reporter, that's how director Hugo Fregonese came to sign Lillian Bond and Isabell Jewell to portray pair of ex-stage stars in Panoramic's *Man in the Attic*. It used to be that movie scouts found talent in vaudeville, or sitting at a soda fountain (Lana Turner), or running an elevator at Marshall Field's (Dorothy Lamour) . . . Most recent newcomer to films from TV is Jack Lemmon, signed by Columbia Pictures to be Judy Holliday's leading man in comedy *A Name for Herself* . . . WSAZ Inc., Huntington, W. Va., dedicated its new \$500,000 studios Aug. 23 with big party attended by industry representatives from New York and Washington, plus West Virginia Gov. Marland, in all-day celebration climaxed in hour-long local simulcast emceed by NBC-TV's Ted Mack. Hosts were 90-year-old Col. J. H. Long, founder-president of parent *Huntington Herald-Dispatch* and *Advertiser*; his son, Walker Long, WSAZ Inc. secy., and grandson Lawrence H. (Bud) Rogers, v.p. & gen. mgr. of station . . . Martha Rountree sells out her interest in *Meet the Press* (NBC) and *Big Issue* (DuMont) to Larry Spivak, will form Rountree-Presbrey Inc. with husband, adman Oliver Presbrey, and will continue to own and produce *Leave It to the Girls* (ABC) and *Washington Exclusive* (DuMont); they will continue on one another's programs, however . . . Milton Berle's show, resuming Sept. 29 under Buick sponsorship, to get promotional buildup via series of 20-sec. commercials shot in Telefilm Studios . . . Kenyon & Eckhardt survey discloses 80% of TV stations offer advertisers merchandising & promotional services (soliciting and placing displays, store checks, trade mailings, etc.); station-by-station tabulation of survey will be published later in year . . . Notre Dame grid games will be carried on ABC-TV via film day after each game, Sun. 7:45-9 p.m., by arrangements with Leslie G. Arries Sr., ABC-TV sports director . . . Student loan fund for children and dependents of employes of WBTW & WBT, Charlotte, financing them for 4 years of college, set up by Jefferson Standard Bestg. Co., licensee . . . Study guides for WOI-TV's *Iowa TV Schooltime*, resuming Oct. 5 at 10 a.m., 5 days and dealing with topics selected by teachers and school administrators, to be sent to 500 schools in station's area . . . Empire Coil Co.'s KCTY, Kansas City (Ch. 25) signs as DuMont basic, 144th affiliate of that network.

Under headline "Godfrey: Man or Superman?", familiar stickler of who's boss—talent, sponsor or network—is given new airing by George Rosen in Aug. 26 *Variety*, touched off by recent action of star in junking a scheduled CBS-TV *Talent Scouts* program as "substandard entertainment" in favor of makeshift format of his *Arthur Godfrey and His Friends*. Always controversial, Godfrey stirred even deeper controversy by his latest action—sponsor Lipton's Tea announcing it wouldn't pay for program while deluge of telephone calls to network applauded Godfrey gesture as "one more evidence that he's always thinking of his audience." Article points out that Godfrey is more strongly entrenched than ever, what with his well-publicized pipelines to White House and Pentagon, plus fact that he's given credit for turning Lipton's Tea into "multi-million dollar subsidiary" of Unilever Corp., and that his combined TV-radio appearances alone have brought network \$15,000,000 annual gross billings, \$7,000,000 profit.

Rate hikes have been ordered by 14 national magazines, including *Saturday Evening Post* and *Life*, latter's black-&-white page going up 6% to \$20,350 as of Feb. 1.

New 15-kw uhf klystron tube is now in production by Eitel-McCullough Inc. (Eimac), San Bruno, Cal. Several deliveries have already been made, says field engineering dir. O. H. Brown, and Eimac "is now in a position to fill orders for the tubes within a week after they're placed." Several unnamed transmitter manufacturers are buying the new external cavity tube, although no transmitter built around the tube has yet been announced. Information on new tube was supplied by Brown to correct impression conveyed by story in last week's *Television Digest* that Eimac's highest powered klystron is rated at 5 kw. DuMont now uses Eimac 5-kw, but its transmitters are said to be so built that they can use 15-kw with very few changes (Vol. 9:33). Research dir. Thomas T. Goldsmith Jr. announced that DuMont's sights are now set on transmitter which will deliver FCC's maximum power of 1000-kw ERP, and that "Eimac as tube manufacturing specialists and DuMont as circuit manufacturing leaders form an excellent team" to work toward this goal. In development in Eimac labs is 50-kw klystron which could power a 1000-kw station.

Joint operation of TV station by 3 competing applicants pending hearing decision, was proposed to FCC this week by Shreveport (La.) Ch. 12 applicants KCIJ, KRMD and Shreveport TV Co. Although Ch. 12 hearing has already been completed, trio has formed Interim TV Corp. and applied for temporary Ch. 12 grant. Each applicant owns equal share, and all 3 have agreed to share equally in cost of operating station until final grant is issued to one of them. Then, successful applicant would purchase unsuccessful applicants' interest in temporary corporation. Applicants say they could get on air within 2 months after interim grant is made. Idea of interim operation by "trustee corporation" isn't new—having been espoused early this year by FCC chairman Hyde and others (Vol. 9:7,9)—but Commission staff is wrestling with legal issues raised by application. Strictly speaking, it's new application for a channel which has already been subject to hearing—an application by 3 parties which already have applications for TV station in same city.

NARTB AM committee, at conclusion of 2-day meeting, released *The Principles of Profitable Radio Station Operation*, survey of 5 unidentified markets, which had been discussed orally at Los Angeles convention in May. TV stations were in 2 of markets; remaining 3 were radio-only. Report warned: "In a TV market, your very existence is dependent upon your development of new radio advertisers—your drive is not primarily against TV, but must be for radio against all other media and for the advertising business of the retailing or service trade which perhaps has never used advertising to any degree." Committee also adopted resolution urging board of directors to approve expansion of committee membership by addition of representative from each network.

"Marker signal" transmissions (Vol. 9:8,23) have been discontinued by upcoming WACH-TV, Newport News, Va. (Ch. 33), which hopes to begin actual test patterns Sept. 15, commercial operation Oct. 1 as second uhf outlet in Norfolk area. "Marker" consisted of low-power transmitter sending out audio note on Ch. 33 to permit servicemen to "pre-align" uhf tuners. In letter to FCC, mgr. Frederic F. Clair called experiment successful, but added that its value would have been greater if: (1) signal had been put on air further in advance of station's debut; (2) there had been 2 signals—one at aural and one at visual frequencies, the visual signal modulated so as to produce alternate horizontal black-&-white bars.

Stanley Sutherland Harris, 25-year-old son of Washington Senators' mgr. Bucky Harris, joins Washington law firm of Hogan & Hartson after passing D.C. bar exam.

'HI-FI' No. 1 TOPIC OF CHICAGO SESSIONS: High-fidelity moves front and center again next week at Chicago, where it's expected to dominate International Sight & Sound Exposition at Palmer House, Sept. 1-3. And as if to emphasize the growing importance of subject to industry, RETMA's high-fidelity equipment section will meet at same hotel Sept. 2 to discuss proposed standards and try to agree on definition of "hi-fi".

Though it's never been major stop on trade circuit, Exposition this year is coming in for more than its share of interest -- heightened by the possibility that Philco may use it as occasion to introduce new high-fidelity equipment. Philco has been winding up all week for a big pitch, with double-page trade ads proclaiming: "The news from Philco next week will make radio and TV history all over America."

But it won't talk in advance, won't even throw out the smallest hint as to what's in the works. Philco, of course, previously introduced "high-fidelity 200" chassis in more expensive models of its new line (Vol. 9:23), may even be preparing system for incorporation in its less expensive receivers.

High-fidelity manufacturers seek to capitalize on 2 natural factors which on surface dovetail nicely -- (a) fact that TV set owners get FM sound, and (b) tremendous upsurge in classical record buying and listening. All major manufacturers are now in field, and in their wake have mushroomed elaborate systems of distributors and dealers to serve the popular demand.

RETMA meeting is outgrowth of complaints of some set makers, notably pres. Frank Freimann of sound-conscious Magnavox, that public is being short-changed by indiscriminate use of high-fidelity terms to describe sound that is something less than faithfully reproduced (Vol. 9:26).

Admiral joined ranks of high-fidelity manufacturers this week in announcing 20-tube "hi-fi" AM-FM radio-phonograph combination. And set maker H. Leslie Hoffman, in Washington this week to introduce his Hoffman Radio line in expansion to eastern markets (see p. 14), made big pitch for his own Trio-Phonic "hi-fi" system, then went on to tell why high-fidelity is so important to manufacturers at this time:

"High-fidelity sound has become a subject of national interest this year. However, until now its use has been limited almost entirely to phonographs & radios, and even there the application has been so expensive that it has been well out of the reach of the average consumer.

"High-fidelity is something we manufacturers have got. It's something we can deliver -- now. We can't deliver color -- at least not yet -- and until we can, high-fidelity can send our sales upward." He said that sales were "phenomenal" in first month after Hoffman's high-fidelity system was introduced.

Hoffman's system, featured in 17 of 42 models, incorporates 2 speakers -- a small one designed to reproduce high notes, and larger one for bass or low notes. Larger speaker is 11½-in., smaller 5¼-in. System has new "tone gate" which funnels high and low notes automatically, is capable of reproducing 20-15,000 cycles.

Admiral's system, which won't be priced until delivery starts in September, isn't a mass-market radio-phonograph, according to sales v.p. W.C. Johnson. He said it will be retailed "only through dealers who know music and can demonstrate the excellence of true high-fidelity reception and reproduction." Twin speaker system consists of 15-in. bass "woofer" in 6.7 cu.-ft. wood enclosure lined with special sound-absorbing material and smaller compression-type "tweeter". Former gives response from 3500 cycles down to 30 cycles, lowest range of human hearing, while the "tweeter" gives response from 3500 up to 16,000 cycles.

* * * *

TV production keeps rising steadily, while high-fidelity boom continues, totaling 157,885 (7723 private label) week ended Aug. 21, up from 150,111 preceding week and 115,430 week ended Aug. 7. It was year's 33rd week and was highest output

for any week since March 27. Production was 138,705 corresponding week last year.

Radio production also went up, totaling 254,353 (103,908 private), increase from 226,608 week ended Aug. 14 and 225,432 week before. Week's radios: 78,327 home, 41,586 portable, 43,791 clock, 90,649 auto.

ECONOMIC CONSENSUS—MILD DIP IN VIEW: Some recession in general business activity toward end of year seems to be indicated by the business surveys -- but how TV-radio trade will fare this fall and winter is anybody's guess. But as TV-radio-appliance business is subject to economic fluctuations, no less than other industries, it may be well to review what the economic soothsayers are saying. It's interesting to note they don't all agree -- but economists seldom do. For example:

UNITED BUSINESS SERVICE: "The recession will be of moderate proportions and many companies will be able to take it in stride. Business will continue to be good this fall. While the high for 1953 has probably been seen, no more than a moderate dip is indicated. Prices will show considerable irregularity."

ALEXANDER HAMILTON INSTITUTE: "No severe business recession is in prospect this year in view of outlook for continued high Federal spending. Letdown may not come before late 1954. With volume holding above a year ago, full-year retail sales seem certain to set a new record."

BABSON'S REPORTS: "Overproduction and mounting inventories will plague business over rest of 1953. No major slump is expected, but trend in most lines will be down. Retail demand will continue relatively good."

BROOKMIRE SERVICE: "Business should hold near the high plateau of earlier months with few signs of faltering demand for goods and services during the rest of 1953. Sales gains will be more modest due to expected flattening of consumer income [and] prices may tend to drift lower."

INTERNATIONAL STATISTICAL BUREAU: "Production trend will be moderately downward this fall, and decline will continue into 1954."

STANDARD & POOR'S: "Despite some exceptions, increasing competition and ample supplies foreshadow lower prices."

Concludes U.S. News & World Report, Aug. 22: "Consumer buying is one of the imponderables, of course. Many people are saving a big share of income. They could spend more and so arrest any decline. But why should they? Some economists answer that business will find ways to cut prices substantially. This could improve sales. Or it might incline the consumer to wait for still better bargains. At any rate, there are no signs of sizable price cutting immediately ahead."

Govt. itself gave official imprimatur to general reports of good business conditions during summer. Commerce Dept., in its July Survey of Current Business, said Korean truce has "made little immediate impression" on nation's economy, that business this summer has been the best ever.

Nation's payroll continued to rise at moderate rate and was accompanied by corresponding increase in consumer buying, Commerce report noted. Price level has shown "unusual" steadiness since first of year. As for future, high rate of defense spending is expected to continue for some time but private spending by individuals and business firms will assume increasing importance in months to come.

RCA Victor distributors reportedly got letter over week end advising them of plans to increase list prices of dozen or more TV sets out of current 32-model line. Increases would range from \$10 to \$30 and would take in both low and high-end models. RCA is thus joining Admiral, which recently raised list prices of 21 models by \$20 to \$40, and Philco, which hiked four 21-in. models by \$10 each (Vol. 9:30-31). Crosley also announced raising of prices of 11 TV models by \$10 to \$20 but reductions from \$10 to \$30 on 20 others; of those increased 10 are vhf-only, one is all-channel, and of those reduced 4 are vhf-only and 16 all-channel. Crosley also introduced 2 new table models this week—a 17-in. at \$230 and 21-in. at \$270.

Penetration of deep valleys with two huge rhombic receiving antennas appears to be having considerable success in mountainous Colorado, according to an article in *Retailing Daily*. Developed by Dr. Richard C. Webb, of Denver U's Research Institute, antenna comprises two rhombics, each about 146 ft. wide and 80 ft. on each leg. Rhombics are placed at right angles to each other on nearest peak, directed toward home in valley; once receives and other re-radiates. Institute reports some 6000 inquiries about setup, has prepared bulletin describing it. Though cost of materials is slight, about \$25, Dr. Webb says it's "an engineering feat" to install rhombics properly. Rocky Mountain Electrical League is promoting idea vigorously, looking for widening and "deepening" of markets.

Topics & Trends of TV Trade: Nation's TV-radio dealers increased at rate of nearly 1000 per month in 10 months ended June 30, for total of 105,150, up from 95,400 dealers in Aug. 1952, reports RETMA on basis of survey. Largest gains were chalked up in Midwest and Far West as TV service expanded in those areas; slight increase was reported in Southwest, while North and South Atlantic regions both showed decreases. Largest percentage gains were in towns of under 10,000.

On other side of coin was report released this week by Dun & Bradstreet listing 189 business failures among TV-radio-appliance retailers in first 7 months of 1953, up from 136 in same period of 1952. Liabilities involved in failures this year totaled \$10,145,000, almost triple liabilities of \$3,408,000 corresponding 1952 period. Report also showed 16 failures among TV-radio-appliance distributors, compared with 12 in same period year ago. Liabilities amounted to \$587,000, compared with \$502,000 first 7 months last year.

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Merchandising Notes: Recommended reading: 5-article series by Howard Landis beginning Aug. 25 in *Retailing Daily* on revolutionary changes now underway in appliance merchandising structure . . . New monthly *Mart*, slanted to interests of TV-appliance dealers, listing prices and selling features of brand lines, makes debut Sept. 4, published by Caldwell-Clements (*Tele-Tech, Television Retailing, TV Technician*) . . . 19 TV brands reported 8879 set sales in Philadelphia area during July vs. 11,885 July 1952; Jan.-July total was 75,269 vs. 78,712 . . . New market for auto radios opened up this week after N. Y. Hack Bureau lifted 4-year ban on radios in city's 11,000 taxicabs; Motorola-New York spokesman quoted as saying stocks were almost depleted few days after ruling . . . Vidair Mfg. Co., 6 E. 39th St., New York, offering free copies to distributors, dealers, servicemen of its 2 pamphlets, *Better Sound for Your Picture and TV Interference and Its Remedies* . . . Novel promotion: Admiral distributor for Cuba, Television y Aire Acondicionado, S.A., Havana, gives away phonograph album of English language instruction to all purchasers of combination TVs.

National educational program for electronic parts distributors was voted by board of Radio Parts & Electronic Equipment Shows Inc., which allocated \$15,000 to match similar amount provided by National Electronic Distributors Assn. Money will finance regional seminars and educational programs to be held throughout coming year, in place of educational sessions formerly held during annual parts show. Show pres. Harry A. Ehle, of International Resistance Co., last week named these chairmen for 1954 show, to be held in Chicago next May: Bernard J. Cahn, Insuline Corp. of America, budget committee; Francis F. Florsheim, Columbia Wire, publicity; Matt Little, Quam-Nichols Co., entertainment; Leon Ungar, Ungar Electric Tools, housing; Karl Jensen, Jensen Industries, education.

Defense of TV serviceman came from RETMA exec. v.p. James D. Secrest in speech Aug. 28 to Texas Radio & Television Service Clinic and Electronics Fair in Fort Worth. He said servicemen have been vigilant in policing their own industry, obviating need for licensing, and have gained respect of set owners who "learn either by experience or common sense deduction that the serviceman who advertises the cheapest home call may not present the most reasonable bill when the work has been done."

Westinghouse moved TV-radio div. headquarters this week from Sunbury, Pa. to Metuchen, N. J. Div. mgr. T. J. Newcomb said TV-radio production will continue at same level at Sunbury, though big expansion in output capacity is planned at Metuchen.

EVERYBODY WANTS to get into the act—that about sums up the reams of publicity about color TV you'll be seeing in ever-increasing quantities from now on. Biggest splash this week was made by Emerson's Ben Abrams, who had other set makers up in arms over widely publicized letter he sent to all FCC commissioners informing them: "Within 18 months after approval of [NTSC] standards, Emerson aims to produce color TV receivers at prices approximately 25% above present day black-&-white receivers."

Elaborating later, he estimated color set would sell for something over \$312. Most other responsible industry sources have predicted early color sets will cost \$800-\$1000 and up. While trade didn't challenge Abrams' sincerity, nobody seemed to believe he could deliver without taking tremendous loss—in view of fact RCA color tubes are expected to cost in neighborhood of \$200 each and tube is only part of cost of color circuits.

But trade did explode over the timing of Abrams' statement—right at start of fall selling season. Said one of the larger manufacturers: "Nothing could have been better calculated to hurt black-&-white sales."

A small manufacturer, not now making TVs, also caused some raised eyebrows when it announced it has located an undisclosed source of color tubes selling from \$90-\$100 each. Sightmaster Corp., New Rochelle, N. Y., which recently announced program to convert black-&-white sets to color at about \$250 each (Vol. 9:33), this week said it would also make color slave units to sell at same price, based on the \$90-\$100 tube.

As Sept. 8 deadline for comments on color TV proposal approached, there still were none on file with FCC opposing NTSC standards. Three more petitions requesting approval of the standards were filed this week—by NTSC members Hazeltine and Admiral, and Hollywood consultant Harry Lubcke. NTSC itself will file documentation for its petition by Sept. 8.

Distributor Notes: Avco stepped up tempo of its distributor shifts this week in carrying out consolidation of Bendix & Crosley distributing subsidiaries (Vol. 9:30-31, 33), with following developments: (1) Crosley N. Y. factory branch formally took over distributorship of both lines, temporarily replacing big RCA Victor distributor Bruno-New York Inc. (Irving Sarnoff), which had held Bendix appliance franchise since 1937. (2) Brown-Rogers-Dixon Co. appointed in Charlotte, Reader's Wholesale Distributors Inc. in Houston. (3) Fred Kuhne resigns as electronics sales mgr., Leonard Rutstein quits as ad. mgr. of Crosley N. Y. factory branch . . . Capehart-Farnsworth names Gordon-Sewall & Co., Houston (H. J. McKinnon, sales mgr.) . . . Emerson appoints Carolinas Auto Supply House Inc., Charlotte (Wade A. Montgomery, pres.) . . . CBS-Columbia appoints Hendrie & Bolthoff Co., Denver; Pugh Furniture Co., Charleston, W. Va. . . . Kaye-Halbert appoints Flying Dutchman Stores (E. T. Bauman, pres.), Wichita, Kans. . . . Scott Radio (Meck TV) appoints Ohio Valley Distributors, Evansville, Ind. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Joseph Morris central Pennsylvania sales mgr. . . . Hynes Bros., Washington (Stewart-Warner) appoints Irvin Dalo electronics sales mgr. . . . GE Supply Corp., Chicago, announces retirement of commercial v.p. Axel Kahn . . . Transvision Inc. appoints Kyoritsu Dempa Co., Tokyo, in expansion of coin-operated sets to Japan . . . CBS-Columbia appoints Treasure State Gas & Electric Co., Butte (Dr. J. J. Kirby, pres.).

RCA Victor to be exclusive distributor of movie 3-D glasses manufactured by Polaroid Corp., Cambridge, Mass., following cancellation of Polaroid's distribution agreement with Natural Vision Corp. J. F. O'Brien, mgr. of RCA theatre equipment sales, will be in charge.

Trade Personals: William H. Eutzy promoted to asst. to T. J. Newcomb, mgr. of Westinghouse TV-radio div., now located at Metuchen, N. J., succeeding L. J. Fitzpatrick, now with lamp div., Bloomfield, N. J.; J. N. Van Deman resigns as special asst. to sales mgr. J. F. Walsh . . . Bruce R. Carlson, from Chicago investment firm of Stein, Foe & Farnham, named special asst. to Julian K. Sprague, pres. of Sprague Electric Co. . . . James T. McMurphy appointed TV-radio div. mgr. in reopening of Philco's sales office at 1025 Conn. Ave., Washington; Alfred O. Tepper named mgr. of major appliances . . . Carroll J. Tressler, onetime Philco Chicago branch mgr., promoted to gen. mgr. of Servel Chicago sales . . . Frank J. Powers, ex-Federal Radio, named mgr. of industrial engineering dept., CBS-Columbia; Robert E. Savold promoted to mgr. of field engineering, Robert A. Caswell named midwestern sales mgr. . . . Joe Lowry resigns as Admiral electronics coordinator to join Republic Electric Co., South Bend, Ind., Admiral distributor . . . R. J. Burgess, ex-Canadian Westinghouse, named sales mgr. of Canadian Westinghouse Supply Co. appliance div., replacing G. L. Harrison, now mgr. of major appliances at Canadian Westinghouse; Eric Hall appointed Ontario regional mgr. . . . Newland F. Smith, ex-engineering director, MBS & WOR, New York, appointed gen. mgr. of Gray Research & Development Co., Manchester, Conn. (TV studio equipment) . . . William McAllister, ex-Shaw Television, named eastern sales mgr., Capehart-Farnsworth, replacing James D. Walker, who becomes gen. mgr. of N. Y. factory branch IT&T Distributing Corp., succeeding Martin L. Scher, resigned; J. L. (Jud) Albers, ex-Stromberg-Carlson, appointed Capehart's New Orleans regional sales mgr., replacing L. W. Reynolds, resigned . . . W. Ward Willett appointed adv. mgr., LaPointe Electronics Inc., Rockville, Conn. (antennas), succeeding L. N. Kinnicut, now asst. to gen. sales mgr. Webster E. Barth . . . G. Milton Ehlers, ex-Centralab and recently pres., Herlac Corp., Milwaukee subsidiary of Sprague Electric, named Aerovox chief research engineer . . . Joseph H. Morin, ex-distributor sales mgr., Shure Bros. Inc., Chicago, named sales promotion mgr., Howard W. Sams & Co., Indianapolis (technical publications) . . . Samuel Portnoy named gen. traffic mgr., Emerson Radio.

TV ownership in Detroit area is analyzed in detail in report released this week by U of Michigan's Institute of Social Research, which conducted survey with aid of Ford Foundation grant. Highlights; (1) 80% of area homes have TV, up from 26% three years ago. (2) 90% of set owners have children in home. (3) 92% of families earning over \$10,000 have set, 40% under \$2000 own TV.

Edison Radio Amateur Award for "ham" who performs outstanding public service of 1953 now accepting nominations, which should be addressed to Award Committee, GE Tube Dept., Schenectady, N. Y. Judges: R. Roland Harriman, American Red Cross; George E. Sterling, FCC; Goodwin L. Dosland, ARRL; Gardner Cowles, *Look Magazine*.

Admiral reports \$2,000,000 fall ad schedule, plus separate campaign for radios, with alternate weekly 2-p color inserts on TVs in *Life*, *Time*, *Look*, *Saturday Evening Post*, *Ebony*, *Farm Journal*, *Better Homes & Gardens*.

New Crosley product is industry's first portable clock radio-phonograph combination, with 3-speed record changer and automatic cutoff; known as F-120, it weighs 24 pounds, has 4 tubes plus one rectifier, is unpriced.

Hearing on sale of assets of bankrupt Tele-tone Radio Corp. was set this week for Sept. 24 in Newark Federal Court. Merritt Lane Jr., Newark, is court-appointed trustee for Tele-tone, which had plant at Elizabeth.

DISTRIBUTION eastward, on which Hoffman Radio Corp., Los Angeles, is now bent, led pres. H. Leslie Hoffman to refer to himself as "Horace Greeley in reverse" at news conference and dealer dinner in Washington this week to announce expansion into Washington-Baltimore market. On hand with his sales chief Walter Stichel, he announced appointment of American Wholesalers for Washington-Baltimore (D. L. Krupsaw, owner) as latest in growing list of eastward distributors that already includes:

Emmons TV & Appliance Co., New York (Emmons Moser); Thompson & Hamilton Co., Columbus, O. (Gail Thompson); Midland Electric Co., Cleveland, O. (John U. Walker); Sacks Electrical Supply, Akron (Morris Sacks); Modern Appliance & Supply Co., New Orleans, (B. M. Meyers); Flamingo Distributors, Miami & Tampa (John Hunt); Jones Distributing Co., Omaha (Wm. Jones); Graybar Electric Co., Des Moines & Davenport; plus 3 others to be announced shortly.

Trade newsmen asked Hoffman why he was breaking into highly saturated eastern markets, and the dynamic young manufacturer, whose white hair belies his 47 years and who hails originally from Jackson, Mich. and played and coached football at Albion College ('28), said it was because: (1) New \$1,000,000 Kansas City plant opening Oct. 1, plus increased facilities in Los Angeles, will mean 50% increase in production this year. (2) Hoffman receiver is "ideally suited" for second set in home. (3) Price-cutting of established brands in established markets seems to open way for a "new, clean line, comparatively unknown in the east, which gives good performance and which looks good."

"California styling and merchandise," he said, "is setting the pace in all of the major markets of the east as well as nationally." He added:

"Our industry is going through its awkward stages and there's now a shaking down among manufacturers, distributors and dealers that will eliminate shoestrapping operators, pirating, and non-service dealers. Companies are being tested at all levels during this period—what I like to call the Selling Age. My own feeling is that TV, now running about \$1½ billion in output, will be double that by 1956. The country is heading for a \$450 billion economy in 1960, and we're right on top of it." As for other industry problems, he commented:

Color—If FCC approves NTSC standards by end of year, first color sets should be on market by April or May, but it will be at least 2 years before they come down to \$500. Color, he said, is not going to revolutionize the industry immediately, any more than did Technicolor. The show's the thing that will continue to sell TVs and there won't be many color shows for awhile. He called the NTSC battle for compatibility "a great victory"; had the field sequential system prevailed, he said, it would have been the first time in history that the industry would have failed to keep faith with its customers—forced by a govt. order that would have rendered it impossible for millions of set owners to get the service for which the sets they bought were sold.

Movies and subscription TV—Big movie companies will open vaults to TV very quickly, for "none of the new gimmicks introduced by the movie people (3-D, wide-screen, etc.) has proved effective enough to stem the tide of TV competition." Hoffman opposed pay-as-you-look TV as "completely unnecessary" and "contrary to the American way."

Excise taxes on TVs, radios, phonos & components netted Uncle Sam \$159,383,000 in fiscal 1953, increase of 34.8% over \$118,244,000 collected in fiscal 1952. In June 1953, collections totaled \$12,593,000, compared with \$8,164,000 in June 1952.

Electronics Reports: New all-welded transistors designed for automatic production at price "competitive with the general range of vacuum tubes" are now being turned out by General Electric. The junction transistors, evacuated and in hermetically-sealed metal housings, are said to permit "power ratings up to 3 times those of any previously announced transistors." At demonstration at San Francisco Western Electronics Show, GE's germanium products sales mgr. James H. Sweeney said new construction allows power ratings of almost one watt, using 2 units in Class B push-pull circuit. GE is developing "automatic factory" for eventual total mechanization of transistor production. Sweeney said GE engineers in Syracuse are currently developing small transistorized portable radio, with total size of 20 cu. in. GE predicts industry-wide production of transistors to reach 2,900,000 in 1954, as against present yearly rate of about 100,000.

Electronic Control Systems Inc., 2138 Westwood Blvd., Los Angeles, is newly formed research & development firm, partly owned by Stromberg-Carlson, which will concentrate on development of automatic process control and data handling equipment and may later go into manufacturing. Stromberg-Carlson pres. Robert C. Tait is a director. Leonard Mautner, ex-Hughes Aircraft Co. and onetime DuMont transmitter div. mgr., is pres. Alexander F. Brewer, also ex-Hughes, is exec. v.p. & secy.

Methods of extremely precise measurement of frequencies up to 75,000 mc are described by Bureau of Standards in technical report 1790, now available. For highest frequencies, ammonia and oxygen clocks are being developed and, says Bureau, "even greater absolute accuracies are possible from a standard based on atomic beam techniques, as in the NBS cesium clock."

Texts of all papers presented at 1953 Electronic Components Symposium Apr. 29-May 1 in Pasadena, Cal., sponsored by RETMA, IRE, AIEE & West Coast Electronic Mfrs. Assn., are available in book form for \$4.50 from Suite 1011, 621 S. Hope St., Los Angeles 17.

Old line-sequential color system has been brought up again by Dana Griffin, Communications Measurements Laboratory, Plainfield, N. J., who wrote NTSC chairman Dr. W. R. G. Baker, arguing that line-sequential system may offer cheaper, though somewhat inferior, color sets than are possible with NTSC system. Dr. Baker answered: "It is hardly to be expected that during the early stages of commercialization when production must, of necessity, be limited to some extent that the price of color TV receivers will be of the same order as when the annual production rates are several million receivers." Note: Color TV Inc., which espoused line-sequential system during last hearing, is member of NTSC, goes along with its recommendations.

Avco deferred usual quarterly dividend of 15¢ at board meeting Aug. 28, chairman-pres. Victor Emanuel explaining it was due to current earnings and working capital requirements and that next common stock dividend consideration will come at year-end meeting in Nov. Earnings since beginning of second fiscal quarter have been adversely affected by strikes in 4 plants, he added, and working capital is being conserved for increasing defense contracts and for big promotion of Crosley-Bendix lines. Avco stock fell same day from 6⅞ to year's low of 5½.

Pacific Mercury started construction this week on first unit of its new factory at Hayvenhurst Ave. & Chase St., Van Nuys, Cal., to house executive offices, research, engineering & production depts. and TV receiver assembly lines. It's scheduled for completion about Dec. 1, according to pres. Joe Benaron.

Financial & Trade Notes: Emerson Radio and subsidiaries report consolidated net profit before taxes of \$5,189,077 for 39 weeks ended Aug. 1, compared with \$2,330,404 for like 1952 period. After taxes, profit amounted to \$2,333,227, or \$1.21 per share on the 1,935,187 shares outstanding, compared with \$1,005,359 (52¢) for same 1952 period. Sales figures weren't released.

General Precision Equipment Corp. reports for 6 months ended June 20 sales of \$41,102,567, more than double the \$19,216,574 for same 1952 period. Net profit was \$1,469,067 (\$2.22 a share) vs. \$361,112 (54¢) last year. For quarter ended June 30, sales were \$20,985,580, net profit \$649,087 (\$1.21) vs. \$11,436,566 sales, \$325,452 (48¢) net profit in 1952 quarter.

Allied Electric Products Inc., parent of Sheldon Electric Co. div. (tubes), reports net sales of \$6,685,196 for fiscal year ended April 30, 1953 and net income of \$212,922. Chairman Nathan Chirelstein notes improvement of working capital position, amounting to \$200,566 as against deficit of \$198,513 as of April 30, 1952.

Pye Ltd., big British TV-radio-electronics manufacturer, reports net profit of \$660,000 (£235,717) for year ended March 31, compared with \$454,212 (£162,219) for same 1952 period. Both figures are after taxes amounting to approximately double the net profit.

Arvin shows net profit of \$910,596 (\$1.02 a share on 890,625 common shares) after taxes of \$1,017,095 on sales of \$17,309,104 in quarter ended June 28 compared to \$778,639 (87¢) after taxes of \$858,641 on sales of \$13,262,026 same 1952 period.

Dividends: Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Stromberg-Carlson, 37½¢ Sept. 30 to holders Sept. 15; Aerovox, 15¢ Sept. 15 to holders Sept. 1; Wells-Gardner, 15¢ Sept. 15 to holders Sept. 3; Bendix Aviation, 75¢ Sept. 30 to holders Sept. 10.

National Union Radio Corp. reports profit of \$334,844 (13¢ per share) on sales of \$7,723,082 in first 6 months of 1953, compared to net loss of \$34,963 on sales of \$6,580,642 in same period year ago.

Educational TV advocates got heartening assurances on future of their channel reservations this week from FCC, which turned down request of WVEZ Inc., New Orleans, for rule-making procedure so it could apply for that city's Ch. 8 educational assignment (Vol. 9:28). It was first such request to come before Commission since end of one-year reservation June 2—and educational TV leaders promptly expressed hope Commission's action would discourage other would-be commercial applicants from making same request. In turning down WVEZ request, Commission cited "substantial progress" made by Greater New Orleans Educational Television Foundation in raising money to establish educational station, said it should be given more time. Joint Committee on Educational TV had joined New Orleans educational group in opposing WVEZ request.

Tokyo's first commercial TV station, Nippon TV Network Corp.'s JOAX-TV (newspaper publisher Matsutaro Shoriki) went on air Aug. 20 with RCA 10-kw transmitter. Other Tokyo station, operated by Broadcasting Corp. of Japan (NHK) went on air last March with 500-watt transmitter. First station in Philippines, Bolinao Electronics Corp.'s DZBC-TV, Manila (Juan Quirino) is nearing completion and plans to start soon on Ch. 3.

Tea Council of the U.S.A., 500 Fifth Ave., N. Y. has completed 4-min. TV film titled *No Dishes Today*, prepared in cooperation with National Restaurant Assn. to support National Restaurant Month in Oct. Tea Council's agency is Leo Burnet Co., N. Y.

Network TV-Radio Billings

July 1953 and January-July 1953

(For June report see *Television Digest*, Vol. 9:31)

FOR THIRD TIME in last 4 months, CBS-TV took top billings away from NBC-TV in July, according to Publishers Information Bureau—and even cumulatively, for first 7 months of this year, it has about caught up with the former consistent billings leader. CBS-TV's July billings were \$7,411,657, NBC-TV's \$6,903,092; CBS-TV's cumulative for the 7 months was \$51,617,184, NBC-TV's \$51,947,140.

Midsummer month's billings for all networks went up to \$16,125,267 from \$12,761,620 for same month last year; for the 7 months, networks aggregated \$120,639,180 vs. \$101,377,734 same 1952 period.

Network radio held up well, too, totaling \$12,052,501 in July vs. \$11,254,439 in July, 1952; for 7 months, \$94,604,597 total just about stands off \$94,745,198 total same 1952 months. CBS as usual maintained its radio lead, running well ahead of NBC, with ABC third (considerably down from 1952) and MBS fourth (but ahead of 1952). The PIB report:

NETWORK TELEVISION				
	July 1953	July 1952	Jan.-July 1953	Jan.-July 1952
CBS	\$ 7,411,657	\$ 4,916,245	\$ 51,617,184	\$ 37,367,339
NBC	6,903,092	5,963,550	51,947,140	46,921,031
ABC	1,299,471	1,082,751	11,175,743	11,800,519
DuMont	511,047	799,074	5,899,113	5,288,845
Total	\$16,125,267	\$12,761,620	\$120,639,180	\$101,377,734

NETWORK RADIO				
	July 1953	July 1952	Jan.-July 1953	Jan.-July 1952
CBS	\$ 4,869,719	\$ 3,920,643	\$ 36,157,392	\$ 33,561,072
NBC	3,494,330	3,621,810	28,227,119	27,805,744
ABC	2,030,989	2,372,710	17,386,830	21,776,426
MBS	1,657,463	1,339,276	12,833,256	11,601,956
Total	\$12,052,501	\$11,254,439	\$ 94,604,597	\$ 94,745,198

NETWORK TELEVISION—January-July 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$ 17,198,529
Feb.	1,481,032	6,621,029	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860	17,720,036
May	1,813,935	7,622,432	864,870	7,987,065	18,288,352
June	1,607,320*	7,399,078	803,848	7,249,395	17,059,641*
July	1,299,471	7,411,657	511,047	6,903,092	16,125,267*
Total	\$11,175,743	\$51,617,184	\$ 5,899,113	\$51,947,140	\$120,639,180

NETWORK RADIO—January-July 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$ 13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
Apr.	2,637,364	5,375,243	1,974,359	4,196,009	14,182,975
May	2,593,923	5,333,481	1,994,358	4,141,070	14,062,832
June	2,113,725*	5,226,096*	1,808,163*	3,979,471	13,127,460*
July	2,030,989	4,869,719	1,657,463	3,494,330	12,052,501
Total	\$17,386,830	\$36,157,392	\$12,833,256	\$28,227,119	\$ 94,604,597

* Revised as of Aug. 28, 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.

Five applications for new TV stations were filed with FCC this week, making total pending 511, of which 152 are uhf. Included were merged WRBL & WGBA applications for Columbia, Ga., Ch. 4, granted this week, and Interim TV Corp. for Shreveport, La., Ch. 12 (see p. 10). Others were for Charlotte, N. C., Ch. 9, by Salisbury, N. C. lumber dealer Dan Nicholas; Grand Forks, N. D., Ch. 10, by KNOX; Odessa, Tex., Ch. 7, by Clarence E. Wilson & Philip D. Jackson, owners of KWCO, Chickasha, Okla. and part owners of grantee KTVQ, Oklahoma City (Ch. 25). [For further details about these applications, see *TV Addenda 17-H* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* and *Addenda* to date.]

Total TV sets-in-use increased to 24,895,000 as of Aug. 1, up from 24,519,000 on July 1; 24,292,600, June 1; 23,930,000, May 1. Figures are from NBC Research, which released its last state-by-state and county-by-county breakdowns as of May 1 (see complete tabulations, pp. 321-332, *TV Factbook No. 17*) and has refused to furnish further breakdowns since then—except for coverage figures on its own affiliates which it furnishes to clients only. Reason, as explained by research director Hugh M. Beville, is that NBC is awaiting still-secret report of NARTB proposing setup to supply sets-in-use figures regularly on all-industry basis. NBC is willing, he said, to get behind such project if it knows more about it, but plan submitted by researcher Dr. Frank Cawl to NARTB committee (Campbell Arnoux, Kenneth Carter, Clair McCollough) is still being kept under wraps. Inquiry at NARTB reveals that new and bigger committee has yet to be chosen to evaluate plan—but disposition there is to get behind any all-industry project that will provide figures on regular basis, especially if it has combined backing of all networks plus AAAA, ANA, RETMA.

Power boosts: WEEU-TV, Reading, Pa. (Ch. 33) increased power from 1.4 to 165-kw ERP. Other GE amplifiers on this week's shipment list: 35-kw to WJBK-TV, Detroit (Ch. 2); 20-kw to WCPO-TV, Cincinnati (Ch. 9); 1-kw to WLOK-TV, Lima, O. (Ch. 73). RCA's shipments this week: 10-kw units to WDAY-TV, Fargo, N. D. (Ch. 6); WTAR-TV, Norfolk (Ch. 3); KCBT-TV, Lubbock, Tex. (Ch. 7); KTSM-TV, El Paso (Ch. 9). Also, 10-kw driver with 50-kw power supply to WNHC-TV, New Haven (Ch. 8); 25-kw to WGN-TV, Chicago (Ch. 9) & WSLV-TV, Roanoke, Va. (Ch. 10).

First Dr. Lee deForest Award, set up by National Assn. for Better Radio & Television, Los Angeles, announced at luncheon on his 80th birthday Aug. 26, will go to Joyce C. Hall, pres., Hallmark Greeting Card Co., sponsor of *Hallmark Hall of Fame* on NBC-TV, as "the person most consistently responsible for the highest educational and moral standards in radio and TV programs." Mr. Hall's firm also sponsored the Menotti opera *Amahl & The Night Visitors* and Maurice Evans' 2-hour *Hamlet* on TV. Gold statuette designed by architect Welton Becket will be presented later.

Petitions for changes in allocation plan filed this week: (1) WBEN-TV, Buffalo, asked FCC to permit vhf stations to operate on maximum power at 2000-ft. maximum height in Zone I (northeast); under allocation plan Zone I stations must reduce power if they go above 1000 ft. (2) WTVB, Coldwater, Mich., asked allocation of Ch. 10 to Coldwater in lieu of Ch. 24. [For channel changes proposed this week by FCC, see *TV Addenda 17-H* herewith.]

TV film industry's 5% royalty payments to American Federation of Musicians' music performance trust fund, set up in 1950 by AFM pres. James C. Petrillo, totaled \$363,000 in 1952, which indicates TV film producers making pictures with music grossed \$7,250,000. Last year's sum is more than twice amount collected for the 20 months from May 1950 through 1951. Second half 1952 payments of \$207,600 is rate of about 20% what entire record industry pays into AFM trust fund.

ASCAP is expected to hit peak income of nearly \$17,000,000 this year, up \$2,000,000 from last year, thanks chiefly to TV. *Variety* says TV royalties will probably run \$5,000,000 this year, or \$1,000,000 more than last. Radio is still biggest revenue source—\$9,000,000. Steadily rising income may hit \$25,000,000 by 1960, it's estimated.

Network TV service was extended this week by AT&T to KEDD, Wichita, Kan. (Ch. 16) and WETV, Macon, Ga. (Ch. 47) making total of 154 interconnected stations in 103 U. S. cities.

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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September 5, 1953

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NEW STARTERS—ONE-A-DAY FOR REST OF YEAR: If we can accept promises of CP holders and assurances of transmitter manufacturers, we may see 50 or more new starters this month alone -- these in addition to the ones reported below as having gone on air during last 8 days. In fact, our carefully kept records show nearly 60 reporting that they expect to begin testing during Sept., and of course we count all new stations as being on the air from the moment of their first test patterns.

Add 6 who said they would start in Aug., but didn't, plus some 90 who have thus far reported to us that they plan to get under way during Oct.-Nov.-Dec. -- and the grand total of "promised starters" rest of this year exceeds 150.

Even discounting those who can't or won't make it -- though most of the ones reporting have been checked against equipment makers' orders and shipments -- and it is a fair assumption that average will run one-a-day during the nearly 4 months left. We figure about 120 more, which means total on air at end of 1953 will exceed 360.

That means at least 235 new stations will have started this year, for at end of freeze total was 108 and at end of 1952 it was 125. Thus our prediction in May (Vol. 9:18) was quite pat when we stated, "Unless grantees give up CPs in wholesale lots, and that isn't likely, 200-400 new stations could begin telecasting this year."

At guesstimated average of \$250,000 per station, 250 post-freeze stations represent investment of \$62,500,000. As for impact on telecasting as whole, on radio and on structure of the networks -- well, your deductions are as good as ours.

It's our conviction that the new markets being opened up -- for the new stations to great extent are going into new TV cities, large and small -- are providing an outlet for enough new TV set sales to assure a good year to manufacturers-distributors-dealers as a whole. New markets should more than offset the retarding influence of color publicity on the let's-wait-for-color consumers.

Note: We'll shortly publish a new up-to-minute log of TV stations on the air, with additional list of those among the nearly 300 present CP-holders who have reported, in our continuing survey, that they expect to start before end of 1953.

8 UHF AMONG WEEK'S 9 NEW STARTERS: Buffalo and Pittsburgh, each with one vhf and one uhf on air, got second uhf outlets this week as Milwaukee and Boston areas got their first uhf -- thus intensifying competition and stimulating buildup of uhf. Only new vhf went into Macon, Ga., where uhf WETV got head start last July 25 (Vol. 9:31). Uhf also got good head start this week in Columbia, S.C. There are now 247 stations on the air, 173 vhf, 74 uhf. The latest starters:

WCAN-TV, Milwaukee (Ch. 25) wired Sept. 4 that test patterns begin Sept. 5 weekend and that programming begins week of Sept. 7. RCA-equipped station has published notarized statement that 16% of sets in area are already equipped for uhf (nearly 70,000) and claims 46.1% more will be ready within 3 months (192,000). It becomes primary CBS-TV outlet as of Sept. 15, has base rate of \$300. Veteran broad-

casters Lou Poller, Cy Blumenthal and Alex Rosenman own station, with Poller as gen. & sales mgr.; Elmer F. Jaspan, asst. gen. mgr. Rep is Taylor.

WBES-TV, Buffalo, N.Y. (Ch. 59), second uhf in that one-vhf city, was all set to turn on juice Sept. 5, just about 3 weeks after Ch. 17 WBUF-TV (Vol. 9:34) -- and goes on regular commercial schedule Sept. 14. It's joint project of banker Chas. Diebold, heating-refrigeration contractor Joseph Davis and attorney Vincent Gaughan. Roger M. Baker, ex-WKBW mgr., is gen. mgr. & Robert Tryon, ex-KSCJ-TV, Pueblo, Colo. is chief engineer. Equipment is RCA. Base rate is \$350. Rep is Bolling.

WATR-TV, Waterbury, Conn. (Ch. 53), managed for veteran broadcaster Harold Thomas by Sam Elman, began testing RCA equipment Sept. 4, about month later than its last reported target. It will get ABC & DuMont service from New York via own microwave relay at Oxford, Conn. Base rate is \$200. Rep is Rambeau.

WCHA-TV, Chambersburg, Pa. (Ch. 46) put on first test patterns Sept. 3, second uhf project of John S. Booth-C. M. Cassell team who started WTVE, Elmira, N.Y. (Ch. 24) in June. Mr. Booth is gen. mgr. National rate card has base Class A rate of \$120, local card quotes \$80. Network is DuMont. Equipment is RCA. Antenna on nearby Snowy Mt. is 1314 ft. above average terrain. Forjoe is rep.

WNOK-TV, Columbia, S.C. (Ch. 67), second to get new 5-kw DuMont uhf transmitter using Eimac klystron, started out immediately on commercial schedule Sept. 1 and is now operating on daily 2-11 p.m. schedule. It's already interconnected for CBS & DuMont service, starts with \$200 base rate. Reception reports exceeded 70 mi. on first night of operation from 500-ft. tower giving antenna 624-ft. height above av. terrain, reports program director David Campbell. H. Moody McElveen Jr. is gen. mgr., W.C. Bochman, national sales mgr. Rep is Raymer.

WTAO-TV, Cambridge, Mass. (Ch. 56), first uhf in Boston area, began testing Aug. 31, will shortly go commercial under general managership of Frederic S. Bailey, with ex-WKNB-TV program supervisor Theodore B. Pitman Jr. as asst. RCA equipment is used with studios & transmitter on Zion Mt., Woburn, Mass., antenna 629-ft. above sea level. Station is controlled by Harvey Radio Laboratories Inc., electronics manufacturer (Frank Lyman Jr.) No rate card has yet been released nor rep announced.

WIRK-TV, West Palm Beach, Fla. (Ch. 21) went on test patterns Aug. 31 and goes commercial Sept. 13, claiming "first time residents of the rich Palm Beaches saw a clear sharp TV picture in their homes." RCA transmitter with antenna atop downtown Harvey Bldg. gives radiation from 248 ft. above ground. Joseph S. Field Jr. is pres., with Arthur S. Gray, ex-WTVJ national sales mgr., as operations mgr. ABC network was announced, along with base rate of \$150. Weed is rep.

WMAZ-TV, Macon, Ga. (Ch. 13), technically allocated to tiny Warner Robins, Ga., began testing Aug. 29, begins regular programming Sept. 27, affiliated with CBS and DuMont. Wilton E. Cobb is gen. mgr.; Herman Hatton, director of TV operations; Norman Gray director of production. Station's chief engineer George P. Rankin Jr. is pres. of grantee corporation (71% owner); Frank "Red Cross" Crowther, commercial mgr. Equipment is DuMont. Base rate is \$200. Rep is Katz.

WENS, Pittsburgh (Ch. 16), city's third station and second uhf (first having been Ch. 53 WKJF-TV, which first tested July 14), began commercial operation Aug. 29 after initial test pattern Aug. 25. First commercial program was Pirates-Cardinals game from Forbes Field, first of baseball "test" series (Vol. 9:33). Station is sold out nightly from 7:30-midnight, reports managing partner Larry Israel, who with A.D. Faust (also ex-WDTV) owns 5% of project backed by attorney Tom Johnson, chief owner of Pirates (45%) and Tom Rea, steelman (45%). Transmitter is 12-kw GE. Base rate is \$300, with CBS & ABC service. Rep is Petry.

4 CPs, 'PROFIT' DEALS PROMPT DISSENT: Some of most elaborate deals to date produced 4 vhf CPs this week -- in Des Moines, Providence, Waterloo, Ia. & Bay City, Mich. Amount of money involved in some of them stirred dissent from Comr. Bartley, who is generally a hands-off-industry man. Disagreeing with the rest of Commission in Des Moines and Providence cases, he said:

"Where I differ with the other commissioners is in their belief that we will be able to keep the situation from getting out of hand by curbing possible abuses

on a case-to-case basis, without establishing a firm policy of drawing the line in 'drop-out' cases at the 'no-profit' point." Here's what disturbed him:

In Providence, the 3 Ch. 12 applicants -- WPRO, Greater Providence Bcstg. Co. & Hope Bcstg. Co. -- will form Cherry & Webb TV Bcstg. Co., owned 55% by WPRO, 25% by Hope, 20% by Greater Providence. Greater Providence stockholders Charles G. Taylor and Robert T. Engles have 12-month option to buy 13% of new corporation from WPRO and Hope. But if WPRO and Hope cancel option (possible after 7 months have passed), they'll pay Taylor and Engles \$205,500. Stockholders of Greater Providence also get total of \$12,500 yearly, for 5 years, for personal services. FCC granted Ch. 12 to WPRO pending its action on the agreements.

In Des Moines, WHO got Ch. 13 CP, paying competing KIOA \$25,000 for out-of-pocket expenses and giving it option to buy 40% of CP. If FCC doesn't permit KIOA to exercise option, WHO will pay it \$75,000.

In Waterloo, KWWL obtained Ch. 7 grant after KXEL dropped out under these conditions: KWWL bought 500-ft. tower from KXEL for \$25,000, leased KXEL studio-transmitter space for \$25,000, settled litigation (Vol. 9:28) by paying \$50,000 to KXEL. Comr. Bartley didn't dissent in this case.

In Bay City, WBCM, WGRO & WSAM got together on Ch. 5. WGRO and WSAM formed new North Eastern Mich. Corp., 2/3 owned by former, 1/3 by latter. WBCM has option to buy 40% for \$120,000. Bartley entered no objection.

Week also produced another vhf CP cancellation -- KCNA-TV, Tucson (Ch. 9). That makes 3 vhf, 10 uhf post-freeze grants surrendered thus far (see Vol. 9:34 for others). Three more hearings were set this week, to start Oct. 2: Sioux City, Ia., Ch. 4; Cleveland, O., Ch. 19; Cincinnati, O., Ch. 74.

First allocation changes requiring channel amendments by applicants were finalized by FCC this week. Acting on proposal of John F. Easley, Ardmore, Okla., Commission dropped its proposal affecting Elk City and Ada, Okla., came up with this parlay: Add Ch. 10 to Ada; substitute Ch. 11 for 10 at Ft. Worth, Ch. 10 for 11 at Waco, 26 for 12 at Elk City.

[For further details about foregoing actions, see Addenda 17-I herewith; for complete data on all applications, see TV Factbook No. 17 with Addenda to date.]

INTENSE STRUGGLE FOR COLOR PRE-EMINENCE: Fierce back-of-the-scenes jockeying on color among manufacturers and networks is getting fiercer -- and no one reveals much.

Hottest focal point is probably tri-color receiving tube. RCA has had lead in tube production and planning, is determined to maintain it. RCA makes no secret of fact it has been stockpiling tubes -- but won't tell how many it has or present production rate. How about sizes larger than the 15-in. envelope, which produces 14-in. picture? "Plans are not frozen," is all RCA topkicks will say.

Chromatic TV Labs, Paramount Pictures affiliate which has been developing Lawrence tube, says it has been continuing discussions with "large tube and set manufacturers," looking towards construction and use of tube. Chromatic president Richard Hodgson insists tube makers should be able to produce Lawrence tube to sell to set makers at "less than \$100 -- compared with about \$250 for the RCA tube."

Hodgson reports additional developments of tube, still 22-in. and 1-gun, including a technique for applying color-difference and luminance signals directly to gun without decoding. This, he says, produces complete uniformity of grey scale, eliminates several tubes in receiver. Method will be demonstrated shortly.

Then there was note in columnist Drew Pearson's newsletter Aug. 29, stating that "CBS has privately developed a sensational new color electronic tube which can whittle down RCA's lucrative monopoly and royalty arrangement in the TV field." CBS, which owns tube-maker Hytron, merely says "No comment." Common speculation is that Hytron and/or GE may take license to produce Lawrence tube, perhaps 3-gun version.

With all this to-do in the labs, there are bound to be some sleepers. There always are when there's so much at stake.

On the station equipment side, RCA has lead which may be even more difficult to cut down. Of the big equipment makers, only GE has announced plans to make sta-

tion gear. Unconfirmed rumor has it that CBS also plans to make station equipment. Until this week, as far as we know, little Telechrome Inc. has been the only other outfit producing station equipment (Vol. 9:31). This week, it develops that the Wickes Engineering & Construction Co., 12th & Ferry Sts., Camden, N.J., has been quietly producing special color equipment.

Sparkplug on color at Wickes is engineering v.p. John Million, ex-RCA color engineer. Primarily a military electronics manufacturer, Wickes has completed over \$30,000,000 worth of military contracts, has backlog of \$6,000,000 new. Most of its color work has been for one big company on custom basis. It makes bar generators, color coders, vector display equipment for signal certification, dot generators. Due soon is portable test unit for color sets -- for which big demand is seen.

* * * *

How about AT&T? Will it be able to relay color to affiliates everywhere? A qualified "yes" is given by AT&T spokesmen. Says one: "We expect to do about the same sort of job for color as we did for black-&-white." Such performance would be quite good, since AT&T hasn't often lagged far behind orders for service. AT&T says rate of expansion depends on networks' demands.

We asked whether AT&T could put color coast-to-coast by Jan. 1, and answer was affirmative. This also means that intermediate stations along microwave route, plus many feeding off route (as well as other microwave routes), could get color signals. Whether such stations could also telecast the color, once they got it, depends on their acquisition of color rebroadcasting equipment.

A modest number of stations in the biggest cities should be able to telecast color by Jan. 1, according to manufacturers and networks. It's said group will certainly include New York, Chicago, Los Angeles, Philadelphia, Washington. Those stations now served by the 2.7-mc cable will have to wait longer for color service, generally, since cable needs extra equipment. How much longer? AT&T won't guess, says it depends on networks' orders.

NBC and CBS are stoking color fires, meanwhile, among their affiliates and sponsors -- scheduling demonstrations, clinics, etc. NBC's much heralded Kukla, Fran & Ollie opera in color Aug. 30 (Vol. 9:35) produced customary raves from newsmen who monitored program on color sets. We saw it -- and it was good.

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FCC received only a few comments so far on its proposal to adopt compatible system, but deadline is Sept. 8. NTSC, for one, is making quite a ceremony of its filing on that date. Chairman W.R.G. Baker, to accompaniment of flashbulbs, will hand FCC chairman Rosel Hyde 16 documents weighing 50 lbs., after which Dr. Baker will go to Statler Hotel for press luncheon.

Those filing recently were Admiral, Hazeltine and one Howard H. Wixon of Chicago (see p. 8). Admiral told FCC it had participated wholeheartedly in NTSC, endorsed its findings. It also said that its chief engineer Robert Jones and his staff have devoted practically all their time during last 3 years to color experiments at Palo Alto, Cal. laboratories.

Hazeltine outlined its work with NTSC, described its contributions, included description of compatible standards in best non-technical language we've seen yet.

Harry Truman makes first TV bow as an ex-president Sept. 20 in 10-min. address on premiere of NBC-TV's *Excursion*, unsponsored weekly youth series produced by Ford Foundation (3:30-4 p.m.). Speaking live from his Kansas City office, he will discuss Point 4 program, will be paid \$8000 for single appearance, was represented in negotiations by Martin Stone, pres. of Kagan Corp., New York, program packagers (*Howdy Doody, Johnny Jupiter*, etc.). Ford Foundation also revealed that negotiations to put ex-President Hoover on subsequent program are under way.

Transcript of low-budget TV station operation symposium, conducted by NARTB at April convention in Los Angeles, now available from NARTB.

Exception to new priorities for hearings, under "manifest injustice" clause (Vol. 9:34), is requested by Westinghouse (KDKA), Ch. 11 Pittsburgh applicant. It told FCC that under old priorities it probably would have been set for hearing shortly but that new priorities would delay its hearing at least 2 years. It also notes that Pittsburgh has had only one station until recently and that Philadelphia, Detroit and Baltimore, which have had 3 stations each for years, have been set for hearings starting Sept. 24.

Adlai Stevenson's report on his world tour will be carried on 70-station NBC-TV hookup Sept. 15, with time donated by network as public service. In addition, more than 500 AM stations of all networks will carry it live (9:30-10 p.m. CDT).

Telecasting Notes: One station throwing down gauntlet to newspapers on comparative costs, one newspaper reviving old argument about charging for program listings, were very much in trade news this week. That TV reaches more people than newspapers at half the cost, is thesis of 22-p. study *Newspapers vs. Television* prepared by WOAI-TV's commercial mgr. Edward V. Cheviot (ex-*San Antonio Light*) and promotion mgr. Morton E. Grossman (ex-*Washington Post*) for San Antonio retailers . . . Major points in WOAI-TV study: (1) Station can reach 1000 people at half cost of any one of 3 local newspapers for same number. (2) Station reaches 38% more audience than newspaper with biggest circulation, 92% more than 2nd newspaper, 112% more than third. (3) Half hour costs less than 1200-line ad in any local paper . . . Oklahoma City *Daily Oklahoman*, which owns WKY-TV & WKY, now charging own stations for printing daily program logs, and demanding national rate (75¢ a line) from all other stations. Local stations, complaining bitterly, claim listings are news, saying charges against newspaper's own stations are mere bookkeeping. Newspaper carried statement on radio page Aug. 21 headed "Radio Stations Are Commercial Enterprises, Too" and using old argument that they're operated for profit and should pay for space . . . Sign of times: MGM announces in Hollywood this week that it will make only 18 pictures between now and next July, a reduction of 50% in its average annual production; it's going in for the "qualitative"—presumably leaving "quantitative" production for TV outlets, a definite trend . . . Movie business "can't afford to stay out of TV," said Herbert Yates, pres. of Republic Pictures in policy statement Sept. 3 paving way for Republic's entrance in full-scale distribution and production of films for

Network Accounts: Something new in network programming was disclosed this week when Kraft announced it would sponsor a second *Kraft Television Theatre* on ABC-TV, starting Sept. 15, Thu. 9:30-10:30 p.m., thru J. Walter Thompson, while continuing to sponsor program by same name on NBC-TV, Wed. 9-10 p.m. Each series will have separate production staffs and will present different plays. It's estimated 104 shows planned will involve outlay of \$8,000,000 in time & talent . . . Five new sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Capital Airlines, 39 partic., thru Lewis Edward Ryan; Standard Packaging Corp. (bottle caps), 13 partic., thru C. Wendel Muench & Co.; Congoleum-Nairn (floor coverings), 13 partic., thru McCann-Erickson; Prince-Gardner Co. (billfolds), 12 partic., thru Grey Adv.; Crowell-Collier Publishing Co., 4 partic., thru Kudner . . . Pan-American World Airways to be alt. week sponsor of *Meet the Press*, on NBC-TV, starting Jan. 3, Sun. 6-6:30 p.m., thru J. Walter Thompson . . . S.O.S. Co. (cleanser) buys Tue. & Thu. portion of *Hawkins Falls, U.S.A.* on NBC-TV, starting Sept. 15, Mon.-thru-Fri. 11-11:15 a.m., thru McCann-Erickson . . . Tappan Ranges buys 3:30-3:45 portion of *Bob Crosby Show*, on CBS-TV, starting Sept. 10, Tue. & Thu., thru Kethum, MacLeod & Grove.

Mutual's new option-time plan for affiliates goes into effect Oct. 1, under which it delivers 14 hours weekly of big-name unsponsored programs for local or national spot sales for which network receives no payment. In exchange, maximum network option time is reduced from 9 to 5 hours daily, which all contracting affiliates must carry but for which stations receive no payment. New option times: Mon.-thru-Fri. 8:45-9 a.m. & 11 a.m.-12:30 p.m., 2-3, 5-6, 7:30-8:30, 9-9:15 p.m.; Sat., 11:30 a.m.-12:30 p.m. & 2-3, 5-6, 7:30-8:30 p.m.; Sun., 9-11:30 a.m. & 1:30-2, 3-3:30, 4-5, 5:30-6 p.m.

TV. Head of first major studio to go "whole hog" into TV, Yates said movies and TV "must find a common ground to serve the public at large; they must live together and prosper." He was mum on prospects for release of Republic's theatrical film backlog to TV . . . TV exclusively employs 40% of Screen Directors Guild's 740 active members, taking up slack in movie employment, and provides \$2,000,000 of Guild membership's \$12,000,000 annual income, reports SPG pres. George Sidney, who commented: "If it weren't for TV we'd really be in trouble" . . . Testing film re-run value, NBC flagship WNBT next week starts setting aside 7-7:30 p.m. 3 times a week for second runs of first-rate film properties, under local sponsorships; mgr. Ernest de la Ossa says object is to build demand for 7-7:30 slot similar to 10:30-11 period, with prize-winning *Victory at Sea* scheduled for next week's repeat . . . Butler U's School of Religion, working with Broadcasting & Film Council of National Council of Churches, conducting 2-week training course for 28 churchmen in TV-radio techniques, using Indianapolis' WFBM-TV & WFBM as workshop . . . Cal Kuhl's *Lux Video Theatre* has moved lock, stock and crew of 10 from N. Y. to Hollywood, began this week producing live in CBS's big Television Center . . . Bob & Ray (Bob Elliott & Ray Goulding) have gone from NBC to ABC under contract, will first occupy 7-7:15 p.m. weekdays on WABC-TV, N. Y. . . WKAB-TV, Mobile, Ala. (Ch. 48), now on full power, has expanded daily schedule to start at noon and run to midnight . . . WDSU-TV, New Orleans, has released Rate Card No. 7 effective Oct. 1, raising Class A base rate from \$500 to \$600, one-min. from \$110 to \$130 . . . CBS-TV fall promotion campaign was launched this week with mailing of 24-p. brochure, *Eye Opener*, to affiliates, clients and agencies.

Argument for maximum vhf powers with 2000 ft. above average terrain in Zone I instead of present 1000-ft. limit is supported by 111-page engineering study by A. Earl Cullum firm which concludes: (1) For Ch. 2-6, area within Grade B contours would be 89% greater with 2000 ft. than with 500 ft. (2) For Ch. 7-13, area would be 109% greater. (3) Throughout service areas, field intensity would be 12-26 db higher with 2000 ft. than with 500 ft. In summary, report says, "An increase in field intensity at any location allows additional population to receive satisfactory service, results in an improvement in the quality of service provided, and lessens the requirements for receiving antennas."

A \$5,000,000 plan to recoup radio leadership will be presented to NBC Radio affiliates meeting in Chicago Sept. 17. As outlined by operations v.p. Ted Cott to affiliates committee in closed session Sept. 1, programming plans include 28 new top-flight sustainers, many featuring top show business names. They include Laurence Olivier drama series, James Stewart western adventure, Jessica Tandy & Hume Cronyn situation comedy, *Robert Montgomery Radio Playhouse*, 2-hour Sunday "newspaper of the air" series, new Gertrude Berg situation comedy, new *Fibber McGee & Molly* show, possibly Frank Sinatra.

WVEC-TV, Hampton-Norfolk (Ch. 15), now testing, which becomes primary NBC-TV outlet Sept. 19, won part-time NBC affiliation for its radio adjunct this week when network agreed to duplicate programs after 6 p.m. on WVEC, Hampton (250-w independent on 1490 kc) with recently-signed WAVY, Portsmouth (call letters changed from WSAP). Having lost WTAR affiliation, NBC-Radio signed WAVY (5-kw on 1350 kc) but decided to add WVEC nighttime because of WAVY's night directional.

Wm. J. Wagner, operator of 6 radio stations in Alaska, with offices in Seattle, appointed to territorial defense staff as officer in charge of radio broadcasting.

GENERAL ELECTRIC shipped 12-kw transmitter this week to Polan Industries' WUTV, Youngstown, O. (Ch. 21), which is aiming to get on air in about month (Vol. 9:35). Week's new GE orders included 5-kw transmitter for KRGV-TV, Weslaco, Tex. (Ch. 5), to be shipped by Oct. 12, and 20-kw for WSLI-TV, Jackson, Miss. (Ch. 12), for shipment Nov. 12.

Only new transmitter shipments this week reported by RCA were destined for WBTM-TV, Danville, Va. (Ch. 24); WECT, Elmira, N. Y. (Ch. 18). DuMont reported no new shipments or orders this week, but verified Sept. 7 as shipment date for Ch. 10 transmitter for time-sharing KOY-TV & KOOL-TV, Phoenix, and said it would shortly announce new 5-kw uhf transmitter orders and possible delivery dates. Its next 1-kw uhf are due to go out Sept. 15 to KNUZ-TV, Houston (Ch. 39), and Oct. 1 to WNOW-TV, York Pa. (Ch. 49).

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

KFIA, Anchorage, Alaska (Ch. 2), should be ready about Nov. 1 and KFIF, Fairbanks (Ch. 2), by Jan. 15, reports Keith Kiggins, ex-ABC v.p. and co-grantee with Richard R. Rollins, onetime radio station owner, ex-Des Moines banker, now a director of Solar Aircraft Co. Operating as Kiggins & Rollins, 841 Turquoise St., San Diego, they're planning first TV stations in what Kiggins calls "boom cities whose populations are pyramiding faster than they can be recorded." Both stations will be locally staffed, so far as possible, and this month James Duncan, ex-WBKB, Chicago, KTLA, Los Angeles, and KFMB-TV, San Diego, will move to Anchorage to make his home and be gen. mgr. of both stations. Bill Williams, ex-KFMB-TV, will supervise construction and engineering. Composite transmitters built in San Diego are due to be shipped, along with RCA antennas. Reps have not yet been designated.

WCSH-TV, Portland, Me. (Ch. 6), has moved forward its starting date to Dec. 1 as result of discussions with RCA and local contractor which managing director Wm. H. Rines reports makes it possible to be "completely realistic." Weed will be rep.

KFEQ-TV, St. Joseph, Mo. (Ch. 2), has had RCA transmitter since June but has been proceeding slowly. It now aims for Sept. 27 commercial debut, its 810-ft. Lehigh tower being up and RCA studio equipment all on hand in new 50x80-ft. brick studio-transmitter building on 5½-acre site. Veteran broadcaster Barton Pitts is gen. mgr.; J. Wesley Koch, chief engineer; Glenn Griswold, commercial mgr.; Carleton Schirmer, program & film mgr.; J. Ted Branson, promotion mgr.; Wally Johnson, production mgr. Headley-Reed is rep.

KZTV, Reno (Ch. 8), Nevada's second outlet, is aiming for Sept. 8 test patterns, plans to go on 4:30-11 p.m. schedule about Sept. 15, affiliates with CBS (kine) and will have working arrangements with other networks, reports gen. mgr. Harry Huey, handling station for controlling Donald W. Reynolds newspaper-radio interests of Arkansas. State's first was KLAS-TV, Las Vegas (Ch. 8), which began July 8 (Vol. 9:29). KZTV chief engineer is Curtis I. Kring, program director Louis Zegerman. Pearson is rep.

KERO-TV, Bakersfield, Cal. (Ch. 10), with DuMont transmitter and antenna and Motorola microwave unit shipped via motor express this week, plans test patterns approximately Sept. 20 and commercial programs with CBS affiliation Sept. 26, reports pres. Gene DeYoung. It's promoting fact it will be only vhf in San Joaquin Valley, and that its transmitter location atop 7600-ft. Breckenridge Mt. is highest on Pacific Coast. Base rate will be \$200. Rep is Avery-Knodel.

KTVA, Anchorage, Alaska (Ch. 11) has ordered DuMont transmitter, GE antenna and studio equipment and, though construction hasn't started yet, proposes to get on air about Dec. 15, reports pres. A. G. Herbert. Tower and antenna will be atop 14-story Mt. McKinley apartment building, whose first floor will house studios and transmitting equipment. Mr. Herbert resigned recently as mgr. of radio KENI, Anchorage, along with chief engineer Jack Walden, to launch new project.

WJHL-TV, Johnson City, Tenn. (Ch. 11), which has planned to test with GE transmitter by mid-Aug., has completely discarded present TV tower, is having it replaced, now figures on start some time in Oct., reports mgr. Hanes Lancaster Jr. It has published rate card with \$200 base, will be represented by Pearson.

KIVA, Yuma, Ariz. (Ch. 11), last promised in Aug., is about 30% ready and, with DuMont transmitter on hand and tower due to be completed by Sept. 20, should begin test patterns before Oct. 1, reports gen. mgr. Walter Stiles, ex-Boston consulting engineer, who built KOPO-TV, Tucson. W. S. Grant will be rep.

WTOK-TV, Meridian, Miss. (Ch. 11), is due to test Sept. 9, connects will all 4 networks Sept. 27—DuMont equipment having been shipped Aug. 27. Headley-Reed will be rep.

WSJS-TV, Winston-Salem, N. C. (Ch. 12), two-thirds owned by local publisher-broadcaster Gordon Gray, ex-Secy. of the Army, now pres. of U of North Carolina, one-third by former film star Mary Pickford Rogers—result of merger for quick grant (Vol. 9:28)—will have its GE transmitter on air week ahead of World Series, when it proposes to debut commercially. That's Sept. 30, and v.p. & gen. mgr. Harold Essex reports he will have separate program and sales staffs for TV and radio, with Robert C. Estes detailed as program mgr.; Harry B. Shaw, sales mgr.; Phil Hedrick, operations mgr. Base rate will be \$400. Rep is Headley-Reed.

New Sweetwater, Tex. Ch. 12 grantee, W. D. (Dub) Rogers, operator of KDUB-TV, Lubbock, Tex., has ordered DuMont equipment but has no call letters, target date or construction plans yet, will appoint Avery-Knodel as rep.

WTAP, Parkersburg, W. Va. (Ch. 15), should get test patterns on air last week in Sept., following erection of tower scheduled to start Sept. 14, reports mgr. T. A. Eiland. Transmitter building is virtually completed, RCA transmitter on hand, and studio building will take about 3 weeks to complete. Station is 42.5% owned by Howard L. Chernoff, mgr. of KFMB-TV, San Diego, has James F. Cox as sales mgr.; Don Painter, program mgr.; George W. DeBlieux, chief engineer. Base rate will be \$150. Forjoe is rep.

WECT, Elmira, N. Y. (Ch. 18), has switched to RCA equipment, now plans to begin tests between Sept. 15-25, and has published 2 rate cards—national fixing base hour at \$150, local at \$110. It will program from Sept. 29, reports gen. mgr. Walter A. Valerius. Station is 51% owned by *Corning Leader*, 49% by *Elmira Star-Gazette* (Gannett). Rep is Everett-McKinney.

WICS, Springfield, Ill. (Ch. 20), should be ready to go on tests by Sept. 15 with RCA equipment and is aiming for commercial start about Oct. 1 with \$200 base rate. It affiliates with all 4 networks, expects interconnections by Oct. 1. Station is one-third owned by Harry & Elmer Balaban, Chicago theatremen who also are half owners of WTVO, Rockford, Ill. (Ch. 39), and controlled by the Scheftel-Burger theatrical interests who operate WFTV, Duluth, Minn. (Ch. 38), and hold CPs for KETV, Little Rock, Ark. and KCTV, Sioux City, Ia. Milton D. Friedland is mgr.; James K. Harelson, ex-WBKB & WBBM-TV, Chicago, program mgr.; Basil O'Hagan, ex-WBKZ-TV, Battle Creek, Mich., chief engineer. Adam Young is rep.

KCEB, Tulsa, Okla. (Ch. 23), broke ground for new plant Aug. 21 and, with RCA transmitter delivered, has fixed Oct. 15 as target for first test patterns and Oct. 31 for programs. Project is backed by oilman Elfred Beck, with N. Ray Kelly as gen. mgr.; he's ex-NBC mgr. of eastern div. program production, was later film div. director and then a consultant with Noran Kersta, now mgr. of WFTL-TV, Ft. Lauderdale, Fla. Elaborate studio structure is described as "America's finest and most modern TV program plant."

KETV, Little Rock, Ark. (Ch. 23), won't make previously announced Sept. 15 starting date, has set no definite target, but gen. mgr. Ross B. Baker reports it's working to get on within 60-90 days. Station is one of uhf group launched by theatremen Herbert Scheffel and Alfred Burger. Rep will be Adam Young.

WMAC-TV, Massillon, O. (Ch. 23), an Edward Lamb project, has GE equipment but has postponed probable starting date to mid-Oct., pending modification of CP for transmitter site necessitated by CAA requirements. James Bushman has been named sales representative, \$200 base rate has been set. Petry will be rep.

WJRE, Indianapolis (Ch. 26), has ordered RCA equipment but is holding construction in abeyance pending final appearance before local zoning board, scheduled Sept. 14, reports grantee John L. Ramp, auto dealer and owner of radio WBAT, Marion, Ind. No rep has yet been chosen.

WMIL-TV, Milwaukee (Ch. 31), has ordered GE equipment, will be on air between Dec. 15-31, reports gen. mgr. Jerome Sill. National rep not yet chosen.

WACH-TV, Newport News-Norfolk, Va. (Ch. 33), is definitely slated to get test patterns on air Sept. 15, begins programs Oct. 1, reports gen. mgr. Frederic F. Clair. It's second uhf to test in area, WVEC-TV, (Ch. 15) having started testing Aug. 15 and due to become basic NBC outlet Sept. 19. Federal transmitter is going in, 351-ft. antenna up, \$200 base rate set. Avery-Knodel will be rep.

WJHP-TV, Jacksonville, Fla. (Ch. 36), has GE equipment enroute and construction scheduled for completion within 30 days, plans Nov. 1 tests, Dec. 1 programming, according to gen. mgr. Tom Gilchrist. Owner Jacksonville Journal Co. (Perry Newspapers) was one of 16 that turned in pre-freeze CP (Vol. 9:34). Rep will be John H. Perry Assoc.

WKNE-TV, Keene, N. H. (Ch. 45), has ordered RCA equipment, affiliated with NBC, but pending approval of new transmitter site isn't aiming to get on air before Jan. 1, 1954, reports pres. Joseph K. Close. Meeker will be rep.

WMEV-TV, Marion, Va. (Ch. 50), controlled by executives of local Lincoln Industries, furniture manufacturers and TV cabinet makers, is negotiating for Federal equipment but hasn't yet decided on target date, reports v.p. Robert C. Wolfenden. Donald Cooke will be rep.

WRAY-TV, Princeton, Ind. (Ch. 52), has switched to RCA equipment, plans north-south directional antenna to get Grade A signal into Evansville and Vincennes, has target date of Oct. 1-15, reports gen. mgr. Robert L. Epstein, successor to Bryan Davidson, resigned. Mr. Epstein is v.p. and part owner of new So. Indiana Tele-Casting Inc., headed by M. R. Lankford, farm & hatchery operator. No rep yet announced.

WBCK-TV, Battle Creek, Mich. (Ch. 58), awaiting DuMont equipment, has changed target date to Dec., reports E. F. Cahill, program mgr. Headley-Reed will be rep.

Power increases: GE this week shipped 35-kw amplifier to KING-TV, Seattle (Ch. 2) and 1-kw uhf transmitter to KRTV, Little Rock, Ark. (Ch. 17), which has been operating with 100-watt driver. RCA shipped 10-kw transmitter to KROC-TV, Rochester, Minn. (Ch. 10).

Personal Notes: Edward Lamb, owner of WICU, Erie, grantee of CP for WMAC-TV, Massillon, and proposed purchaser of assets of WTVQ, Pittsburgh, also publisher of *Erie Dispatch*, appointed to advisory committee of Democratic National Committee and reported by AP Sept. 3 as under consideration as next treasurer . . . Benito Gaguine, FCC examiner and former asst. to Comr. Rosel Hyde, becomes partner in firm of Fly, Shuebruk, Blume & Gaguine, Sept. 9 . . . Don Feddersen has resigned as gen. mgr. of KLAC-TV & KLAC, Los Angeles, succeeded by Mortimer Hall, son of owner Mrs. Dorothy Schiff Sonneborn; Feddersen is opening Beverly Hills offices to handle package shows, continuing an old affiliation with Guild Films . . . John K. Herbert, NBC-TV sales v.p., elected to NBC board of directors taking the place of ex-pres. Frank White . . . Lowell E. Jackson resigns as sales mgr. of ABC central div. Sept. 15 to become sales mgr. of new WAKR-TV, Akron . . . Robt. H. Boulware, ex-WSAI commercial mgr., named mgr. of WLWT, Cincinnati . . . Carl Haverlin, BMI pres. and a noted Lincoln scholar, awarded honorary degree by Lincoln College (Ill.) at Sept. 1 ceremonies addressed by former "Veep" Alben Barkley and broadcast via WBBM, Chicago, and other midwest stations . . . B. Lowell Jacobsen, ex-RCA Victor home instrument dept. personnel mgr., named NBC personnel director . . . Frank D. Rubel, ex-WTVJ, Miami, named gen. mgr. of newly granted Ch. 9 station in Cedar Rapids, Ia., whose prime movers include Iowa theatreman Myron N. Blank and *Cedar Rapids Gazette*; it's due on air before end of year . . . Robert B. Owens Jr., ex-Young & Rubicam (General Foods accounts) named v.p. & chairman of plans board, Robert W. Orr & Assoc. . . Maurice Morton promoted to director of business affairs, CBS-TV, Hollywood . . . Wm. A. Berns resigns as program mgr. of WABC to become news & special events mgr., WNBT & WNBC, N. Y. . . Stanley Sievers new chief of technical operations, KKTU, Colorado Springs; L. V. Hostetler, ex-WBAP-TV, Ft. Worth, named production mgr. . . James E. Chubb, ex-*March of Time*, named film supervisor of KDYL-TV, Salt Lake City . . . Don Moore, ex-Warner Bros. eastern story editor, named head of CBS-TV story, script & rights dept.; script editor Arthur Heinemann, story editor Janet Wood and asst. Bernice Galland have resigned . . . Riley Gibson, ex-KOME (AM), Tulsa, named gen. mgr. of KXO, El Centro, Cal., applicant for Ch. 16 there . . . Al Constant, ex-KRON-TV, San Francisco, named operations mgr., KONA-TV, Honolulu . . . Edward H. Feldman, ex-Biow, named head of new commercial dept. of Desilu Productions Inc. (Desi Arnaz) which is going into film advertising . . . George Wolf, ex-TV-radio production director, Foote, Cone & Belding, named TV-radio director, Geyer Adv., N. Y., succeeding Norman Blackburn . . . David E. Durston, ex-ABC Chicago, named director of TV radio productions, Lynn Baker Adv., N. Y. . . J. E. (Jake) Hines, ex-WNBK & WTAM, Cleveland, named gen. mgr. of new TV-radio dept., R. C. Wellman & Assoc., Cleveland industrial adv. agency . . . Tom Dawson, ex-KTTV, named client service director of Los Angeles office, American Research Bureau . . . Jerome L. Joss, ex-Olian & Bronner, ex-v.p. of Radio Features Inc., named v.p. of Weiss & Geller agency, Chicago.

Orville B. Littick, 62, president and gen. mgr. of the *Zanesville Times-Recorder* and *Signal* and 25% stockholder in WHIZ-TV & WHIZ there, died Sept. 2 of a rare bone disease. His brothers Clay & Arthur also own 25% each of the stations.

Canadian Assn. of Radio & Television Broadcasters is new name adopted by Canadian Assn. of Broadcasters in recognition of advent of privately owned TV stations in Canada.

Financial & Trade Notes: Sparks-Withington Co. reports net profit of \$951,895 (\$1.03 a share) after taxes of \$960,000 on sales of \$27,577,807 in year ended June 30, up from \$528,293 (56¢) after \$476,000 taxes on \$20,621,271 sales preceding year. Profit was highest in last 23 years, reports pres. John J. Smith. Out-of-court settlement of suits involving company and 2 ex-officers, which had been pending in Jackson, Mich. Circuit Court for 2 years, was also disclosed this week. Ex-pres. Harry G. Sparks and Charles J. Kayko, onetime Sparton gen. mgr., had sued in May 1951 for \$135,000 for back salaries and other compensation after they were ousted when stockholders, led by Smith, then company accountant, gained control of firm. Sparks-Withington, in countersuit, charged they had diverted company contracts and revenue to Mastick Co. Inc., in which they had financial interest. Settlement calls for Mastick to pay Sparks-Withington \$40,000 within 10 days, and Kayko will receive compromise salary settlement.

Gabriel Co. reports sales of \$11,240,046 for first 6 months of 1953, net income of \$285,308, compared with sales of \$7,997,494, and loss of \$2999 for first half 1952. For second quarter, sales were \$5,623,126, net income \$164,124 (30¢ a share) vs. \$3,945,000 sales, \$21,907 loss in same 1952 period. Company is now disposing of undisclosed segments of its business which are showing loss—which “may result in substantial non-recurring book losses” but will “materially improve the operating results and capital structure of the company,” according to pres. John H. Briggs.

Dividends: Admiral, regular 25¢ quarter payable Sept. 30 to stockholders of record Sept. 15, plus 20% stock dividend payable Oct. 19 to holders Oct. 9, subject to ratification at stockholders meeting Oct. 5; Sparks-Withington, 15¢ payable Oct. 1 to holders Sept. 19; Muter Co., 15¢ Sept. 30 to holders Sept. 15; Arvin Industries, 50¢ payable Sept. 30 to holders Sept. 14; WJR, The Goodwill Station Inc., 10¢ Sept. 16 to holders Sept. 9.

New Avco reorganization, following in wake of recent consolidation of Crosley and Bendix distributing subsidiaries, merges old Crosley and Bendix divisions into new Appliance & Electronics Div., with 4 subdivisions, each headed by gen. mgr., all reporting to v.p. James D. Shouse. New subdivisions: TV-radio, gen. mgr. Leonard F. Cramer; home appliances, Parker H. Ericksen; gov. products, C. G. Felix; administration, L. W. Adkins. Shouse said new organizational setup would give first 3 gen. mgrs. complete control of their product lines while shifting their administrative tasks to Adkins.

Objecting to NTSC color standards for not-too-clear reasons, Howard H. Wixon, 3657 W. 59th Place, Chicago, says he has a new and better system. Identifying himself as an inventor with a “record extending back 50 years in the U. S. Patent Office,” Wixon says his proposal “is based on a system wherein a single carrier, ordinarily indistinguishable from the usual picture carrier, also contains the color quality which may be resolved into a color picture in something like 5 or more different ways.” Then, he says, “there is every reason to believe that CBS can surpass the proposed standard.”

Coronet Television Corp., Walkerville, Ont. (Wm. Horowitz, pres.), claiming 100 sets per day production now and announcing first line of own-brand 21-in. sets via skywriters over Canadian National Exposition in Toronto this week, has arranged to manufacture for Mexican distribution by Industrias Comerciales S.A. Television (M. Zykofsky, pres.) which later will set up own assembly lines. Manufacturing for private brands until now, Coronet claims it has sold some 35,000 sets in Canada.

SUBSCRIPTION TV protagonists will gather in Philadelphia for all-day meeting Sept. 17—but pendency of Congressional action appeared to cast a pall over any prospects for early consideration of subject by FCC.

Sponsors of conference—the 4 uhf grantees who petitioned FCC last month for approval of subscription TV (Vol. 9:32, 35)—say they expect 30-40 telecasters and CP holders to attend meeting in studios of WIP, Ch. 29 grantee and one of petitioners. Chairman will be Hugh N. Boyd, gen. mgr. of *New Brunswick* (N. J.) *Home News*, permittee of WDHN-TV (Ch. 47). Morning session, he says, will be devoted to discussion of “economic factors confronting all TV broadcasters; of programming and economic problems facing uhf broadcasters in areas where vhf service is now strongly entrenched; and avenues of relief possible, should FCC authorize a limited service of subscription TV.”

Afternoon meeting will be addressed by Dr. Millard C. Faught for Zenith's Phonevision, attorney James M. Landis for Skiatron Subscriber-Vision, International Telemeter v.p. Paul McNamara, Madison Sq. Garden Corp. exec. v.p. Ned Irish, and additional “prominent sports and entertainment figures.” RETMA will be represented by house attorney Wm. L. Reynolds.

There's considerable feeling that question of fee-TV is too hot for FCC to handle, that it should be thrashed out in Congress. Proposed legislation by Rep. Hinshaw (R-Cal.), to classify subscription TV as “common carrier” (Vol. 9:31-32), makes it quite likely FCC will withhold any consideration until Congress at least has had chance to hold hearings.

Original uhf petitioners for subscription TV, in addition to WDHN-TV and WIP-TV, are grantees Stamford-Norwalk TV Corp., Stamford, Conn. (Ch. 27), and WELI-TV, New Haven, Conn. (Ch. 59). They were joined last week by WACH-TV, Newport News, Va. (Ch. 33), slated to begin test patterns Sept. 15.

Aid to educational TV programming by commercial stations is cited by report of NARTB's TV Information Committee listing 226 hours of educational programming by commercial stations at cost of \$128,000 during sample week in May. Titled *Facts About TV*, pamphlet available from NARTB on request stresses value of TV in home education, says children are watching TV more frequently than in 1950, but also are reading more books. Among other educational TV developments this week: (1) Max F. Balcom, Sylvania, reappointed chairman of RETMA educational TV committee. (2) Dr. Kenneth Christiansen, on leave as TV-radio education chairman at Stephens College, Columbia, Mo., appointed to direct 2-year survey of possible educational program sources in 14-state area of South, under auspices of Southern Regional Conference on Educational TV.

WABD started telecasts of Brooklyn Dodgers' home games Sept. 1 after applying for court order to prevent members of IBEW, striking against WOR-TV, from interfering with originations from Ebbetts Field (Vol. 9:35). Violence flared on picket line in 3-week strike against WOR-TV, Mutual's engineering v.p. Earl M. Johnson and WOR traffic dept. supervisor Wm. McEvelly being hospitalized when assaulted by 4 pickets outside WOR bldg. as they arrived for work Aug. 30. On another labor front, 3-week strike at New York's radio station WEVD was settled with average \$10 weekly raise to engineers.

Subscription-TV service in Palm Spring, Cal., via community antenna system, is to start Nov. 1, according to latest word from International Telemeter Corp. Oft-delayed beginning, says publicity director Paul McNamara, will feature premiere of major feature movie. Telemeter is 50% owned by Paramount Pictures.

RCA & ZENITH RAISE SOME PRICES, TOO: It seems pretty academic now to speculate on possibility of new round of TV price increases. Fact is we're already well into the new round. RCA Victor, frequent bellwether in industry trends, raised prices on 14 models Sep. 1. And Zenith upped prices by \$10 to \$30 on 32 models same day. (For details of RCA and Zenith price increases, see pp. 10-11).

These added starters must now be fitted into pattern triggered by actions of Admiral in raising list prices of 21 models by \$20 to \$40, and Philco's boost of \$10 on four 21-in. models (Vol. 9:30-31).

Only Motorola among major manufacturers hasn't raised prices -- and nobody there was prepared to rule out the possibility that it will be forced to go along with trend. Spokesman told us Motorola had no "present plans" to raise TV prices, but that costs of components and labor have been rising steadily this year.

Other manufacturers were cautious in their comments -- Hallicrafters, Hoffman Radio, Packard-Bell and Kaye-Halbert spokesmen all quoted as saying their companies planned no increases at present. Crosley made a vertical price adjustment last week, raising prices on 11 TVs, reducing 20 others (Vol. 9:35).

RCA price boost took in both low and high ends of line. It said increases were dictated by rising costs of labor and materials but, as did Admiral, added that discounts to distributors and dealers will also go up as result.

Of equal significance in RCA announcement was fact that it will retain its current line until next spring -- thus ostensibly bringing it into camp of advocates of one-line-a-year. Few set makers now are expected to bring out completely new lines in fall, though occasional models will be added as market conditions dictate.

* * * *

Price increases seem aimed at fast-expanding TV market, which finds new stations going on air at clip of at least one a day (see p. 1) -- many of them in new, untapped areas. They're still hungry for TV everywhere and the manufacturers, though wary of how much the traffic will bear, are poised to supply their needs to the hilt. Motorola, for example, is increasing production by 25-30% in final 3 months of year to take care of increased demand.

Production is now hitting on all six, standing at about 4,820,000 through August. Output through August is highest on record, comparing with 4,004,214 for first 8 months year ago. (RETMA revised its July output total this week to 316,289, bringing official 7-month production to 4,150,525; add this figure, plus 524,479 for June, to table on p. 318, TV Factbook No. 17, for official 7-month TV output.)

TV production climbed again -- to 166,383 (7154 private label) for week ended Aug. 28, up from 157,885 preceding week and 150,111 week ended Aug. 14. It was year's 34th week, compared with 144,212 in the corresponding week year ago, and brought August output to approximately 650,000 units.

Radio also shared in boom, totaling 239,454 (88,626 private), compared to 254,353 week ended Aug. 21 and 226,608 week before. It compared to 170,208 in same week year ago. It brought month's production to about 950,000 and for year to about 8,890,000, also a record.

Against these encouraging factors stands spectre of loaded inventories. Industry statisticians estimate about 2,250,000 TVs were in all pipelines at end of August (630,000 at factory, estimates RETMA). How quickly all levels of industry can clear these stocks may well be key to entire price structure. One manufacturer, revealing his mix is currently 50% table models due to demand for lower-priced units -- which he attributed largely to publicity about color -- told us he wanted to be sure his stocks were clean by end of year before making any decision on prices. He added that stock carried into January may have to be sold at cut prices.

Topics & Trends of TV Trade: "Big business suffering from discount distemper." That's how reporter Francis P. Douglas describes \$100,000,000 Washington TV-radio business in penetrating close-up in Sept. 2 *Washington Star* after making personal calls on distributors, dealers, dept. stores and discount houses to ascertain if Washington's reputation for price-cutting and back-door selling is deserved. His conclusion: It is.

Plenty of dirty pool was seen in making the rounds. Example: Visiting 2 dealers, dept. store and a discount house, Douglas found price ranged from \$300 to \$400 on same 1953 model 21-in. console which had been advertised in newspaper; in one of the stores, he was told model wasn't available but could be obtained.

Emergence of discount house in Washington market in last few years has raised hackles of distributors and dealers alike. Discount house, which apparently is confined to few highly-saturated markets, is usually small store crowded with merchandise, most of it in factory cartons. Usually they don't advertise, except by word of mouth, but display window signs that they'll cut prices 5% below wholesale. They get merchandise from overstocked distributors, resulting in low overhead, another cause of irritation to dealers "with shiny stores, a fleet of delivery trucks and elaborate service departments."

Bitter internecine warfare between distributors and dealers seethes beneath surface, too. Distributors complain that 60% of retail business is in hands of group of dealers in 10-block area downtown who, by controlling volume, cut prices indiscriminately on established brands and dictate trade policies to distributors. Dealers complain that distributors short-circuit normal trade channels by going directly to discount houses and even to consumers with promises of saving markups.

Results of sharp competition are constantly evident in the Washington market. Head of one of Washington's largest retail chains, after splashing alleged "half-price" sale of DuMont sets in local newspapers, presently faces action on 2 charges of fraudulent advertising. Big Phillip's chain, operating 4 retail stores, recently went into bankruptcy.

Whole problem of distributor-dealer relationships will be discussed at regional meeting of National Appliance & Radio-TV Dealers Assn. at Washington's Shoreham Hotel, Sept. 15. Principal speaker will be Crosley v.p. William A. Blees, whose speech is appropriately titled "Facing the Evils of the Industry."

* * * *

Trade Miscellany: Philco kicks off what it boasts is biggest ad campaign in TV-radio history this week to celebrate 25th anniversary; it runs through Christmas, will include consecutive double-page 4-color spreads in leading weekly magazines, as well as TV, radio and newspaper ads in 200 leading markets . . . *NARDA TV Blue Book* for 1954, listing suggested trade-in values on more than 4000 TV sets produced by 50 manufacturers, plus evaluation of 1954 market, now available at \$5 per copy. \$3.50 for 2-5 copies, from National Appliance Trade-in Guide Co., 3132 Fordem Ave., Madison, Wis. . . . Chicago area TVs totaled 1,439,693 as of July 31, up 13,297 from preceding month and 251,274 over July 31, 1952, reports Chicago Electric Assn. . . . Retail TV sales in 24-county area served by Pennsylvania Electric Co. (excluding Philadelphia & Pittsburgh) totaled 24,866 in first 7 months, up from 16,892 in same 1952 period . . . TV sales in Washington area in first 7 months totaled 30,644, down from 34,500 same 1952 period, reports Electric Institute of Washington.

Hallicrafters Canada Ltd., Toronto, started construction of \$400,000 branch plant on 6-acre site northeast of Toronto, to have daily production of 200 TV receivers.

RECA VICTOR'S price increases were on 14 models of 32-set line introduced first week in June and supplemented week later (Vol. 9:23-24). Uhf prices remain \$30-\$60 higher:

Table Models: Craig, 17-in. ebony metal, increased from \$180 to \$190; Barton, 21-in. ebony metal \$230-\$240; Cameron, 21-in. maroon metal \$240-\$250; Blake, 21-in. mahogany wood \$260-\$270, blonde \$270-\$280.

Consoles: Denham, 17-in. open-face mahogany \$270-\$280, limed oak \$285-\$295; Hillsdale, 21-in. open-faced mahogany \$350-\$360; Latham, 21-in. open-face, walnut or oak \$380-\$390; Preston, 21-in. half-door mahogany \$400-\$420, limed oak \$420-\$440; Powell, 21-in. full-door mahogany, cherry or maple \$430-\$440; Sutton, 21-in. full-door walnut or oak \$430-\$440; Chadwick, 21-in. full-door mahogany or walnut \$430-\$440; Caldwell, 21-in. half-door mahogany \$465-\$475, limed oak \$485-\$495.

Combinations: Whitfield, 21-in. mahogany \$525-\$550, oak \$550-\$575; Birchfield, 21-in. mahogany \$525-\$625.

Unchanged were following: **Table Models** — Brent, 17-in. maroon metal \$200, blonde \$210; Bristol, 17-in. mahogany wood \$230, blonde \$240; Hays, 17-in. mahogany \$260, blonde \$275; Bentley, 17-in. mahogany \$325, blonde \$340; Dunbar, 21-in. mahogany \$350, limed oak \$365.

Consoles:—Highland, 17-in. open-face mahogany \$290, \$300 & \$340, limed oak \$350; Talbot, 21-in. open-face mahogany \$300, blonde \$315; Lockwood, 21-in. open-face mahogany \$330, blonde \$345; Hayward, 21-in. open-face mahogany console \$390, limed oak \$410; Talmadge, 21-in. open-face mahogany \$395, limed oak \$415; Vincennes, 21-in. full-door mahogany, cherry & natural cherry \$495; Bradbury, 21-in. full-door mahogany or walnut \$495; Beaumont, 21-in. full-door maple, mahogany or cherry \$525; Copeland, 27-in. full-door mahogany or walnut \$700; Longchamps, 27-in. full-door mahogany or maple \$750.

Combinations: Lawrence, 21-in. full-door mahogany \$525, oak \$550; Montgomery, 21-in. full-door mahogany or walnut \$595; Rutherford, 21-in. full-door mahogany \$795.

Picture tube sales in first 7 months of year totaled 5,831,271 valued at \$137,649,617 at factory, compared to 2,623,013 worth \$57,323,570 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 71% of sales. July picture tube sales totaled 634,200 worth \$15,155,870, compared to 746,822 at \$17,480,475 in June and 324,143 at \$6,847,290 in July 1952.

Receiving tube sales in first 7 months totaled 269,622,417 valued at \$183,646,726, compared to 118,128,357 at \$131,036,805 in same 1952 period. Of sales, 184,082,608 went for new sets, 66,439,944 replacement, 11,766,804 export, 7,333,061 Govt. For July, receiving tube sales totaled 26,462,069 worth \$18,243,030, compared to 42,505,685 worth \$29,634,656 in June and 20,944,831 at \$14,867,509 in July 1952.

* * * *

Draft of high-fidelity standards was agreed upon this week at meeting of RETMA's high-fidelity equipment section in Chicago, will be submitted for ratification at next meeting of section in New York, Oct. 14. Proposed minimum "hi-fi" standards: wide-range loudspeakers, minimum range of 60-10,000 cycles per second; tuners, sensitivity on FM, minimum standard of 30db of signal, with 25 microvolts into antenna; amplifiers, minimum frequency response, plus or minus 3db from 30-15,000 cycles at no less than 10 watts, with maximum of 5% intermodulation distortion. High-fidelity also dominated International Sight & Sound Exposition at Chicago's Palmer House, drawing estimated 14,000 visitors to booths of some 50 exhibitors. Few new products were exhibited, most having been introduced to trade at parts show in May (Vol. 9:21).

ZENITH RAISED prices on 32 out of its 49 models, selecting middle and higher end of line for boosts, which it attributed to increased cost of parts, material and labor. Dealer discounts will be lengthened as result. Price changes:

Table Models (21-in.): Dale, mahogany wood, increased from \$240 to \$250; Franklin, mahogany pyroxylin, \$260-\$270; Winston, blonde pyroxylin, \$270-\$280; Clybourn, mahogany wood, \$280-\$290; Wellington, blonde wood, \$290-\$300; Aldrich, mahogany wood, \$300-\$310; Robinson, blonde wood, \$310-\$320.

Consoles (21-in.): Sutton, mahogany wood, \$310-\$320; Abbott, blonde wood, \$320-\$330; Washington, mahogany wood, \$330-\$340; Calhoun, blonde oak, \$350-\$360; Byron, mahogany wood, \$370-\$380; Cameron, blonde oak, \$390-\$400; Nightingale, mahogany wood, \$450-\$470; Mendelssohn, blonde wood, \$470-\$490; Nocturne, ebony wood, \$480-\$500; Patrician, cherry wood, \$490-\$520.

Consoles (24-in.): Brewster, mahogany wood, \$460-\$480; Bailey, mahogany wood, \$500-\$525; Todd, blonde wood, \$500-\$525; Gibson, mahogany wood, \$550-\$575; Fulton, blonde wood, \$570-\$600; Dynasty, ebony, \$580-\$600.

Consoles (27-in.): Clark, mahogany wood, \$595-\$625; Drew, blonde oak, \$625-\$650; Carroll, mahogany wood, \$675-\$695; Archer, blonde wood, \$695-\$725.

Combinations: Thornton, 21-in. mahogany wood, \$420-\$430; Barlow, 21-in. blonde oak, \$430-\$440; Classic, 21-in. mahogany wood, \$550-\$580; Rodgers, 21-in. mahogany wood, \$650-\$680; Wentworth, 21-in. blonde wood, \$695-\$725.

Unchanged were following: *Table Models*—Sargent, 17-in. mahogany pyroxylin, \$180; Lexington, 17-in. mahogany pyroxylin, \$200; Medallion, 17-in. blonde pyroxylin, \$210; Gladstone, 17-in. mahogany wood, \$220; Bancroft, 17-in. blonde wood, \$230; Hamilton, 21-in. mahogany wood, \$290; Balboa, 21-in. blonde wood, \$300.

Consoles: Mozart, 17-in. mahogany wood, \$270; Brent, 17-in. blonde oak, \$290; Appleton, 21-in. walnut wood, \$300; Saratoga, 21-in. mahogany wood, \$400; Astor, 21-in. cherry wood, \$390; Voltaire, 21-in. blonde wood, \$390; Georgian, 21-in. mahogany wood, \$400; Bernhardt, 21-in. cherry wood, \$470.

Combinations: Sutherland, 17-in. mahogany wood, \$470; Carleton, 21-in. walnut wood, \$400; Austin, 24-in. mahogany wood, \$795; Barry, 24-in. cherry wood, \$850; Stratosphere, 27-in. cherry wood, \$1250.

Emerson Radio is latest entry in fast-expanding air conditioner manufacture—pres. Benjamin Abrams announcing plans this week to introduce 4 models at distributors' conference early next year. He said he's entering field "at a crawl rather than a headlong rush," estimating production first year will be "considerably under 100,000 units," added: "We feel that we're getting on the ground floor of the air conditioning industry. There are no real giants and leadership can go to anybody who plans his entry in a correct manner." Emerson's announcement followed by week disclosure that Westinghouse will re-enter air conditioning field next year after 12-year absence, making new line this fall at Mansfield, O.

RETMA's first meeting under its new name will consist of industry conference at New York's Biltmore Hotel, Sept. 15-17, with 2 newly-created board committees—Radio-Television Industry Committee and Electronics Industry Committee—convening final day, just prior to meeting of full board. All RETMA directors serve on one of the 2 committees, and all directors whose companies engage in both TV-radio and electronics manufacturing may name alternates to serve on second committee. In addition, special subcommittee headed by H. J. Hoffman, Machlett Laboratories, will report to Electronics Industry Committee on proposals for reorganization of electronics group.

Trade Personals: Wm. L. Dunn, Raytheon, elected chairman of sales mgr. committee, RETMA . . . Larry H. Kline, chairman of RETMA antenna section, promoted to newly created post of gen. sales & merchandise mgr. of Gabriel's Ward Products Div. . . F. G. Hickling, veteran of 43 years with Westinghouse, named asst. to central district v.p. J. E. Payne, succeeded as Cleveland mgr. by E. S. Rehagen, ex-St. Louis mgr. . . John A. McDougald, chairman of Avco of Canada Ltd., named a director of parent Avco Mfg. Co. . . E. Terry Southard resigns as national sales mgr., Columbia Records Inc. . . Raymond Fox, asst. treas. of Stromberg-Carlson, retired Sept. 4 after 24 years with firm . . . Martin W. Krenske, ex-Standard Transformer, named asst. sales mgr., Edwin I. Guthman Co., Chicago . . . A. L. Champigny promoted to adv. mgr., GE tube dept., Schenectady, succeeding G. A. Bradford, now adv. mgr. of TV-radio dept., Syracuse . . . Edwin M. Perkins, ex-Hoffman Radio & Admiral, named Capehart-Farnsworth New England sales mgr., Boston . . . Pat Cominsky, ex-Philco Distributors, Philadelphia, named electronics district rep for Philco's new sales office in Washington . . . Chester A. Wallack, ex-KVGB (AM), Great Bend, Kan., named Denver field sales rep, RCA Victor broadcast marketing div. . . Theodore H. Cook Jr. appointed senior electronic engineer, Israel Melman named chief engineer for special products, CBS-Columbia . . . Robert S. Windt, ex-DuMont, joins CBS-Columbia as publicity-promotion mgr.

Distributor Notes: Avco continued this week to expand own factory branch setup and regroup distributors to effect consolidation of Crosley and Bendix lines. Atlanta factory branch took over Crosley-Bendix distribution from Charles S. Martin Distributing Co., while Cain & Bultman Inc., Miami, added 5 new salesmen. Elsewhere, there were these Avco appointments: Graybar Norfolk, for Virginia, replacing Bowers Wholesale Corp.; Larson Distributing Co., Denver, replacing Graybar; Miami Valley Distributing Co., Dayton, O.; Globe Television & Appliance Co. (ex-Emerson TV & Radio Center), Charlotte . . . Bruno-New York Inc. (RCA) takes on Thor appliance line to replace Bendix franchise, now in Crosley factory branch (Vol. 9:35), appoints Carl Sonnet, ex-Kane Distributors, as adv. mgr., replacing Milton Brown, resigned . . . Simon Distributing Corp., Washington (Zenith) appoints Saul Greber, onetime pres. of Greber Bros., Motorola distributor in Washington-Baltimore, as mgr. of Hotpoint appliances div. . . Bendix Radio names newly-formed David & Sexton Co., 5606 Kingston Pike, Knoxville (Fred David & Calvin Sexton, partners) . . . Electro-Pliance Distributors, Milwaukee (Motorola) names Bill Baker gen. mgr. . . Olympic Radio appoints Jack Haizen, pres. of Olympic of Chicago, as supervisor of all distributor operations, replacing E. R. Glauber, resigned; Olympic also appoints newly-formed Connor, Teal & Callaghan Inc., Milwaukee . . . Peaslee-Gaulbert Corp., Cincinnati (Sylvania) appoints Raymond J. Turner appliance sales mgr. . . Haynes & Waller, Washington (Stromberg-Carlson) appoints Joseph Camp TV mgr. . . Tubbs Electric Co., Spokane (Hallcrafters) appoints Peter Plakos, ex-Leo J. Meyberg Co., San Francisco (RCA), as sales mgr. . . American Wholesalers, Washington (Hoffman Radio) opens branch at 2330 No. Howard St., Baltimore (Joseph Casale and Nick Nechamkim, co-mgrs.) . . . Scott Radio (Meck TV) appoints Oliver Specialty Co., Tucson, as factory sales rep . . . Leo J. Meyberg Co., Los Angeles (RCA Victor) announces resignation of adv. mgr. George Oliver, who becomes Westinghouse district sales promotion mgr. . . Transvision Inc. appoints Morris F. Taylor Co., Philadelphia . . . Raytheon appoints G. M. Popkey Co., San Francisco.

GEORGE STORER interests, already holding allowable limit of 5 TV stations, filed this week for Ch. 10 in Miami, his home base—again indicating willingness to divest one of the 5 operating stations in eagerness to get into that market. There are already 4 others on file for that channel (see *TV Factbook No. 17*), auguring hearing, with Miami No. 11 on Group B priority list.

Storer application stipulates plant costing \$1,393,187, yearly operating cost of \$780,000. Balance sheet shows total assets of \$15,069,000 as of July 31, 1953, current assets \$6,277,205, current liabilities \$3,595,889, net income in 1951 after all taxes \$1,539,260, net income in 1952 after all taxes \$1,458,173.

This application was one of only 3 filed this week, bringing to 502 total now pending. One of others, for Ch. 5 in Bay City, Mich., was granted this week also—representing merger of 3 competing applicants (see p. 3). Other was for Ch. 2 in Springfield, Ill., with WMAY there as 50% owner and Lee Ruwitech, gen. mgr. of WTVJ, Miami, as v.p. with 28%.

[For further details about foregoing applications, see *TV Addenda 17-I* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* and Addenda to date.]

Portland Oregonian, which in 1948 voluntarily gave up its Ch. 3 CP, this week sold its radio KGW (5-kw on 620 kc, NBC) for \$500,000 in order to pave way for acquisition of half-interest in CP outstanding for KOIN-TV (Ch. 6). The selling price of \$500,000 included approximately \$100,000 in cash assets. Purchasers are Mrs. Scott Bullitt, owner of KING-TV, Seattle (Ch. 5) and group of Portland businessmen with whom she is associated in North Pacific Television Inc., in Portland, one of 4 competitors in recently concluded Ch. 8 hearing, on which examiner's report is awaited. Mrs. Bullitt owns 40% of the organization buying the radio station, other stockholders being: Henry A. Kuckenberger, contractor, 35%; Paul F. Murphy, realtor, 16%; Gordon D. Orput, insurance, 6%; W. Calder McCall, heating oil distributor, 2%; Prescott W. Cookingham, attorney, 1%. In other radio station sales deals reported this week, Rollins Bcstg. Co., owner of string of east coast radio stations, purchased heavy loser WNJR, Newark (5-kw on 1430 kc, Ind.) from the *Newark News* for \$145,000 through brokers Blackburn-Hamilton, and WICH, Norwich, Conn. (250 watts on 1460 kc, Ind.) has been sold for \$75,000 to J. K. Lasser, the N. Y. tax accounting authority, whose son Donald will take part in station's management. All of these deals are subject to FCC approval.

RCA's next step in uhf transmitters will be to 10-kw—available some time next year—using type A-2500 tetrode, and driven by 1-kw uhf units now in production. RCA this week notified consulting engineers that "we have been unable to obtain a satisfactory klystron which will develop 5 kw over the uhf band, and it does not appear that such a tube will be available in the near future." It added that all development on its proposed TTU-5A 5-kw transmitter has been discontinued, "and we are putting all possible engineering and manufacturing pressure on the 10-kw [TTU-10A]." RCA engineers feel next step after 10-kw transmitter will be klystron or magnetron-powered 50-kw capable of putting out full FCC-authorized power of 1000 kw, but that such a transmitter is at least 3 years in the future.

Novel statistics produced by GE: Average TV-radio home has more vacuum tubes than light bulbs (31 vs. 19.5) and nation's homes as a whole have more tubes than bulbs (964,000,000 vs. 905,000,000). GE figures average TV set has 21.5 tubes, average radio 9.5.

Network TV service was extended to 6 more stations this week by AT&T's long lines dept. Newly interconnected stations are WPMT, Portland, Me. (Ch. 53); KHSL-TV, Chico, Cal. (Ch. 12); WENS, Pittsburgh (Ch. 16); WNOK-TV, Columbia, S. C. (Ch. 67); and shared-time stations WMIN-TV, Minneapolis & WTCN-TV, St. Paul (Ch. 11). Scheduled to get AT&T interconnection next week is KFMB-TV, San Diego, Cal. (Ch. 8), which has been using off-air pickup for network programs. AT&T also filed 2 applications with FCC for additional TV network facilities: (1) Microwave routes serving KCEN-TV, Temple, Tex. (Ch. 6); KCMC-TV, Texarkana, Tex. (Ch. 6); WREX-TV, Rockford, Ill. (Ch. 13); KTTS-TV, Springfield, Mo. (Ch. 10). (2) Two additional TV channels from Chicago to Milwaukee, to serve Milwaukee, Green Bay & Oshkosh, Wis., and one additional channel from Palmyra, Wis. junction (88 mi. north of Chicago) to Minneapolis.

Construction of 2 new 1000-ft. TV towers got underway in recent weeks. WFMJ-TV, Youngstown, O. (Ch. 73), began construction of its new \$225,000 tower Aug. 29. In suburban Dania, Fla., Miami's WTVJ (Ch. 4) is now completing new transmitter building and paving way for "highest structure ever attempted in the Florida hurricane belt." Of unique design, 990-ft. tower is now being built by Lehigh in New York, with erection slated to begin Nov. 1. It will be first commercial tower of comparable size to house Otis elevator with all safety features found in regular building elevator. Florida's hurricanes posed unusual problems in design of tower—solved principally by constructing tower of rounded steel. Tower is stressed for force of 70 lb. per sq. ft., or "approximately twice that of ordinary antenna towers," according to station—to withstand hurricane winds up to 160 mi. per hour.

Rubbing it in: In wake of July article on "CBS Steals the Show" (Vol. 9:29), September *Fortune Magazine* carries layout captioned "NBC presidents exit smiling" and picturing Niles Trammell, Joseph McConnell, Frank White. Caption goes on to tell how David Sarnoff, RCA head, has had difficulty finding right man to run NBC, which since founding in 1926 has had 5 presidents, "all Sarnoff appointments." *Fortune's* diagnosis: "Principal trouble has been that most NBC presidents seem to be out-manuevered regularly by William Paley of CBS." Digging harder, *Fortune* concludes: "Sarnoff's sixth appointment to the NBC job: David Sarnoff."

Why do old folks go for wrestling on TV in such a big way? Dr. Winfred Overholser, chief of St. Elizabeths, big Washington mental hospital, explains it's "a safe and legal way to let out one's hostilities, to vent one's aggressions." It's good for Grandma, this authority on psychiatry avers, and can even prevent high blood pressure and ulcers. He likes wrestling himself, he added in interview with Lawrence Laurent in Aug. 30 *Washington Post*.

County-by-county TV "set circulation" figures as of July 1, 1953 are published in August *Television Magazine*, copyrighted, based on own researches with "market definition largely a matter of judgment of our Research Dept." Tables are alphabetically by TV markets (125 of them), include also tables of population, buying income, retail sales, etc., sources not stated.

RCA engineering sets next TV clinic for Sept. 14-18 at Benjamin Franklin Hotel, Philadelphia—17th in series. Technical training course will feature latest uhf & vhf equipment, including new 25 & 50-kw transmitters, specialized antennas, etc.

TV station licenses of 3 years, instead of one, were urged by all networks, NARTB and many stations this week, endorsing FCC's 3-year proposal. Only objector, asking hearing, was American Veterans Committee.

Television Digest

with **ELECTRONICS REPORTS**

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LOG OF OPERATING & UPCOMING STATIONS: They're going on the air so fast these days, and so many more CP holders are promising early starts, that today's records are out-dated tomorrow. Nevertheless, as an interim service between our semi-annual TV Fact-books of July 15 & Jan. 15, we're sending you herewith a handy quick reference list of all stations on air as of this date, plus all CPs outstanding for new stations.

It's published as a Special Report herewith, and includes what data we can get on the prospective starting dates of most CP holders. Altogether, it lists 252 stations now operating, with channels and with radio affiliations and national sales representatives (if any). It also lists 293 CPs for stations yet to start, with same basic data plus starting dates where procurable. Operating stations in Canada and on Mexican border are listed, too, plus Canadian CPs; also, there's list of the 15 post-freeze U.S. grantees which have relinquished their CPs.

These lists recapitulate our carefully kept master files, which incorporate a continuing survey of upcoming new stations, with records of equipment shipments. We hope you find them useful. If you tell us you do, we'll publish them periodically.

Note: We startled a lot of you last week, apparently, with prediction that new stations will go into operation at rate of one-a-day for last 4 months of 1953. That means about 120. If you'll tab the dates given by CP holders in the Special Report herewith, you'll note why we went out on that limb. Counting in the "fall 1953" reports, adding the 9 that have already started since Sept. 1, allowing for those who can't or won't make it, we still think the figure will run about 120.

COLOR COMMENTS IN, DEMONSTRATIONS OCT. 1-2: Deadline for filing color TV comments, Sept. 8, has come and gone and situation remains about same -- final approval of compatible standards is due in couple months, with effective date near year's end.

Though some newspapers and trade press found news angle in fact that some comments questioned NTSC standards on basis of initial station and receiver equipment costs, prospects for standards approval are unchanged. That starting costs will be substantial, is something FCC has long known -- and knew when it unanimously proposed adoption of NTSC standards (Vol. 9:32). (For current sizeup on receiver costs and impact on trade, see p. 9.)

Though further FCC inquiry into costs is conceivable -- particularly if color proponents don't elaborate on costs in counter-comments due Sept. 23 -- CBS has stated situation as well as anyone. In comments well-written by v.p. Richard Salant, who was CBS counsel during the bitter 1949-51 color struggle, CBS said:

"CBS believes that the risk to the successful realization of color TV in the foreseeable future is too great if the Commission, by literal application of its criteria [on costs and complexity], should refuse now to adopt the one available color system which, as noted, has general industry sponsorship, is, in basic principle, completely developed, and which is fundamentally capable of producing satis-

factory color pictures. To reject the NTSC system now might well be to blunt industry interest and activity in color, and postpone color TV indefinitely."

Indicative of FCC's general disposition is its attitude on demonstrations. It's now amenable to demonstrations in New York, though it reserves right to call for Washington transmissions if it considers them necessary.

Out of the blue, on Sept. 10, Commission asked color parties to meet informally with staff next day to discuss demonstrations. Suddenness of notice made it impossible to get officials capable of committing their organizations; representation was generally by Washington counsel. However, FCC staff said Commission wants demonstrations in New York Oct. 1 or 1-2, wants it to be "joint industry" affair. Another meeting next week, probably Sept. 16, is expected to iron out details.

Demonstrations in Washington, comprising rebroadcasts of New York originations, are now possible, NBC having equipped its WNBW for such transmissions. It asked for and received FCC permission to test equipment this week. It's expected NBC will next equip its KNBH, Los Angeles, and WNBQ, Chicago. KNBH will have to be geared to originate color to handle Jan. 1 Tournament of Roses (Vol. 9:35).

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NTSC's comments were presented to FCC Chairman Hyde Sept. 8 by NTSC chairman Dr. W.R.G. Baker, who told Comr. Hyde he thought they'd "make good reading". Comr. Hyde smilingly limited himself to statement that they'd "prove helpful".

Dubbed "Dr. Baker's 5-ft. Shelf of Books", NTSC's comments comprised 16 volumes weighing 52 lbs. They include everything -- technical monographs, field test data sheets, correspondence, minutes of meetings, etc. -- but some of FCC staff are a bit miffed at enormous job of culling the mass, calling it "an unfair imposition". Dr. Baker said the 3823 pages represent 1,000,000 man-hours and an investment of about \$10,000,000.

Principal questions on equipment costs were raised by Paramount Pictures, through Paramount TV Productions (KTLA, Los Angeles) and Chromatic TV Labs, developer of Lawrence tube. Speaking for former, Paul Raibourn said FCC should withhold final action until it has assurance 17-in. color set can be sold for \$500 or less. He then proposed a "4-color" system of his own employing "color sequences of equal luminance," claimed it would result in cheaper sets, said NTSC was studying it.

NTSC's comments included evaluation of the idea by ad hoc subcommittee headed by Hazeltine's Knox McIlwain. Group concluded: "Because of the severe pictorial degradation resulting from large area flicker, or moving patterns upon the picture surface, or both, none of the various forms of the proposal [can] properly be called compatible [and] cannot generally reproduce acceptable color pictures."

Regarding Raibourn's criticisms of receiver costs, group said he was unduly concerned about the "normal difficulties facing any new consumer product" and that his proposal seemed to offer little in cost reduction. NTSC comments also included analysis of another system advanced earlier by Raibourn, found it similarly wanting. It reached the same conclusions on Dana Griffin's proposals for exhuming the line-sequential system killed off in last color hearing (Vol. 9:35).

Chromatic called cost of prospective color receivers "fantastically high", said FCC should get detailed cost breakdowns of equipment before acting. It said that sets would cost too much, even with its Lawrence tube (see p. 9).

A rambling attack on CBS, RCA, "monopolies," etc., constituted comments of U.A. Sanabria (Vol. 9:34). He asked that color be confined to one area of country for at least 3 years until economics are settled.

Another filing was that of M. Soghoian and S.L. Cooke Jr., Research Instrument Co., Richmond, Va., claiming invention to make CBS system compatible.

Westinghouse came through with solid endorsement of standards.

* * * *

CBS's comments, while urging adoption of standards, were concerned about the cost of transmitting equipment as well as receivers. It was only party going into detail about transmitting gear. It stated that initial complete color camera chain costs \$95,000, additional chains \$65,000 -- 2-3 times that of comparable monochrome

equipment. The "special trio" of image orthicons in color camera cost \$5700. Furthermore, CBS estimated, camera tube operating costs would run 12½ times those of black-&-white. It said that on annual basis, this would mean increase from \$350,000 to \$4,200,000 for CBS. In addition, CBS stated, fourfold increase in studio lighting would be required, necessitating air-conditioning.

Though CBS called field-sequential standards a "nullity" which should be withdrawn, it said it still believes those standards to be free of the "complexity, costliness, sensitivity and instability which still mark the presently known camera and receiver equipment which now must be used with the NTSC standards."

Despite NTSC equipment problems, CBS said, it has completely equipped a New York studio, is training personnel, will shortly begin experimental network transmissions, plans clinics for affiliates and advertisers next month and: "Promptly upon the effective date of the proposed standards, CBS will begin regular commercial network color broadcasts."

* * * *

RCA-NBC seem to be completely color-oriented nowadays. Gen. Sarnoff stated that this week's NBC executive realignment (see p. 5) is dictated by color considerations. Detailed for months to head up NBC color activities, vice chairman Pat Weaver is again in charge of all TV network programming.

NBC this week released schedule of "color premieres" -- dress rehearsals of its regular commercial programs, in color, until FCC approves standards and permits commercial colorcasts: Robert Montgomery Presents, Sept. 28; Dinah Shore, Oct. 6; Paul Winchell, Oct. 11; TV Playhouse, Oct. 18; Show of Shows, Oct. 24; Hit Parade, Nov. 7; Bob Hope, Nov. 17. Those normally originating in Hollywood will be brought to New York to be staged at Colonial Theatre.

All phases of programming are caught up in color preparations. For example: O.B. Hanson, NBC engineering v.p., cautions film producers to go slow on shooting color film until they know requirements for color TV more precisely; Max Factor's makeup specialists are conferring with NBC color experts on proper cosmetics.

5 ON AIR THIS WEEK BRING TOTAL TO 252: One new market was opened up and additional stations went into 4 already-served vhf & uhf areas as result of latest accretions to fast-expanding list of telecasters on the air commercially and/or with test patterns. Strategically located Henderson, Ky.-Evansville, Ind. area got first station -- a uhf -- and first uhf went into Louisville to compete with 2 pre-freeze vhf. The uhf-only Wilkes-Barre area got second uhf this week, while more vhf competition went into San Diego and Kansas City.

Of total of 252 stations now on air (for full list see Special Report herewith), 175 are vhf, 77 uhf. These were the week's starters:

WEHT, Henderson, Ky. (Ch. 50), just across Ohio River from Evansville, Ind., opening brand new TV area, began testing late in afternoon of Sept. 11, aiming for commercial target Sept. 27 and CBS affiliation. It's headed by broadcaster Hecht S. Lackey, backed by Malco Theatres Inc. & Citizens Theatre Co. Donald T. Maloney, ex-WJIM-TV, is asst. gen. mgr. Equipment is RCA. Base rate is \$150. Rep is Meeker.

KFSD-TV, San Diego (Ch. 10) began testing Sept. 9, planned some network programs starting Sept. 13. It's NBC-TV "must" buy at \$700 rate, with \$500 local rate. Using RCA transmitter and 6-bay antenna on Mt. Soledad, station will operate noon-midnight at start, gives city second local outlet -- though nearby Tijuana's XETV (Ch. 6) also offers coverage. Station is result of get-together of rival applicants for Ch. 10 with veteran broadcaster Tom Sharp, who pooled his radio KFSD with TV, built station and optioned one-third interest to TBC (group of 34 local citizens who exercised option Sept. 2 to buy for \$456,402) and one-third to Charles Salik (operating local KCBQ, which he now will sell). Sharp is pres., with Louis N. Papernow of TBC as gen. executive, John Merino as mgr., Jack Tolen as program director, Chas. Baldour as production supervisor -- latter 2 from WDTV, Pittsburgh. Rep is Katz.

KCMO-TV, Kansas City (Ch. 5) began testing Sept. 8, fifth TV and fourth vhf in that longtime one-station city (others being pre-freeze WDAF-TV, time-sharing WHB-TV & KMBC-TV and uhf KCTY) and it will become basic ABC outlet. Formal debut

date is scheduled for Sept. 27. Transmitter is RCA. Tom Evans-Lester Cox project (each 49.5%) has E.K. Hartenbower as gen. & commercial mgr.; Clarence Breazeal, asst. mgr. for both TV & radio; S.R. Tremble, program director; Ken Heady, production mgr.; Karl Troeglen, technical director. Base rate is \$750. Rep is Katz.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34) got video portion of its transmitter on air Sept. 7 & 8, then ran into transmission line trouble and signed off until end of week. Audio didn't work due to klystron trouble, but that also was soon remedied, and gen. mgr. Tom Shelburne states station was deluged with phone calls commenting favorably on video signal even though no advance announcement was made. Good reception as far away as Northumberland, Pa., 65 mi. southward toward Harrisburg, was reported and excellent reception in Scranton, 20 mi. to north. Area already has uhf outlets in both Wilkes-Barre & Scranton, is regarded as uhf-only territory. GE 12-kw is used, with 250-ft. Truscon tower on 2140-ft. Penobscot Summit, 4 air mi. away. Networks will be ABC & DuMont. Base rate is \$250. Rep is Avery-Knodel.

WKLO-TV, Louisville (Ch. 21) began testing with 12-kw GE transmitter evening of Labor Day, Sept. 7, first uhf in city with 2 pre-freeze vhf outlets. It will run daytime test patterns all through Sept., going commercial next month. Antenna is on 730-ft. Bald Knob. Joe Eaton is gen. mgr.; Russell Pirkey, sales mgr.; Jack Everbach, program mgr.; D.C. Summerford, technical director. Networks will be ABC and DuMont. Base rate is \$250. Rep is O.L. Taylor.

ONE CP, MORE UHF ASSIGNMENTS PROPOSED: It would have been a week without CPs, first of its kind since end of freeze, had not a final decision come through granting KOA Ch. 4 in Denver. There were 2 initial decisions, which should become final before long -- WDSM, Duluth-Superior, Ch. 6; WERC, Erie, Pa., Ch. 35.

Week also saw 2 more vhf CPs go by the boards, Texas oilman M.B. Rudman dropping KNDK, Minot, N.D. (Ch. 10) and KBSM, Bismarck, N.D. (Ch. 12), saying he'll keep KRHT, Billings, Mont. (Ch. 8). That makes 15 CPs turned in since lifting of freeze.

In effort to obviate a flock of hearings, speed grants, FCC suddenly proposed allocation of 35 uhf channels to "tight" cities where the competitors are now headed for hearings. In some cases, move may prompt filing of more applications, again tying things up -- but chances are that quite a few grants will result soon. In separate allocation proceedings, Commission also finalized and proposed other channel changes. (For list of cities and channels, see p. 7 and TV Addenda 17-J.)

KOA grant has quite a history. Examiner Cunningham had proposed to grant KOA if it paid off \$1,250,000 note held by NBC, deciding that NBC would control the station otherwise. Then, after examiner's decision, competitor KMYR agreed not to prosecute its application further if KOA paid it \$125,000 for expenses incurred in hearing. Comr. Hennock dissented. KOA is controlled by 2 groups, one headed by actor Bob Hope, other including Denver Mayor Quigg Newton. Principals hope to beat the weather on Lookout Mt., get on air in 8-10 weeks.

WDSM, Superior, owned by Ridder publishing family, was awarded initial decision by Examiner Sharfman after competing Lakehead Telecasters dropped out under option to buy up to 49% of grant. In Erie, WERC got Examiner Huntting's initial decision after Civic TV Inc. dismissed. WERC has agreed to pay Civic \$6750 for expenses and take \$2250 option on land held by Civic.

Commission also scheduled more hearings this week, to start Oct. 9: Topeka, Kan., Ch. 42; Binghamton, N.Y., Ch. 40.

WOR-TV goes off air for indefinite period after close of telecasting Sept. 13. Now in fourth week of strike by IBEW engineers (Vol. 9:34-36), General Teleradio pres. Thomas F. O'Neil announced N. Y. station would take this "opportunity to plan the physical transition of WOR-TV from our North Bergen [N. J.] transmitting site and our 67th St. studios to a consolidated new operation in the Empire State Bldg." WOR-TV is negotiating with "several other TV and related entertainment production organizations" for sale or lease of old studios when station moves to smaller quarters on 83rd floor of Empire State

Bldg. Strike against station has also caused work stoppage by IBEW members working on Empire State installation, and station's moving day appears to depend on settlement of strike. O'Neil said WOR-TV expects to resume operations about a month after settlement. He denied persistent reports that TV station, said to be deep in the red, is up for sale. "We have no intention of selling it," he said. "We are going to try out some new program ideas, but they're still on the drawing board at present." Radio WOR, Mutual flagship, continues to be operated by supervisory personnel during strike.

Personal Notes: Eugene S. Thomas, TV v.p. for Hollingbery rep firm, on Sept. 14 joins Herald Corp., publisher of *Omaha World-Herald* and applicant for Ch. 7 there, as gen. mgr.; he's ex-operations mgr. of WOR-TV, New York, was first mgr. of old WOIC, Washington (now WTOP-TV), and ex-pres. of Advertising Club of N. Y.; John I. Peterson named Hollingbery TV-radio v.p. . . . Robert J. Landry returns to *Variety* Sept. 14 as managing editor after absence of 11 years; George Rosen promoted to associate editor in charge of TV-radio. Landry recently has published newsletter *Space & Time* . . . James Shattuck, from commercial copy dept., named CBS-TV color sales mgr. . . . L. T. Steele, Benton & Bowles v.p., named exec. head of all TV-radio activities, succeeding Walter Craig (now with Pharmaceutical Inc.); Tom McDermott elected v.p. and placed in charge of TV-radio programming and production . . . Perry Nelson, ex-sales mgr. of KFBK, Sacramento, transferred by McClatchy to KMJ-TV & KMJ, Fresno, as mgr., succeeding Wm. S. Sanford, deceased . . . Guy F. Main, ex-KTLA-TV, Hollywood, named sales mgr. of upcoming new WCIA, Champaign, Ill. . . . Mori Greiner has returned to WHB-TV, Kansas City, as director of TV; recently he has been copy chief of Rogers & Smith agency . . . Harry Kalkines named program director of WMBR-TV, Jacksonville, with Windsor Bissel promoted to production mgr. and Gerard White to sales service mgr. . . . Alvin M. King, ex-midwest rep, Lang-Worth, joins upcoming new KSTM-TV, St. Louis, as commercial mgr. . . . Dan Wozniak, news editor of WOI-TV, Ames, Ia., resigns to become asst. professor at U of Florida, working on TV-radio; he's succeeded by Wallis Bishop; Creighton Knau, ex-WOI, named farm director of WABY-TV & WABY, Green Bay, Wis. . . . Jack Goodman, ex-Salt Lake City *Tribune*, joins KDYL-TV & KDYL as news & special events director . . . Frank LaTourette, ex-ABC Hollywood news editor, joins KNXT in same capacity, Wm. Whitley being transferred to mgr. of public affairs . . . R. V. Pollock, film specialist, joins D. P. Brother & Co., Detroit, as asst. to TV-radio v.p. Kenneth G. Manuel . . . Peter Clapper has resigned from KFEL-TV, Denver, to join news staff of CBS, N. Y. . . . Oscar Elder, NARTB publicity mgr., named asst. to govt. relations v.p. Ralph W. Hardy; Fran Riley becomes information mgr. . . . James A. Von Striver promoted to studio-control room supervisor, KGMB-TV, Honolulu; John S. Lugt, ex-KMJ-TV, Fresno, appointed chief producer . . . Morton A. Barrett, ex-WCBS-TV operations & sales service mgr., joins Bolling Co. . . . George Crothers, producer, named CBS-TV director of religious broadcasting; Elmer W. Lower, ex-asst. public affairs director, U. S. High Commission for Germany, named CBS-TV Washington news director.

Iowa State College's WOI-TV, Ames-Des Moines, continues on commercial basis indefinitely, accepting network and spot like any private station, as result of 6-1 vote of State Board of Education Sept. 11. Chairman abstained from voting and one member was absent as attack on commercial operation of state's first station (founded Feb. 21, 1950) came to head with vote of confidence in present management (Richard B. Hull) and resolution pointing out that its futile to expect support from public tax sources when station can pay own way. Iowa Broadcasters Assn. recently passed resolution opposing "continuance of WOI-TV as a commercial station after other facilities become available."

W. Byron McGill, 54, adv. mgr. of Westinghouse Radio Stations Inc., died of a heart seizure Sept. 6 at his summer home in Atlantic City. With Westinghouse 14 years, he headquartered in Washington, was a painter, expert in typography, amateur astronomer and inventor. His widow is Lois Miller McGill, organist at Convention Hall, Atlantic City.

Network Accounts: ABC-TV starts daytime programming Oct. 5, with TV version of radio's *Turn to a Friend*, audience partic., Mon.-thru-Fri. 4-4:30 p.m., and *Ern Westmore Show*, featuring make-up & beauty expert, Mon.-thru-Fri. 4:30-5 p.m., both sustaining. For earlier afternoon schedule, network is considering half-hour *Dean Murphy Show*, audience partic. featuring the radio m.c., and TV adaptation of radio's *My True Story*, possibly beginning around Xmas. Further in future there's possibility of going into morning programming with simulcast of ABC Radio's long-time favorite *Breakfast Club*, Mon.-thru-Fri., 9-10 a.m. . . . NBC-TV reports night-time sellout, with signing of these sponsors: Pontiac dealers for new *Dave Garroway Show*, starting Oct. 2, Fri. 8-8:30 p.m., thru MacManus, John & Adams; Camels for *Man Against Crime*, beginning Oct. 11, Sun. 10:30-11 p.m., thru Wm. Esty Co.; RCA Victor and Armour & Co. for first half-hour of *Your Show of Shows*, alt. Sat. 9-9:30 p.m., former thru J. Walter Thompson, latter thru Foote, Cone & Belding; Consolidated Royal Chemical Corp. (cosmetics) for *Arthur Murray Dance Party*, beginning Oct. 12, Mon. 7:30-7:45 p.m.; only vacancy in night-time lineup is 10-min. segment of *Your Shows of Shows*, for which "order is expected within a week" . . . To bolster afternoon lineup, NBC-TV topkicks are previewing kines of proposed noon-1 p.m. "electronic magazine" aimed at women, titled *Home*; it would be sold on partic. basis like highly successful early morning "electronic newspaper" *Today* . . . Three more sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Murine (eye drops), 13 partic., thru BBDO; Spring Mills (sheets), 9 partic., thru Ellington & Co.; Robert Co. (Smoothedge carpet installation), 1 partic., thru Neale Adv., Los Angeles . . . RCA Victor moves *Dennis Day Show* on NBC-TV to Mon. 9-9:30 p.m.

Speculation is still rife about who's going to become next president of NBC, job recently vacated by Frank White and being filled temporarily by RCA-NBC chairman David Sarnoff. With no likelihood of its being filled before end of year, Gen. Sarnoff this week announced new lineup of network executives as result of new policy of separating TV and radio and "integrating" all TV assignments with color planning (see p. 3). Sylvester L. (Pat) Weaver, vice chairman, recently detailed to color, resumes charge of all TV network programs with film v.p. Robert W. Sarnoff as his asst. and the following reporting to young Sarnoff: Thomas A. McAvity, national program mgr.; Frederic W. Wile Jr., production v.p.; Davidson Taylor, director of public affairs; Gustav B. Margraf, v.p. for program business affairs. John K. Herbert is v.p. in charge of TV network sales and reporting to him is Charles C. (Bud) Barry, named v.p. for program sales, and George Frey, continuing as v.p. & director of sales. Hugh Beville Jr., director of research & planning, and Sydney H. Eiges, v.p. for press & publicity, will report to Herbert. Joseph V. Heffernan is v.p. for finance & services, and reporting to him are David C. Adams, administrative v.p.; O. B. Hanson, engineering v.p.; Harry Bannister, station relations v.p.; Joseph McDonald, treas. Reporting to Adams are Wm. S. Hedges, v.p. for integrated services; Thomas E. Ervin, v.p. & gen. attorney; Charles Cresswell, controller. Reporting directly to Chairman Sarnoff are Weaver, Herbert, Heffernan and John K. West, v.p. for Pacific div.

"Radio and Television Rights," monumental 1254-page 5-year effort of Washington attorney Harry P. Warner, is now off presses. Subtitled "The Law of Copyright, Trade-marks and Unfair Competition and the Broadcasting Industry," volume covers every conceivable phase of those topics—including history of ASCAP, AFM, BMI, Sesac, etc. Publisher is Matthew Bender & Co., 443 Fourth Ave., N. Y.; price, \$35.

GENERAL ELECTRIC reports order for 20-kw transmitter for newly authorized WPRO-TV, Providence (Ch. 12), due for Dec. shipment. GE this week also reported order for uhf transmitters from KTVU, Stockton, Cal. (Ch. 36), a 1-kw to be shipped this month and 12-kw in latter Oct., and from KNAL-TV, Victoria, Tex. (Ch. 19), 1-kw for March 1954 delivery. This week, also, 100-watt transmitter went to KTVE, Longview, Tex. (Ch. 32), to be followed by 1-kw Sept. 22; 1-kw to WPFA-TV, Pensacola, Fla. (Ch. 15), which already has 100-watt; 100-watt to KCOK-TV, Tulare, Cal. (Ch. 27), to be followed by 12-kw Sept. 28. In addition, GE reports 1-kw going Sept. 28 to WMAC-TV, Massillon, O. (Ch. 23); 1-kw week of Oct. 5 to KQTV, Fort Dodge, Ia. (Ch. 21).

DuMont reported that delayed shipments to time-sharing KOY-TV & KOOL-TV, Phoenix (Ch. 10), would go out this week end or Sept. 14, and to KNUZ-TV, Houston (Ch. 39), on or before Sept. 19. In addition, it got new order for 5-kw from KTVA, Anchorage, Alaska (Ch. 11), for shipment before end of Sept.

RCA reported only one new-station shipment this week — to WWOR-TV, Worcester, Mass. (Ch. 14).

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

KID-TV, Idaho Falls, Ida. (Ch. 3), granted last Feb. but delayed by transmitter site problems, is locating atop East Twin Butte, 32 mi. west of Idaho Falls, where av. height of 1600 ft. should give it Grade A coverage not only of that city but of Pocatello and 200,000 pop., reports mgr. C. N. Layne. It has purchased old KSL-TV 5-kw GE transmitter which will be used to drive RCA 25-kw amplifier into 6-bay antenna. Construction is now under way, with target date for test patterns Dec. 1. No rep yet chosen.

WEAR-TV, Pensacola, Fla. (Ch. 3), is still awaiting aeronautical clearance for proposed 680-ft. tower, expects it momentarily and should be on air within 60 days thereafter, reports gen. mgr. Mel Wheeler, who is also gen. mgr. of upcoming new WJDM, Panama City, Fla. (Ch. 7). RCA equipment is on order. Hollingbery will be rep.

Carolina Television Co., holding CP for Ch. 4 in Greenville, S. C. (call letters not yet assigned), has ordered RCA equipment, expects to have construction completed by Nov. 1, has set Dec. 15 as target date, reports pres. Alester G. Furman Jr. Weed will be rep.

KFBB-TV, Great Falls, Mont. (Ch. 5), aiming to get on air before winter, now figures on Dec. 1 start, though DuMont transmitter must yet be delivered. It's controlled (58.8%) by Joseph P. Wilkins, with Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, as 23.8% stockholder. It will join CBS. Weed will be rep.

KOIN-TV, Portland, Ore. (Ch. 6), its 5-kw GE transmitter delivered and 35-kw amplifier due to be received this week, and its 271-ft. tower erected and antenna mounted, should be ready for test patterns by end of Sept., reports C. Howard Lane, managing director. Commercial target date is Oct. 15, with base rate of \$500. Ted W. Cooke is program director, Louis Bookwalter, chief engineer. Station is owned by Ted Gamble-Howard Lane-Harry Buckendahl group, but half interest will be acquired by *Portland Oregonian* after sale of its radio KGW (Vol. 9:36). Avery-Knodel will be rep.

KCEN-TV, Temple, Tex. (Ch. 6), with RCA transmitter and 833-ft. Ideco tower halfway between Temple and Waco, and with transmitter building completed and tower now under construction, has "firmed" target date for Nov. 1, reports Frank W. Mayborn, pres., who also publishes *Temple Telegram*. He adds he expects to get test pattern on air before that date, however. Station

will start as NBC interconnected with \$200 base rate, he states. Burton Bishop is asst. to pres.; Harry Stone, gen. mgr.; W. O. Crusinberry, chief engineer; W. G. Egerton, engineer consultant. Hollingbery will be rep.

WJDM, Panama City, Fla. (Ch. 7), has RCA equipment, should be ready by Oct. 15, reports gen. mgr. Mel Wheeler, who states that George Blackwell will be station mgr., and Jim Smith chief engineer. Mr. Wheeler also is in charge of upcoming WEAR-TV, Pensacola (Ch. 3), of which Mr. Smith will also be chief engineer. Hollingbery will be rep.

KATV, Pine Bluff, Ark. (Ch. 7), with GE equipment delivered, plans test patterns about Nov. 20, has published rate card fixing \$300 rate, reports gen. mgr. James P. Walker. Ownership is interlocking with Griffin TV-radio interests of Tulsa and Oklahoma City (KTUL & KOMA). Rep is Avery-Knodel.

KWIK-TV, Pocatello, Ida. (Ch. 10), will utilize composite equipment, starts work on transmitter and studio building within a month, aims to get started by mid-Feb. 1954, reports gen. mgr. Charles Crabtree. Frank C. Carman and Grant Wrathall are part owners (12½% each). Hollingbery will be rep.

WPRO-TV, Providence, R. I. (Ch. 12), has ordered GE equipment, will proceed with construction as "fast as possible," hopes to get on air "within a couple of months," says Arnold F. Schoen Jr., mgr. of WPRO, radio station operated by big Cherry & Webb dept. store, grantee. Blair, recently appointed for radio, will probably be TV rep, Mr. Schoen stated.

WIBW-TV, Topeka, Kan. (Ch. 13) has ordered RCA equipment and 905-ft. Lehigh tower, has already set up its camera chain at current Kansas Free Fair for closed-circuit telecasts, and should make Nov. 15 target, reports gen. mgr. Ben Ludy. Art Holbrook has been named TV mgr., with Lewis Dickensheets as chief engineer. Base rate will be \$300. Capper Publications Inc. will be TV rep, as it is for the AM.

KEPO-TV, El Paso, Tex. (Ch. 13) has secured extension of CP to Dec. 23, 1953 and pres.-gen. mgr. Miller C. Robertson reports "original T-Date has been junked and no new one set." He explains it's due to fact that ABC has only 5 half-hour programs for El Paso, hasn't yet submitted 1953-54 schedule. "When ABC provides us with adequate program service," he states, "we will set a T-Date and turn the crank rapidly." City already has 2 stations, both vhf. Avery-Knodel will be rep.

WPFA-TV, Pensacola, Fla. (Ch. 15) gets GE equipment this week, has Trilsch tower all ready, is due to turn on test juice in about 2 weeks, plans Sept. 27 commercial debut carrying CBS & DuMont. Base rate is \$150, reports v.p. & gen. mgr. F. E. Busby. Station is a Charles Lamar-Tom Gibbens enterprise (also WAFB-TV, Baton Rouge). Max Anderson is program mgr., N. V. Pieler is chief engineer. Rep is Adam Young.

KTAG-TV, Lake Charles, La. (Ch. 25), with GE equipment due this month and Trilsch tower up, is scheduled to go on air Oct. 15, reports exec. v.p. Warren Berwick, and has signed a primary agreement with CBS and interim agreements with ABC & DuMont. Ownership interlocks with WAFB-TV, Baton Rouge (Ch. 28), operating since last April. Base rate will be \$150, rep Adam Young.

KANG-TV, Waco, Tex. (Ch. 34) has moved up test target to October, reports owner Clyde Weatherby. It will use first transmitter turned out by Continental Electronics Mfg. Co., Dallas (Vol. 9:24) but completion was delayed due to change of site. Rep will be H-R Television.

KCCC-TV, Sacramento, Cal. (Ch. 40), aiming to be first on air in that state capital, has RCA equipment now going in, 510-ft. Stainless tower up, and will have test patterns between Sept. 20-26, reports half-owner Ashley

L. Robison, of Los Angeles, a nephew of late Harold A. Lafount, onetime Federal Radio Commissioner. Robison formerly was mgr. of Mr. Lafount's WORL, Boston, now owns a machine shop in L. A. and is associated with broker Albert Zugsmith. He will manage station, with Paul Leake, ex-KRON-TV, San Francisco, as chief engineer. His partner in Sacramento project is Frank E. Hurd, of N. Y. & L. A. (investments). Rep will be Weed.

WKNA-TV, Charleston, W. Va. (Ch. 49) reported all RCA equipment in place this week with exception of one piece of coaxial cable, and reasonable certainty first tests will start week of Sept. 14. Joe L. Smith Jr., owner also of WJLS, Beckley, is pres. & gen. mgr. Base rate will be \$200. Weed will be rep.

WNOW-TV, York, Pa. (Ch. 49), awaiting 1-kw DuMont transmitter by Oct. 1, expects to start Oct. 15, reports gen. mgr. Lowell W. Williams, who announces appointment of Wm. Whittaker, ex-WEEU-TV, Reading, as program director, and Richard Gillespie, ex-WGAL-TV, Lancaster, as production mgr. Base rate will be \$200. Hollingbery will be rep.

WCIN-TV, Cincinnati (Ch. 54) has concentrated mainly on building new AM counterpart WCIN during last few months, and it's due on air in Oct. Work on TV station will begin as soon as transmitter & studio equipment is decided upon, and tentative plans are to start it in Jan. 1954, reports co-owner R. W. Rounsaville, who also owns radio WBAC, Cleveland, Tenn.; WLOU, Louisville (TV grantee); WQXI, Atlanta; WMBM, Miami Beach, Fla. His partner is banker George M. Clark, who owns part of WBEJ, Elizabethton, Tenn. Forjoe will be rep.

Station Accounts: Rayco Mfg. Co. (auto tops & seat coverings) won't curtail ad budget this fall and winter, instead will continue present schedule of 135 spots weekly on 43 TV stations, plus some local TV films, plus 1159 spots weekly on 51 radio stations and ads in 83 newspapers, thru Emil Mogul, N. Y. . . . Necchi Sewing Machine Sales Corp. planning \$3,000,000 budget for 1954 advertising, including TV-radio, thru Doyle-Dane-Bernbach, N. Y. . . . American Brands Corp., new firm offering new Tobyjell, 29¢ package of powder for quick making of jellies in the home, to get TV-radio promotion in N. Y. market (WNBT & WCBS-TV) thru Douglas Leigh, N. Y.; Mr. Leigh has formed partnership with Alfred D. McKelvy, originator, who introduced Seaforth toiletries about 10 years ago and sold out to Vick . . . Levolor Lorentzen Inc. (Venetian blinds) buys *Invitation Playhouse*, 15-min. film, on WCBS-TV, New York, 13 weeks from Sept. 26, Sat., 5:45 p.m., thru Friend-Reiss-McGlone, New York . . . National Frozen Food Locker Institute, polling 104 local operators, reported 7 using TV advertising, 32 radio, 45 direct mail, 78 newspapers . . . Among other advertisers currently reported using or preparing to use TV: Oakite Products Inc. (cleaning materials), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Steinway & Sons (pianos), thru N. W. Ayer, N. Y.; Albert Ehlers Inc. (coffee), thru Dowd, Redfield & Johnstone, N. Y.; Sunkist Growers Inc. (oranges), thru Foote, Cone & Belding, Los Angeles; Sayres Crest Co., Seattle (build-it-yourself furniture package), thru West-Marquis, Seattle; Warner-Hudnut (Reelshav automatic razor), thru Ruthrauff & Ryan, N. Y.; Jacmar Mfg. Co. (electrical games), thru A. D. Adams, N. Y.; William Wrigley Jr. Co. (Spearmint gum), thru Arthur Meyerhoff, Chicago; Simmons Co. (Hide-A-Bed), thru Young & Rubicam, N. Y.; B & B Enterprises (TV Time popcorn), thru Sherwin Robert Rodgers & Assoc., Chicago; Shulton Inc. (toiletries), thru Wesley Assoc., N. Y.; Prince Macaroni Mfg. Co., Lowell, Mass. (spaghetti & macaroni), thru Reingold

SMART MOVE OF FCC, bound to produce some results, was its action in proposal to assign an additional uhf channel to each of 35 cities this week (see p. 4). In some instances, where applicants are fighting for vhf, they may ignore the new uhf. In others, one or 2 quick CPs may result. The 35 cities and channels:

Ark.—Ft. Smith, Ch. No. 39. Cal.—El Centro 56, Merced 66, Modesto 58, Stockton 64. Fla.—Clearwater 50, Daytona Beach 53, Orlando 47. Ind.—Terre Haute 73. Iowa—Ottumwa 63, Waterloo 46. Ky.—Lexington 70, Paducah 72. La.—Alexandria 74, Bogalusa 78, Lake Charles 60. Md.—Cumberland 30, Hagerstown 68. Mo.—Cape Girardeau 69. N. C.—Asheville 78, Durham 73, Fayetteville 54, Goldsboro 72. Ore.—Klamath Falls 17, Salem 66. S. C.—Charleston 17, Florence 60, Spartanburg 74. Tex.—Big Spring 34, Tyler 72. Wash.—Wenatchee 67. W. Va.—Beckley 66, Clarksburg 69. Wis.—Green Bay 70, La Crosse 72.

In other allocations actions, some of which may have similar effect, Commission finalized addition of Ch. 5 to Lake Placid, N. Y., proposed adding Ch. 43 to Corpus Christi and Ch. 50 to Washington. It denied petition asking that Ch. 71 be added to Cleveland, saying 6 channels are enough for that city. It also turned down request of KCJB-TV, Minot, N. D., that Commission issue it a "show cause" order to switch from Ch. 13 to 6, leaving Ch. 13 for educators. FCC said such orders are issued only in exceptional circumstances; however, it left door open for KCJB-TV to make request via another route. Station claims it can cover more area more economically with lower channel.

Co., Boston; Gold Medal Candy Corp., thru Emil Mogul, Chicago; Albert Dickinson Co., Chicago (pop corn), thru Ruthrauff & Ryan, Chicago; Drake America Corp. (chocolates), thru Abbott Kimball, Chicago; Norman M. Morris Co. (Omega watches), thru Williams & Saylor, N. Y.; C. C. Lang & Son (Baroness pickles), thru W. Buddemier Co., Baltimore; Magla Products (Magla silicone ironing board covers (thru Lewin, Williams & Saylor, N. Y.; Monsanto Chemical Co. (All detergent), thru Needham, Louis & Brorby, Chicago; Hudson Motor Car Co., thru Brooke, Smith, French & Dorrance, Detroit; Petco Corp. (oil refineries), thru Mathisson & Assoc., Milwaukee; Pines Publications (*True Life Stories*), thru Franklin Bruck Adv., N. Y.; Hawaiian Pineapple Co., Dole Sales div., thru N. W. Ayer, San Francisco; Francis H. Leggett & Co. (Premier food products), thru Peck Adv., N. Y.; Sage Laboratories (Sage air refresher), thru Paris & Peart, N. Y.; Bluehill Foods Inc., Denver (cheese, peanut butter, candy), thru Glasser-Gailey, Los Angeles; Helene Pessl Inc. (Little Lady toiletries for children), thru Saul Kreig Assoc., N. Y.; Dorothy Gray Ltd. (Satura, new skin cream, and other cosmetics), thru Lennen & Mitchell, N. Y.

General Precision Laboratory, Pleasantville, N. Y., preparing to round out its TV line with transmitter equipment, will begin getting uhf transmitters from Continental Electronics Mfg. Co., Dallas (James O. Weldon) sometime in Jan. Meanwhile, E. A. Hungerford Jr., on leave to act as engineering consultant to Joint Committee on Educational TV in Washington, has returned to GPL as mgr. of its TV dept., functioning chiefly in sales and sales promotion and opening up new district offices. Continental's first uhf, Ch. 34 plant for new KANG-TV, Waco, Tex., hasn't yet been delivered pending plans to change location.

New NARTB engineering publications: *Conelrad Simplified* and *NARTB Recording and Reproducing Standards*, latter supplement to NARTB engineering handbook.

CRYING NEED for quality TV film programming, and the sharp cutbacks in movie production, are enticing more and more Hollywood producers to swing wholeheartedly into TV. Biggest to make the jump to date is Republic, whose pres. Herbert Yates last week announced full-scale entry into TV film production and distribution (Vol. 9:36). "If it weren't for TV," he said, "Republic would have to shut down". In addition to its production and distribution facilities, Republic has one of biggest film processing laboratories in country—and last year it processed more TV than theatrical film. He indicated studio's backlog would be released to TV, but didn't say when.

Yates' statement aroused far less comment and controversy in Hollywood than would have been the case even a year ago. For virtually every studio now is reported blueprinting plans to "go TV" in big way, when the proper time comes. Independent Hollywood producers have been moving toward TV for some time. Trend is strongly delineated in these recent developments:

The Filmmakers Inc., independent theatrical film producers owned by Ida Lupino and Collier Young, is producing series of 39 half-hour travel adventure films for TV, titled *Ports of Call*, to be distributed by Comet TV Films (Oliver Unger, pres.).

New TV film distributor, Television Programs of America, has been organized to represent independent TV film producers in same manner that United Artists distributes product of independent movie makers. Prime mover is board chairman Edward Small, veteran Hollywood producer. Financial expert Milton Gordon, who piloted United Artists' reorganization, is pres. Exec. v.p. and gen. sales mgr. is Michael Sillerman, ex Ziv-TV and founder of Keystone Broadcasting System, radio transcription syndicate. TPA has bought out Arrow Productions, distributor of *Ramar of the Jungle*, and Peerless Productions, which has been distributing films produced by Small, and is now negotiating to take over other top TV films.

Perhaps most ambitious TV film project announced in recent weeks is deal by Vitapix Corp., distributor headed by ex-NBC exec. v.p. Frank E. Mullen and owned cooperatively by 20 independent TV stations (Vol. 9:19), with Princess Pictures Inc. (headed by Burt Balaban, ex-Paramount Pictures and son of Paramount pres. Barney Balaban) to produce and market 26 top-budget feature films for TV. According to announcement, pictures will feature such name stars as John Ireland, Alexis Smith, Joan Drew, John Hodiak, and may be made available to theatres after their TV runs. Some will be in color. Pictures are slated to be available in both full-length and 54-minute versions, most of them made abroad. Five of the films will be delivered by Jan. 1, remainder by Oct. 1954.

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Add subscription-TV proponents: Matta Enterprises, grantee of WOCN, Atlantic City (Ch. 52), joins 5 other uhf grantees asking FCC to authorize fee-TV service (Vol. 9:32, 35-36). Grantee said it has bleak economic outlook, blamed networks' affiliation practices, noted that WFPG-TV, Atlantic City (Ch. 46) has "preempted" all 4 networks, said FCC's 1941 network regulations are "wholly inadequate" to deal with current situation. Meanwhile, meeting of grantees favoring subscription TV, in Philadelphia Sept. 17, has added another speaker—Abe J. Greene, National Boxing Assn. commissioner.

Sen. McCarthy (R-Wis.) says he may have own weekly 15-min. TV show beginning in Jan., bankrolled by private (and unnamed) sponsor. Networks deny any knowledge of plans for programs.

YVKS, Caracas, Venezuela (Ch. 7) began operating Sept. 3, reports supplier RCA. It's known as Television Caracas, uses 10-kw, is third station in country (note on p. 127, *TV Factbook No. 17*).

HIGH MOUNTAINS, now considered serious obstacles to TV reception, may some day be harnessed to provide "tremendous power gains" for vhf stations. Ten years' research and experimentation on effects of high mountain ridges on vhf propagation lead to that conclusion—but scientists stress that it will be long time before enough is known about propagation for broadcasters to harness this phenomenon to increase service contours. Meanwhile, 2 newly released reports on subject, first published data on actual experiments, help to explain such TV "freaks" as clear, long-distance reception in mountains.

U.S. Bureau of Standards this week released summary of experimentations in "obstacle-gain" vhf transmission conducted jointly with Signal Corps and RCA Laboratories (Technical Report 1805), proving theory first published in 1933, that "high mountain ridges can actually become powerful aids for reducing both transmission loss and tropospheric fading". Recently declassified was another report on similar experiments conducted in 1944 by consulting engineers Jansky & Bailey for Office of Scientific Research & Development, titled *Effects of Hills & Trees on Radio Wave Propagation*.

As practical application, Bureau of Standards suggests: "In a region of the country like Colorado, it may prove more advantageous to locate FM & TV stations at lower elevations a short distance out on the plains away from the mountains rather than on the foothills right up against the very high mountains of the continental divide." Basically, research in "obstacle-gain" transmission indicates that considerable increase in received signal strength should result when a large knife-edge obstacle is located midway between transmitter and receiver.

Bureau of Standards report summarizes experiments made in Alaska and Japan, which tend to prove "obstacle-gain" theory. Alaskan experiments were made on 38-mc 160-mi. CAA communications circuit. Transmitting and receiving antennas were both about 200-ft. above sea level, with 9000-ft. mountain range in between the two. Engineers calculated that if earth's surface had been smooth, circuit's transmission loss would have been 207db. Actually it was about 134db—gain of 73db over field strength normally expected over smooth path. Over 30-day period, transmission loss varied by less than 2db, indicating virtual elimination of atmospheric fading usually associated with vhf transmissions beyond horizon.

Propagation engineers caution that principal beneficiaries of this phenomenon will probably be point-to-point vhf communication services, where signal is "beamed" from transmitter to receiver, and that—as one put it—"TV stations shouldn't start revising their service contours". It does offer practical explanation of unusual long-distance TV reception in some areas, and gives hope to vhf telecasters that areas shaded from transmitter by high mountains won't necessarily be blacked out.

Knowledge of phenomenon is potentially very useful to community antenna operators. It means that under certain circumstances community receiving antennas need not be placed atop inaccessible mountain crags, that better locations may sometimes be located on lower mountains, or even in valleys. Community antenna system in Astoria, Ore., may be good example. Oldest in country, it started by picking up Seattle's KING-TV, 120-mi. over mountains.

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Power increases: WBKB, Chicago (Ch. 7) Sept. 18 boosts power from 28 to 114-kw ERP, with maximum 316-kw output slated to be achieved by fall of 1954. Having received aviation clearance for 1113-ft. Trusecon tower in Meadowbrook, WBAP-TV, Fort Worth (Ch. 5) this week announced plans to install new RCA transmitter, boost power to full 100 kw this winter. GE plans to ship 35-kw unit Sept. 24 to WHBF-TV, Rock Island, Ill. (Ch. 4).

EVOLUTION OF COLOR, IMPACT ON TRADE: Speculation about color TV sets -- their price, size, availability, stability, etc. -- is certain to intensify until receivers are finally on dealers' floors. No one sees how consumer uncertainty, in this interim period, can fail to act as something of a brake on black-&-white sales -- though there's no agreement on just how much of a depressant this will be.

There's strong consensus, on other hand, that actual appearance of the first color sets, at Cadillac prices, will convince the consumers that black-&-white sets remain their best buy until mass production of color is reached.

As industry leaders have pointed out time and again, there's every reason to believe that color evolution will repeat that of black-&-white. You'll recall that radios sold at record levels in 1946-48 after first TVs appeared on market -- because TV sets were too expensive and too few, and TV programming was limited.

It will be thus, too, with color and black-&-white, say marketing experts. Parallel with 1946-48 isn't quite pat, of course, because no radios were produced during World War II. But opening of new TV markets helps make up difference.

If anyone fears that manufacturers will forget color, once FCC approves compatible system, he's reading the portents all wrong. First, there's too much cream to be skimmed by those pioneers who can capture the "10% market" -- the customers, not necessarily the wealthiest, who will buy almost anything new at almost any price. Secondly, and more importantly, industry counts on actual color sales to make up for any volume lost while people are "waiting for color". Beyond that, industry looks forward to a great new cycle of sales based on color.

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What will first sets be like? Prospects are still about the same -- 14-in. at \$750-\$1000. There may be some sleepers -- manufacturers are eyeing each other nervously -- but no one foresees anything sensational in price or size at start. RCA's tri-color tube still looks like the keystone of first sets. As one of its major competitors acknowledged: "RCA's glass tube begins to look like a production item. The Lawrence tube doesn't seem to be as far along, production-wise; for example, we're still concerned about the power it takes to drive it."

CBS's comments to FCC this week, stating that its Hytron div. is working on both RCA-type and Lawrence-type tubes, say that the first sets will sell for about \$1000 -- "and even this price excludes all engineering, tooling, or starting load costs." Current price of RCA tube to manufacturers is \$175, CBS said. Gun assembly alone, it stated, costs \$34 -- compared with \$1 for black-&-white guns.

CBS concludes, nevertheless, that: "It is of first significance that [the] problems of devising practical and economical equipment on a mass production basis are precisely the kind of problem which the ingenuity of the industry has in the past demonstrated itself as being best able to solve."

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Giving his "curbstone opinion" on color production, during press conference this week, NTSC chairman Dr. W.R.G. Baker sized up probable evolution this way:

(1) Color set production will run 50-75,000 next year, 4-5 times that in 1955, about 1,500,000 in 1956 -- and he forecast a period of 3-4 years before we reach "color for the millions".

(2) The 14-in. size will last 12-18 months, then industry will jump to the 21-in., avoiding black-&-white's growing pains with interim sizes.

(3) "Prices are irrelevant in the initial stages. They're a function of production. Mass production will bring them down, same as it did in black-&-white."

(4) Whether color converters will be built for existing black-&-white sets "will be determined by the housewife". It means another cabinet in the living room,

he said, and he implied that few women would stand for it. (He might have added that cost would be almost that of complete new color set.)

(5) Current considerations about tri-color tubes are: 1-gun vs. 3-gun and grid (Lawrence) vs. hole-plate (RCA). Dr. Baker said grid-type seems a little less expensive, "particularly as you go up in screen size." Industry is leaning towards 3-gun, he said, adding that 1-gun is a source of radiation "which is a pain in the neck." GE is not far from a tube of its own, he added.

(6) Color set servicing should present no particularly tough problems.

"There won't be any more miracles in color than we had in monochrome," was the way Dr. Baker summed up the whole color problem.

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TV production continues steady high rate of latter Aug., totaling 160,070 units (5830 private label) week ended Sept. 4. It was 35th week of year, compared with 166,383 preceding week. It brought year's cumulative total to date to nearly 5,000,000 -- making it foregone certainty 1953 total will surpass 1952's 6,096,279.

Radios also held up -- Sept. 4 week's total being 233,864 (86,393 private label) compared to 239,454 preceding week. Year to date now exceeds 9,000,000. The week's radios were: 86,056 home sets, 36,656 portables, 39,160 clock, 71,992 auto.

Topics & Trends of TV Trade: Federal Trade Commission's final draft of trade practices for TV-radio industry, released this week, was noble effort to please everyone—and comes pretty close to doing it. Industry got just about what it asked for as result of public hearings and recommendations of 3 all-industry trade conferences (Vol. 8:15, 19, 25). Copies are available from the FTC, Washington, or we'll get one for you if you wish.

Interested parties have last chance to make recommendations at FTC public hearing in Washington, Oct. 8. Barring major revisions, rules could be effective by March 1, 1954. They're not binding, of course, merely represent suggested practices which implement trade laws. Violators of rules can be cited by FTC only if it believes laws have been broken. It depends on voluntary compliance.

Most important feature to trade was elimination of 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 eliminated on recommendation of RETMA pres. Glen McDaniel and several manufacturers. In final draft it appears as appendix. Other salient points:

Rule 12—Any parts which are used or have been rebuilt (including CR tubes) must be clearly labeled as second-hand in all advertising. Receivers and containers of such sets must bear names of firms performing repairing, reconditioning or rebuilding.

Rule 14—Full price of receiver, plus state and local taxes, must be stated in all advertising. All so-called "hidden charges" are banned.

Color also was made an issue in advance of marketing sets, Rule 3(m) banning ads which falsely represent or imply that a black-&-white receiver can present programs in color.

Immediate, unofficial reaction of RETMA spokesman was that industry got most of what it sought, though a few problems remain to be ironed out. Among them is possibility that rule on misrepresentation of cabinet composition may go further than necessary to prevent deception. RETMA may also press for some minor rewordings at Oct. 8 hearing.

Winthrop H. Withington, 77, retired ex-chairman of Sparks-Withington Co., died Sept. 4 while vacationing in Harwich, Mass. With his late brother Philip and Capt. Wm. Sparks, he founded company in 1900, retired in 1950.

Trade Miscellany: Cuban TV sales are booming, with 100,000 sets already in use, ranking Cuba after U. S., England & Canada in set ownership, reports James R. Oberley, pres., Admiral Corp. Interamericana . . . Muntz TV reports it has scheduled production of 210,000 sets in 12 mo. from Sept. 1, comparing with more than 175,000 preceding year; claims this puts it in 11th place among TV manufacturers . . . Hoffman Radio's new Kansas City plant, being readied for Oct. 1 start, will not only turn out TVs for new eastern markets (Vol. 9:35) but will make all Hoffman radios, expected to run 80-100,000 annually . . . Kansas City Electric Assn. reports 7809 TVs sold in Aug., 5404 radios; TV sales jumped 3214 over July and were 2830 ahead of Aug. 1952, and total sales to date are 313,062 . . . In addition to its NBC-TV Sun. *Philco TV Playhouse*, that company on Sept. 30 starts *Philco Radio Playhouse* for 52 weeks on ABC hookup of 300 AM stations, Wed., 9-9:30 p.m., EST.

As first step in reorganization to give greater representation to electronics manufacturers (Vol. 9:31), RETMA this week announced membership of TV-radio and electronics industry committees of board of directors. All board members selected the committee on which they will serve, and majority of them named alternates to represent them on the other committee. Radio-TV industry committee, temporarily headed by board chairman Robert C. Sprague, has 44 members; electronics industry committee, under acting chairman F. R. Lack, has 37. Permanent chairmen for 1953-54 will be elected at RETMA board meeting Sept. 17 in New York's Hotel Biltmore.

CR tubes exploded "like popcorn," according to AP report on fire that gutted plant of Pacific Mercury Television Mfg. Co., Van Nuys, Cal., Sept. 8, destroying some 3-4000 TV sets. (Actually, the tubes would "implode" due to their high vacuum.) Damage was estimated at \$500,000 to \$1,000,000, all covered by insurance. Pacific Mercury leased the 12,000-sq. ft. structure, pending completion of own new \$750,000 plant due to be occupied in about 6 months. Firm is a main supplier of Silvertone models for Sears Roebuck, which is part owner.

New developments in field of uhf propagation based on studies at Naval Air Test Center, Patuxent River, Md., with emphasis on the "system approach and concept" make up new book, *Ultra High Frequency Propagation* by Dr. Henry R. Reed of U of Maryland and Carl M. Russell, chief engineer, Naval Air Test Center electronics test div. (John Wiley & Sons, 562 pp., \$9.50).

Handy Reference Log of the

252 Television Stations in Operation in the U.S.
and the
293 CPs for New Stations Outstanding
As of Sept. 12, 1953

With Call Letters, Channel, Name of Grantee, AM Affiliate (if any) and National Sales Representative
And Lists of Canadian & Mexican Stations on the Air and Canadian New-Station Grantees to Date

Dagger (†) indicates non-commercial educational station.

For further details about these stations, consult station directory and application listings
in *TV Factbook No. 17* with Weekly Addenda to date.

Editor's Note: This log brings up-to-date the status reports on CPs to Sept. 12, 1953. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and/or from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution that these more often than not are optimistic expectations, for experience has shown that you can often add a month or more to estimates given. In some cases, where no starting date is given, it's possible station will never be constructed, for appended list of 15 CPs thus far relinquished bears evidence that not all CPs will be pursued. The weekly Television Digest Newsletters will continue to report latest data on new stations starting and upcoming new stations as fast as received.

Stations in Operation as of Sept. 12, 1953

Total 252 (175 VHF, 77 UHF)

ALABAMA

WABT, Birmingham (Ch. 13)—Birmingham News Co. (WAPI).
[Call letters changed from WAFM-TV.] Rep: CBS-TV Spot Sales.
WBRC-TV, Birmingham (Ch. 6)—Storer Bcstg. Corp. (WBRC).
Rep: Raymer.
WALA-TV, Mobile (Ch. 11)—Pape Bcstg. Co. Inc. (WALA). Rep:
Headley-Reed.
WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Rep:
Forjoe.
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV).
Rep: Taylor.

ARIZONA

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

ARKANSAS

KFSA-TV, Fort Smith (Ch. 22)—Southwestern Publishing Co.
(KFSA). Rep: Pearson.
KRTV, Little Rock (Ch. 17)—Rowley-Brown Bcstg. Co. Rep:
Pearson.

CALIFORNIA

KAFY-TV, Bakersfield (Ch. 29)—Bakersfield Bcstg. Co. (KAFY).
Rep: Forjoe.
KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL).
Rep: W. S. Grant Co.
KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep:
Raymer.
KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep:
Petry.
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep:
H-R Television Inc.
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep:
Katz.

KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-TV Spot Sales.
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).
Rep: CBS-TV Spot Sales.
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.
Rep: Raymer.
KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.
†KUSC-TV, Los Angeles (Ch. 28)—Univ. of Southern California,
Allan Hancock Foundation (KUSC-FM).
KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co.
(KMBY); shares time with KSBW-TV, Salinas. Rep: Hollingbery.
KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW); shares
time with KMBY-TV, Monterey. Rep: Hollingbery.
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).
Rep: Petry.
KFSD-TV, San Diego (Ch. 10)—Airfan Radio Corp. Ltd. (KFSD).
Rep: Katz.
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).
Rep: Petry.
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co.
(KRON-FM). Rep: Free & Peters.
KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC).
Rep: W. S. Grant Co.
KEYT, Santa Barbara (Ch. 3)—Santa Barbara Bcstg. & Television
Corp. (KIST). Rep: Hollingbery.

COLORADO

KKTU, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR).
Rep: Hollingbery.
KBTU, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Rep:
Free & Peters.
KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Rep:
Blair.
KCSJ-TV, Pueblo (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Rep:
Avery-Knodel.
KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Rep:
McGillvra.

CONNECTICUT

WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Rep: Adam Young.
 WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Rep: Bolling.
 WNHC-TV, New Haven (Ch. 6)—Elm City Bcstg. Corp. (WNHC). Rep: Katz.
 WATR-TV, Waterbury (Ch. 53)—WATR Inc. (WATR). Rep: Rambeau.

DELAWARE

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

DISTRICT OF COLUMBIA

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

FLORIDA

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL). Rep: Weed.
 WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR). Rep: CBS-TV Spot Sales.
 WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co. Rep: Free & Peters.
 WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN). Rep: Weed.
 WIRK-TV, West Palm Beach (Ch. 21)—WIRK-TV Inc. (WIRK). Rep: Weed.

GEORGIA

WAGA-TV, Atlanta (Ch. 5)—Storer Bcstg. Co. (WAGA). Rep: Katz.
 WLWA, Atlanta (Ch. 8)—Crosley Bcstg. of Atlanta Inc. Rep: Crosley Bcstg.
 WSB-TV, Atlanta (Ch. 2)—Atlanta Newspapers Inc. (WSB). Rep: Petry.
 WDAK-TV, Columbus (Ch. 28)—Television Columbus (WDAK). Rep: Headley-Reed.
 WETV, Macon (Ch. 47)—Macon Television Co. (WBM and WNEZ). Rep: Headley-Reed.
 WROM-TV, Rome (Ch. 9)—WROM-TV Inc. (WROM). Rep: Weed.
 WMAZ-TV, Warner Robins (Macon) — (Ch. 13)—Southeastern Bcstg. Co. (WMAZ). Rep: Katz.

IDAHO

KIDO-TV, Boise (Ch. 7)—KIDO Inc. (KIDO). Rep: Blair.

ILLINOIS

WTVI, Belleville (St. Louis, Mo.)—(Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.
 WBBM-TV, Chicago (Ch. 2)—Columbia Bcstg. System Inc. (WBBM). Rep: CBS-TV Spot Sales.
 WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.
 WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.
 WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.
 WTVP, Decatur (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.
 WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.
 WTVH-TV, Peoria (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.
 WGEM-TV, Quincy (Ch. 10)—Quincy Bcstg. Co. (WGEM). Rep: Walker.
 WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.
 WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF). Rep: Avery-Knodel.

INDIANA

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

IOWA

WOI-TV, Ames (Ch. 5)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.
 WOC-TV, Davenport (Ch. 5)—Central Bcstg. Co. (WOC). Rep: Free & Peters.
 KVTV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Rep: Katz.

KANSAS

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.
 KEDD, Wichita (Ch. 16)—C.W.C. Co. Inc. Rep: Petry.

KENTUCKY

WEHT, Henderson (Ch. 50, allocated to Evansville, Ind.)—Ohio Valley Television Co. (WSON). Rep: Meeker.
 WAVE-TV, Louisville (Ch. 3)—WAVE Inc. (WAVE). Rep: Free & Peters.
 WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS). Rep: Harrington, Righter & Parsons.
 WKLO-TV, Louisville (Ch. 21)—Mid-America Bcstg. Corp. (WKLO). Rep: Taylor.

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.
 KFAZ, Monroe (Ch. 43)—Delta Television Inc. Rep: Headley-Reed.
 WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.

MAINE

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery and Kettell-Carter Inc. (New England only).
 WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Rep: Everett-McKinney and Kettel-Carter (Boston).

MARYLAND

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

MASSACHUSETTS

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales.
 WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.
 WTOA-TV, Cambridge (Ch. 56)—Middlesex Bcstg. Corp. (WTOA).
 WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Rep: Branham; Weed (New England only).
 WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: Weed.
 WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.
 WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.
 WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.
 WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.
 WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz.
 WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.
 WILS-TV, Lansing (Ch. 54)—Lansing Bcstg. Co. (WILS). Rep: Taylor.
 WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.
 WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

MINNESOTA

KMMT, Austin (Ch. 6)—Minnesota-Iowa Television Co. (KAUS). Rep: Pearson.
 WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Rep: Adam Young.
 WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO). Rep: Free & Peters.
 WTCN-TV, Minneapolis-St. Paul (Ch. 11)—Minnesota Television Public Service Corp. (WTCN); shares time with WMIN-TV, St. Paul. Rep: Blair.
 KROC-TV, Rochester (Ch. 10)—So. Minnesota Bcstg. Co. (KROC). Rep: Meeker.
 KSTP-TV, St. Paul-Minneapolis (Ch. 5)—KSTP Inc. (KSTP). Rep: Petry.
 WMIN-TV, St. Paul-Minneapolis (Ch. 11)—WMIN Bcstg. Co. Inc. (WMIN); shares time with WTCN-TV, Minneapolis. Rep: Taylor.

MISSISSIPPI

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

MISSOURI

KHQA-TV, Hannibal (Ch. 7)—Lee Bcstg. Inc. (WTAD, Quincy, Ill.). Rep: Weed.
 KCMO-TV, Kansas City (Ch. 5)—KCMO Bcstg. Co. (KCMO). Rep: Katz.

KCTV, Kansas City, Mo. (Ch. 25)—Empire Coll Co. Inc. Rep: Avery-Knodel.
 KMBC-TV, Kansas City (Ch. 9)—Midland Bcstg. Co. (KMBC); shares time with WHB-TV. Rep: Free & Peters.
 WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.
 WHB-TV, Kansas City (Ch. 9)—WHB Bcstg. Co. (WHB); shares time with KMBC-TV. Rep: Blair.
 KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: Free & Peters. (NBC-TV Spot Sales after Oct. 1.)
 WTVI, St. Louis (Ch. 54)—See Belleville, Ill.
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.

MONTANA

KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Rep: Hollingbery.
 KXLF-TV, Butte (Ch. 6)—Television Montana (KXLF). Rep: Walker.

NEBRASKA

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

NEVADA

KLAS-TV, Las Vegas (Ch. 8)—Las Vegas Television Inc. (KLAS). Rep: Weed.

NEW JERSEY

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

NEW MEXICO

KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.
 KSWS-TV, Roswell (Ch. 8)—John A. Barnett (KSWS). Rep: Meeker; Clyde Melville Co. (Southwest only).

NEW YORK

WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF). Rep: Bolling.
 WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN). Rep: Harrington, Righter & Parsons.
 WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Rep: Bolling.
 WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Rep: H-R Television Inc.
 WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.
 WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).
 WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast). [Note: Temporarily silent pending move of transmitter; *Television Digest*, Vol. 9:37.]
 WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery.
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales.
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.
 WSYR-TV, Syracuse (Ch. 3)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed; Kettell-Carter (Boston).
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

NORTH CAROLINA

WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.
 WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.
 WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.
 WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.

NORTH DAKOTA

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

OHIO

WAKR-TV, Akron, O. (Ch. 49)—Summit Radio Corp. (WAKR). Rep: Weed.
 WICA-TV, Ashtabula (Ch. 15)—WICA Inc. (WICA). Rep: Gill-Perna.
 WCPO-TV, Cincinnati (Ch. 9)—Scripps-Howard Radio (WCPO). Rep: Branham.
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC). Rep: Katz.
 WLWT, Cincinnati (Ch. 5)—Crosley Bcstg. Corp. (WLW). Rep: Crosley Bcstg.
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc. Rep: Branham.
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM). Rep: NBC-TV Spot Sales.
 WKEL, Cleveland (Ch. 9)—Empire Coll Co. Inc. Rep: Katz.
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS). Rep: Blair.
 WLWC, Columbus (Ch. 4)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WTVN, Columbus (Ch. 6)—WTVN Inc. Rep: Katz.
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO). Rep: Hollingbery.
 WLWD, Dayton (Ch. 2)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Rep: H-R Television Inc.
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD). Rep: Katz.
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Rep: Headley-Reed.
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Rep: Raymer.
 WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Rep: Pearson.

OKLAHOMA

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

OREGON

KBES-TV, Medford (Ch. 5)—Southern Oregon Bcstg. Co. Rep: Blair.
 KPTV, Portland (Ch. 27)—Empire Coll Co. Inc. Rep: NBC-TV Spot Sales.

PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Rep: H-R Television Inc.
 WLFV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Rep: Meeker.
 WCHA-TV, Chambersburg (Ch. 46)—Chambersburg Bcstg. Co. (WCHA). Rep: Forjoe.
 WGLV, Easton (Ch. 57)—Easton Publishing Co. (WEEX-FM). Rep: Headley-Reed.
 WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK). Rep: Petry.
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Rep: Bolling.
 WTPA, Harrisburg (Ch. 71)—Harrisburg Bcstrs. Inc. Rep: Headley-Reed.
 WJAC-TV, Johnstown (Ch. 6)—WJAC Inc. (WJAC). Rep: Katz.
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL). Rep: Meeker.
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Rep: Meeker.
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU). Rep: CBS-TV Spot Sales.
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL). Rep: Katz.
 WPTZ, Philadelphia (Ch. 3)—Westinghouse Radio Stations Inc. (KYW). Rep: NBC-TV Spot Sales.
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc. Rep: DuMont-TV Spot Sales.
 WENS, Pittsburgh (Ch. 16)—Telecasting Co. of Pittsburgh, Pa. Rep: Petry.
 WKJF-TV, Pittsburgh (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM). Rep: Weed.
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Rep: Headley-Reed.
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Rep: H-R Television Inc.
 WGBI-TV, Scranton, Pa. (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Rep: Blair.
 WTVU, Scranton (Ch. 73)—Appalachian Co. Rep: Bolling.
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Rep: Headley-Reed.
 WILK-TV, Wilkes-Barre (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Rep: Avery-Knodel.
 WWSA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Rep: Radio-TV Representatives Inc.

RHODE ISLAND

WJAR-TV, Providence (Ch. 10)—The Outlet Co. (WJAR). Rep: Weed.

SOUTH CAROLINA

WCSC-TV, Charleston (Ch. 5)—WCSC Inc. (WCSC). Rep: Free & Peters.

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

WNOK-TV, Columbia (Ch. 67)—Palmetto Radio Corp. (WNOK). Rep: Raymer.

WGVL, Greenville (Ch. 23)—Greenville Television Co. Rep: H-R Television Inc.

SOUTH DAKOTA

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

TENNESSEE

WMCT, Memphis (Ch. 5)—Memphis Publishing Co. (WMC). Rep: Branham.

WSM-TV, Nashville (Ch. 4)—WSM Inc. (WSM). Rep: Petry.

TEXAS

KRBC-TV, Abilene (Ch. 9)—Reporter Bcstg. Co. (KRBC). Rep: Pearson.

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Rep: Branham.

KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Rep: Taylor.

KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Rep: Taylor.

KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD). Rep: Branham.

WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA). Rep: Petry.

KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Rep: Branham.

KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Rep: Hollingbery.

WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP). Rep: Free & Peters.

KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Rep: CBS-TV Spot Sales.

KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC). Rep: Petry.

†KUHT, Houston (Ch. 8)—University of Houston (KUHF-FM).

KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Rep: Pearson.

KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Rep: Avery-Knodel.

KTXL-TV, San Angelo (Ch. 8)—Westex Television Co. (KTXL). Rep: Taylor.

KEYL, San Antonio (Ch. 5)—San Antonio Television Co. Rep: Katz.

WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI). Rep: Petry.

KCMC-TV, Texarkana (Ch. 6)—KCMC Inc. (KCMC). Rep: Taylor.

KETX, Tyler (Ch. 19)—Jacob A. Newborn Jr.

KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Rep: Taylor.

KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT). Rep: Blair.

UTAH

KDYL-TV, Salt Lake City (Ch. 4)—Intermountain Bcstg. & Television Corp. (KDYL). Rep: Blair.

KSL-TV, Salt Lake City (Ch. 5)—Radio Service Corp. of Utah (KSL). Rep: CBS-TV Spot Sales.

VIRGINIA

WVEC-TV, Hampton-Norfolk (Ch. 15, allocated to Norfolk) — Peninsula Bcstg. Corp. (WVEC). Rep: Rambeau.

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Rep: Hollingbery.

WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR). Rep: Petry.

WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG). Rep: Blair.

WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS). Rep: Avery-Knodel.

WASHINGTON

KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Rep: ForJoe.

KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING). Rep: Blair.

KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Rep: Katz.

KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Rep: Walker.

KMO-TV, Tacoma (Ch. 13)—KMO Inc. (KMO). Rep: Branham.

KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT). Rep: Weed.

KIMA-TV, Yakima (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Rep: Weed.

WEST VIRGINIA

WSAZ-TV, Huntington (Ch. 3)—WSAZ Inc. (WSAZ). Rep: Katz.

WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Rep: Weed.

WKOW-TV, Madison (Ch. 27)—Monona Bcstg. Co. (WKOW). Rep: Headley-Reed.

WMTV, Madison (Ch. 33)—Bartell Television Corp. (WMFM). Rep: Meeker.

WCAN-TV, Milwaukee (Ch. 25)—Midwest Bcstg. Co. (WCAN). Rep: Taylor.

WTMJ-TV, Milwaukee (Ch. 4)—The Journal Co. (WTMJ). Rep: Harrington, Righter & Parsons.

WOSH-TV, Oshkosh (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Rep: Headley-Reed.

TERRITORIES

KGMB-TV, Honolulu (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Rep: Free & Peters.

KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (KGU). Rep: NBC-TV Spot Sales.

Mexican Border Stations

XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Ch. 7)—Licensed by Mexican Govt. to Romulo O'Farrill Sr., Mexico City. Rep: Adam Young.

XETV, Tijuana, Mexico, near San Diego (Ch. 6)—Licensed by Mexican Govt. to Radio-Television, S.A. (Emilio Azcarraga). Rep: Weed.

Canadian Stations

CBFT, Montreal, Quebec (Ch. 2)—Canadian Broadcasting Corp. (CBF & CBM).

CBOT, Ottawa, Ontario (Ch. 4)—Canadian Broadcasting Corp. (CBO).

CBLT, Toronto, Ontario (Ch. 9)—Canadian Broadcasting Corp. (CBL & CJBC).

NOTES

Construction Permits Outstanding and Starting Dates as Reported

Total as of Sept. 12—293 (104 VHF, 189 UHF)

ALABAMA

WJLN-TV, Birmingham (Ch. 48)—Johnston Bcstg. Co. (WJLD). [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
WSGN-TV, Birmingham (Ch. 42)—Jemison Bcstg. Co. Inc. (WSGN). Early in 1954.
WMSL-TV, Decatur (Ch. 23)—Tennessee Valley Bcstg. Co. (WMSL).

ARIZONA

KOOL-TV, Phoenix (Ch. 10)—Maricopa Bcstrs. Inc. (KOOL); will share time with KOY-TV. September, 1953.
KOY-TV, Phoenix (Ch. 10)—KOY Bcstg. Co. (KOY); will share time with KOOL-TV. September, 1953.
KVOA-TV, Tucson (Ch. 4)—Arizona Bcstg. Co. (KVOA). Rep: Raymer. September, 1953.
KIVA, Yuma (Ch. 11)—Valley Telecasting Co. Rep: W. S. Grant Co. September, 1953.

ARKANSAS

KARK-TV, Little Rock (Ch. 4)—Arkansas Radio & Equipment Co. (KARK). January or February, 1954.
KETV, Little Rock (Ch. 23)—Great Plains Television Properties of Arkansas Inc. Rep: Adam Young. November or December, 1954.
KATV, Pine Bluff (Ch. 7)—Central-South Sales Co. Rep: Avery-Knodel. November, 1953.

CALIFORNIA

KERO-TV, Bakersfield (Ch. 10)—Kern County Bcstrs. Inc. (KERO). Rep: Avery-Knodel. September, 1953.
†KQED, Berkeley (Ch. 9, allocated to San Francisco)—Bay Area Educational Television Assn. "Before end of 1953."
KIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KIEM). Rep: Blair. September, 1953.
KBIF-TV, Fresno (Ch. 53)—John Poole Bcstg. Co.
KJEO, Fresno (Ch. 47)—O'Neill Bcstg. Co. Rep: Hollingbery. September, 1953.
KPIK, Los Angeles (Ch. 22)—John Poole Bcstg. Co. October, 1953.
KCCC-TV, Sacramento (Ch. 40)—Capital City TV Corp. Rep: Weed. September, 1953.
KBIC-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co.
KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Rep: Bolling.
KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Rep: Hollingbery. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
KBAY-TV, San Francisco (Ch. 20)—Lawrence A. Harvey. November, 1953.
KSAN-TV, San Francisco (Ch. 32)—S. H. Patterson (KSAN). Rep: McGillvra.
KVIE, San Jose (Ch. 48)—John A. Vietor Jr.
KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). October, 1953.
KCOK-TV, Tulare (Ch. 27)—Sheldon Anderson (KCOK). Rep: ForJoe. October, 1953.
KAGR-TV, Yuba City (Ch. 52)—John Steventon. November, 1953.

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Rep: McGillvra. September, 1953.
KDEN, Denver (Ch. 26)—Empire Coil Co. Inc.
KIRV, Denver (Ch. 20)—Mountain States Television Co. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
KLZ-TV, Denver (Ch. 7)—Aladdin Radio & TV Inc. (KLZ). Rep: Katz. November, 1953.
KOA-TV, Denver (Ch. 4)—Metropolitan Television Co. Rep: Petry. November-December, 1953.
†KRMA-TV, Denver (Ch. 6)—School District No. 1 in the City & County of Denver and State of Colorado School District.
KFXJ-TV, Grand Junction (Ch. 5)—Western Slope Bcstg. Co. Inc. (KFXJ). Rep: Hal Holman.

CONNECTICUT

WSJL-Bridgeport (Ch. 49)—Harry L. Liftig.
WELI-TV, New Haven (Ch. 59)—Connecticut Radio Foundation Inc. (WELI). Rep: H-R Television Inc.
WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Rep: Headley-Reed.
WSTF, Stamford (Ch. 27)—Stamford-Norwalk Television Corp.

†WCBE, Bridgeport (Ch. 71)—Conn. State Board of Education.
†WCHF, Hartford (Ch. 24)—Conn. State Board of Education.
†WCNE, Norwich (Ch. 63)—Conn. State Board of Education.

DELAWARE

WHRN, Dover (Ch. 40)—Rollins Bcstg. Inc.

FLORIDA

WITV, Fort Lauderdale (Ch. 17)—Gerico Investment Co. (WBRD). November, 1953.
WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK). Late Fall, 1953.
WJHP-TV, Jacksonville (Ch. 36)—Jacksonville Journal Co. (WJHP). Rep: John H. Perry Assoc. November, 1953.
WOBS-TV, Jacksonville (Ch. 30)—Southern Radio & Equipment Co. (WOBS).
WOTV, Lakeland (Ch. 16)—WONN-TV Inc. (WONN).
WJDM, Panama City (Ch. 7)—J. D. Manly. Rep: Hollingbery. October, 1953.
WEAR-TV, Pensacola (Ch. 3)—Gulfport Bcstg. Co. Inc. (WEAR). Rep: Hollingbery. November-December, 1953.
WPFA-TV, Pensacola (Ch. 15)—WPFA-TV Inc. September, 1953. Rep: Adam Young.

GEORGIA

WRBL-TV, Columbus (Ch. 4)—Columbus Bcstg. Co. Inc. (WRBL).
WTOC-TV, Savannah (Ch. 11)—Savannah Bcstg. Co. (WTOC). Rep: Katz.
WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). November, 1953.

IDAHO

KTVI, Boise (Ch. 9)—Idaho Bcstg. & Television Co. (KGEM). Rep: Hollingbery.
KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). December, 1953.
KIFT, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI). Rep: Hollingbery. April, 1954.
KBOI, Meridian (Ch. 2, allocated to Caldwell)—Boise Valley Bcstrs. Inc. (KDSH, Boise). Rep: Free & Peters. November, 1953.
KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD). [Note: This station began operating June 18, 1953 but quit the air Aug. 12, reverting to CP status; for details, see *Television Digest*, Vol. 9:34.]
KISJ, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). Early Fall, 1953.
KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bcstg. & Television Co. (KWIK). Rep: Hollingbery. February, 1954.
KLIX-TV, Twin Falls (Ch. 11)—Southern Idaho Bcstg. & Television Co. (KLIX). Spring or Summer, 1954.

ILLINOIS

WBLN, Bloomington (Ch. 15)—Cecil W. Roberts. October, 1953.
WCIA, Champaign (Ch. 3)—Midwest Television Inc. Rep: Hollingbery. October, 1953.
WCUI, Champaign (Ch. 21)—Champaign-Urbana Television Inc.
WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC).
WIND-TV, Chicago (Ch. 20)—Johnson-Kennedy Radio Corp. (WIND).
WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co. (WDAN). Rep: Everett-McKinney. November, 1953.
_____, Evanston (Ch. 32)—Northwestern Television Bcstg. Corp. April, 1954.
WSIL-TV, Harrisburg (Ch. 22)—Turner-Farrar Assn. October, 1953.
WJOL-TV, Joliet (Ch. 48)—Joliet Television Inc. (WJOL).
WREX-TV, Rockford (Ch. 13)—Greater Rockford Television Inc. Rep: H-R Television Inc. September, 1953.
WICS, Springfield (Ch. 20)—Plains Television Corp. Rep: Adam Young. September, 1953.

INDIANA

WSJV, Elkhart (Ch. 52)—Truth Publishing Co. Inc. (WTRC). Rep: Pearson.
WFIE, Evansville (Ch. 62)—Premier Television Inc. Rep: Taylor. September or October, 1953.
WKJG-TV, Fort Wayne (Ch. 33)—Northeastern Indiana Bcstg. Co. Rep: Raymer. October, 1953.
WJRE, Indianapolis (Ch. 26)—Marion Bcstg. Corp. (WBAT, Marion, Ind.).
WNES, Indianapolis (Ch. 67)—Empire Coil Co. Inc.
WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc. (WMRI-FM).
WRAY-TV, Princeton (Ch. 52)—Southern Indiana Tele-Casting Inc. (WRAY). October, 1953.
WINT, Waterloo (Ch. 15, allocated to Angola, Ind.)—Tri-State Television Inc. (WDOK, Cleveland). October, 1953.

IOWA

KCRI-TV, Cedar Rapids (Ch. 9)—Cedar Rapids Television Co. September, 1953.
WMT-TV, Cedar Rapids (Ch. 2)—American Broadcasting Stations Inc. (WMT). Rep: Katz. September, 1953.
_____, Cedar Rapids (Ch. 20)—Hawkeye Television Corp.

IOWA—(Continued)

KDIO, Davenport (Ch. 36)—Mel Foster-Harold Hoersch.
 KGTV, Des Moines (Ch. 17)—Rib Mountain Radio Inc. Rep: Hollingbery. October or November, 1953.
 WHO-TV, Des Moines (Ch. 13)—Central Bcstg. Co. (WHO).
 KQTV, Fort Dodge (Ch. 21)—Northwest Television Co. (KVFD). Rep: Pearson. November, 1953.
 KCTV, Sioux City (Ch. 36)—Great Plains Television Properties of Iowa, Inc. Rep: Adam Young. September, 1953.
 KWWL-TV, Waterloo (Ch. 7)—Black Hawk Bcstg. Co. (KWWL).

KANSAS

†KSAC-TV, Manhattan (Ch. 8)—Kansas State College of Agriculture & Applied Science (KSAC).
 KOAM-TV, Pittsburg (Ch. 7)—Pittsburg Bcstg. Co. (KOAM). Rep: Pearson. October, 1953.
 WIBW-TV, Topeka (Ch. 13) — Topeka Bcstg. Association Inc. (WIBW). Rep: Capper Publications Inc. November, 1953.

KENTUCKY

WPTV, Ashland (Ch. 59)—Polan Industries. Rep: Petry.
 WLOU-TV, Louisville (Ch. 41)—Robert W. Rounsaville (WLOU). Rep: Forjoe. "Sometime in 1954."
 WVJS-TV, Owensboro (Ch. 14)—Owensboro On The Air Inc. (WVJS).
 WBGT, Richmond (Ch. 60)—Blue Grass Television Co.

LOUISIANA

KSPJ, Alexandria (Ch. 62)—Barnet Brezner.
 KHTV, Baton Rouge (Ch. 40)—Capital Television & Bcstg. Co. Late fall, 1953.
 KTAG-TV, Lake Charles (Ch. 25)—KTAG-TV Inc. Rep: Adam Young. October, 1953.
 KNOE-TV, Monroe (Ch. 8)—James A. Noe (KNOE). Rep: H-R Television Inc. Fall of 1953.
 WCKG, New Orleans (Ch. 26)—CKG Television Co. (WMRY). Rep: Adam Young.
 WCNO-TV, New Orleans (Ch. 32)—Community Television Corp. Rep: Forjoe. January, 1954.
 WJMR-TV, New Orleans (Ch. 61)—Supreme Bcstg. Co. Inc. (WJMR). Rep: Bolling. October, 1953.
 WTLO, New Orleans (Ch. 20)—New Orleans Television Co.

MAINE

WLAM-TV, Lewiston (Ch. 17)—Lewiston-Auburn Bcstg. Corp. (WLAM). Rep: Everett-McKinney. November, 1953.
 WMTW, Poland (Ch. 8, allocated to Lewiston)—Mt. Washington TV Inc. August-September, 1954.
 WCSH-TV, Portland (Ch. 6)—Congress Square Hotel Co. (WCSH). Rep: Weed. December, 1953.

MARYLAND

WITH-TV, Baltimore (Ch. 60)—WITH-TV Inc. (WITH). Rep: Forjoe. Latter 1953.
 WFMD-TV, Frederick (Ch. 62)—Monocacy Bcstg. Co. (WFMD). "Fall of 1953."
 WBOC-TV, Salisbury (Ch. 16)—Peninsula Bcstg. Co. (WBOC). Rep: Burn-Smith.

MASSACHUSETTS

WBOS-TV, Boston (Ch. 50)—E. Anthony & Sons Inc.
 †WGBH-TV, Boston (Ch. 2)—WGBH Education Foundation (WGBH). October, 1954.
 -----, Boston (Ch. 44)—J. D. Wrather Jr.
 -----, Brockton (Ch. 62)—Trans-American Enterprises Inc.
 WSEE-TV, Fall River (Ch. 46)—New England Television Co. Inc.
 WGLM, Lawrence (Ch. 72)—General Bcstg. Co.
 WTEV, New Bedford (Ch. 28)—E. Anthony & Sons Inc. (WNBH). Rep: Walker.
 WMGT, North Adams (Ch. 74)—Greylock Bcstg. Co. (WBRK). Rep: Walker. Fall of 1953.
 WNOH, Northampton (Ch. 36)—Regional TV Corp. (WACE, Springfield). Late 1953 or early 1954.
 WAAB-TV, Worcester (Ch. 20)—Wilson Enterprises Inc. (WAAB).
 WWOR-TV, Worcester (Ch. 14)—Salisbury Bcstg. Corp. Rep: Raymer. October-November, 1953.

MICHIGAN

WBCK-TV, Battle Creek (Ch. 58)—Michigan Bcstg. Co. (WBCK). Rep: Headley-Reed. December, 1953.
 -----, Bay City (Ch. 5)—North Eastern Michigan Corp.
 WHFB-TV, Benton Harbor (Ch. 42)—Palladium Publishing Co. (WHFB).
 WWTW, Cadillac (Ch. 13)—Sparton Bcstg. Co. November, 1953.
 WKAR-TV, East Lansing (Ch. 60)—Michigan State Board of Agriculture, Michigan State College (WKAR). [Commercial channel.] January, 1954.
 WCTV, Flint (Ch. 28)—Trans-American Television Corp.

WTAC-TV, Flint (Ch. 16)—Trendle-Campbell Bcstg. Corp. (WTAC). Rep: Raymer. Fall of 1953.
 WIBM-TV, Jackson (Ch. 48)—WIBM Inc. (WIBM). Rep: Forjoe.
 WTVM, Muskegon (Ch. 35)—Versluis Radio & Television Inc. (WLAV, Grand Rapids).

MINNESOTA

WJON-TV, St. Cloud (Ch. 7)—Granite City Bcstg. Co. (WJON). Rep: Rameau. Fall of 1953.
 WCOW-TV, St. Paul (Ch. 17)—WCOW Telecasting Co. (WCOW).

MISSISSIPPI

WCBI-TV, Columbus (Ch. 28)—Birney Imes Jr. (WCBI). Rep: McGillivra. "Late 1953-Early 1954."
 WGCM-TV, Gulfport (Ch. 56)—WGCM Television Corp. (WGCM).
 WJDT, Jackson (Ch. 3)—Lamar Life Bcstg. Co. (WRBC). Rep: Hollingbery.
 WSLI-TV, Jackson (Ch. 12)—Standard Life Bcstg. Co. Inc. (WSLI). Rep: Weed. January, 1954.
 WCOC-TV, Meridian (Ch. 30)—Mississippi Bcstg. Co. (WCOC). Fall of 1953.
 WTOK-TV, Meridian (Ch. 11)—Southern Television Corp. (WTOK). Rep: Headley-Reed. September, 1953.

MISSOURI

KGMO-TV, Cape Girardeau (Ch. 18)—KGMO Radio Television Inc. (KGMO).
 KFUV-TV, Clayton (Ch. 30, allocated to St. Louis)—Lutheran Church—Missouri Synod (KFUV).
 KOMU-TV, Columbia (Ch. 8)—Curators of the University of Missouri [Commercial grant.] Rep: H-R Television Inc. Fall of 1953.
 KACY, Festus (St. Louis)—(Ch. 14)—Ozark Television Corp. Fall of 1953.
 KFEQ-TV, St. Joseph (Ch. 2)—KFEQ Inc. (KFEQ). Rep: Headley-Reed. September, 1953.
 †KETC, St. Louis (Ch. 9)—St. Louis Educational Television Commission. "Perhaps late Fall, 1953."
 KSTM-TV, St. Louis (Ch. 36)—Broadcast House Inc. (KSTL). Rep: H-R Television Inc. September, 1953.
 WIL-TV, St. Louis (Ch. 42)—Missouri Bcstg. Corp. (WIL). Rep: Adam Young.
 KDRO-TV, Sedalia (Ch. 6)—Milton J. Hinlein (KDRO). Rep: Forjoe. December, 1953, or earlier.
 KYTV, Springfield (Ch. 3)—Springfield Television Inc. (KGBX). Rep: Hollingbery. September, 1953.

MONTANA

KOOK-TV, Billings (Ch. 2)—The Montana Network (KOOK). Rep: Hollingbery. September, 1953.
 KRHT, Billings (Ch. 8)—Rudman-Hayutin Television Co.
 KFBB-TV, Great Falls (Ch. 5)—Buttrety Broadcast Inc. (KFBB). Rep: Weed. December, 1953.
 KMON-TV, Great Falls (Ch. 3)—Montana Farmer Inc. (KMON).
 KGVO-TV, Missoula (Ch. 13)—Mosby's Inc. (KGVO). Rep: Gill-Perna. June, 1954.

NEBRASKA

KHOL-TV, Kearney-Holdridge (Ch. 13)—BI-States Co. November, 1953.

NEVADA

KZTV, Reno (Ch. 8)—Nevada Radio-Television Corp. (KWRN). Rep: Pearson. September, 1953.

NEW HAMPSHIRE

WKNE-TV, Keene (Ch. 45)—WKNE Corp. (WKNE). Rep: Meeker. January, 1954.
 WMUR-TV, Manchester (Ch. 9)—Radio Voice of New Hampshire Inc. (WMUR).

NEW JERSEY

WRTV, Asbury Park (Ch. 58)—Atlantic Video Corp. December, 1953.
 WOCN, Atlantic City (Ch. 52)—Matta Enterprises.
 WDHN, New Brunswick (Ch. 47)—Home News Publishing Co.
 †WTLV, New Brunswick (Ch. 19)—Dept. of Education, State of N. J.
 WTTM-TV, Trenton (Ch. 41)—People's Bcstg. Corp. (WTTM).

NEW MEXICO

KGGM-TV, Albuquerque (Ch. 13)—New Mexico Bcstg. Co. Inc. (KGGM). Rep: Weed. September, 1953.
 KOAT-TV, Albuquerque (Ch. 7)—Aivarado Bcstg. Co. Inc. (KOAT). Rep: Hollingbery. September, 1953.
 KNEH, Clovis (Ch. 12)—Telepolltan Bcstg. Co.
 KTVK, Santa Fe (Ch. 2)—Greer & Greer.

NEW YORK

WPTR-TV, Albany (Ch. 23)—Patron Bcstg. Co. Inc. (WPTR).
 WROW-TV, Albany (Ch. 41)—Hudson Valley Bcstg. Co. Inc. (WROW). Rep: Bolling.

WECT, Elmira (Ch. 18)—El-Cor Television Inc. Rep: Everett-McKinney. September, 1953.

WHCU-TV, Ithaca (Ch. 20)—Cornell University (WHCU). [Commercial channel.] November, 1953.

WJTN-TV, Jamestown (Ch. 58)—James Bcstg. Co. Inc. (WJTN).
WKNY-TV, Kingston (Ch. 66)—Kingston Bcstg. Corp. (WKNY). Rep: Meeker. Fall of 1953.

WEOK-TV, Poughkeepsie (Ch. 21) — Mid-Hudson Bcstrs. Inc. (WEOK). Rep: Everett-McKinney. Latter 1953. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension from Sept. 2 to Nov. 26, 1953.]

WCBF-TV, Rochester (Ch. 15)—Star Bcstg. Co. Inc. (WGVA).

WHEC-TV, Rochester (Ch. 10)—WHEC Inc. (WHEC); will share time with WVET-TV. Rep: Everett-McKinney. November, 1953.

WVET-TV, Rochester (Ch. 10)—Veterans Bcstg. Co. Inc. (WVET); will share time with WHEC-TV. Rep: Bolling. November, 1953.

WRNY-TV, Rochester (Ch. 27)—Genesee Valley Television Corp. WTRI, Schenectady (Ch. 35)—Van Curler Bcstg. Corp. January-June, 1954.

WFRB, Utica (Ch. 19)—Richard H. Balch. About July, 1954.

WWNY-TV, Watertown (Ch. 48)—Brockway Co. (WWNY). Rep: Weed. November, 1953.

†WTVZ, Albany (Ch. 17)—University of the State of New York.

†WQTV, Binghamton (Ch. 46)—University of the State of N. Y.

†WTVF, Buffalo (Ch. 23)—University of the State of New York.

†WIET, Ithaca (Ch. 14)—University of the State of New York.

†WGTV, New York (Ch. 25)—University of the State of New York.

†WROH, Rochester (Ch. 21)—University of the State of New York.

†WHTV, Syracuse (Ch. 43)—University of the State of New York.

Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. [See *Television Digest*, Vol. 9:9.]

NORTH CAROLINA

WAYS-TV, Charlotte (Ch. 36)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS). Rep: Bolling. Fall of 1953.

WCIG-TV, Durham (Ch. 46)—T. E. Allen & Sons Inc. Rep: H-R Television Inc.

WCOG-TV, Greensboro (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. (WCOG). Rep: Bolling. October, 1953.

WNCT, Greenville (Ch. 9)—Carolina Bcstg. System Inc. (WGTC). Rep: Pearson. October, 1953.

WHKP-TV, Hendersonville (Ch. 27)—Radio Hendersonville Inc. (WHKP). Early 1954.

WPAQ-TV, Mt. Airy (Ch. 55)—Ralph D. Epperson (WPAQ). Rep: Thomas F. Clark Co. Fall of 1953.

WMFD-TV, Wilmington (Ch. 6)—WMFD-TV Inc. (WMFD). Spring of 1954.

WSJS-TV, Winston-Salem (Ch. 12)—Triangle Bcstg. Corp. (WSJS). Rep: Headley-Reed. September, 1953.

WTOB-TV, Winston-Salem (Ch. 26)—Winston-Salem Bcstg. Co. (WTOB). Rep: H-R Television Inc. September, 1953.

NORTH DAKOTA

KFYR-TV, Bismarck (Ch. 5)—Meyer Bcstg. Co. (KFYR). October, 1953.

KXJB-TV, Valley City (Ch. 4)—North Dakota Bcstg. Co. (KSJB, Jamestown). Rep: Weed. Early 1954.

OHIO

WCIN-TV, Cincinnati (Ch. 54)—Rounsaville-&-Clark Television Co. Rep: ForJoe. January, 1954.

WERE-TV, Cleveland (Ch. 65)—Cleveland Bcstg. Inc. (WERE). Rep: Taylor.

†WOSU-TV, Columbus (Ch. 34)—Ohio State University (WOSU)

WIFE, Dayton (Ch. 22)—Skyland Bcstg. Corp. (WONE). Rep: Headley-Reed. September, 1953.

WIMA-TV, Lima (Ch. 35)—Northwestern Ohio Bcstg. Corp. (WIMA). Rep: Weed. January, 1954.

WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Rep: Petry. October, 1953.

WSTV-TV, Steubenville (Ch. 9)—WSTV Inc. (WSTV).

WUTV, Youngstown (Ch. 21)—Polan Industries. Rep: Petry. October, 1953.

OKLAHOMA

KMIV, Miami (Ch. 58)—Miami Television Co.

KMPT, Oklahoma City (Ch. 19)—KLPR Television Inc. (KLPR). Rep: Bolling. September, 1953.

KTVQ, Oklahoma City (Ch. 25)—Republic Television & Radio Co. (KWCO, Chickasha). Rep: H-R Television Inc. October, 1953.

KWTV, Oklahoma City (Ch. 9)—Oklahoma Television Corp. Rep: Avery-Knodel. April-May, 1954.

KCEB, Tulsa (Ch. 23)—Elfred Beck. Rep: Bolling. October, 1953.

OREGON

KTVF, Eugene-Springfield (Ch. 20)—W. Gordon Allen.

....., Eugene (Ch. 13)—Eugene Television Inc.

KOIN-TV, Portland (Ch. 6)—Mt. Hood Radio & Television Bcstg. Corp. (KOIN). Rep: Avery-Knodel. September, 1953.

KPIC, Salem (Ch. 24)—Lawrence A. Harvey. October, 1953.

PENNSYLVANIA

WFMZ-TV, Allentown (Ch. 67)—Penn-Allen Bcstg. Co. (WFMZ).

WQCY, Allentown (Ch. 39)—Queen City Television Co. Inc.

WCMB-TV, Harrisburg (Ch. 27)—Rossmoyne Corp. (WCMB, Lemoyne). Rep: Donald Cooke. December, 1953.

WAZL-TV, Hazleton (Ch. 63)—Hazleton Television Corp. (WAZL). Rep: Meeker.

WARD-TV, Johnstown (Ch. 56) — Rivoli Realty Co. (WARD). Rep: Weed. Fall of 1953.

WWLA, Lancaster (Ch. 21)—Harold C. Burke. Fall of 1953.

WLBR-TV, Lebanon (Ch. 15)—Lebanon Television Corp. (WLBR). October, 1953.

WMRF-TV, Lewistown (Ch. 38)—Lewistown Bcstg. Co. (WMRF). Rep: Burn-Smith.

WIP-TV, Philadelphia (Ch. 29)—Pennsylvania Bcstg. Co. (WIP). [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension from July 29 to Dec. 26, 1953.]

†WQED, Pittsburgh (Ch. 13)—Metropolitan Pittsburgh Educational Television Station.

WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Rep: Headley-Reed. [Transfer of ownership pending; *Television Digest*, Vol. 9:30.]

WARM-TV, Scranton (Ch. 16)—Union Bcstg. Co. (WARM). Rep: Hollingbery. Fall of 1953.

WRAC-TV, Williamsport (Ch. 36)—WRAC Inc. (WRAC). Rep: Everett-McKinney. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension to Jan. 12, 1954.]

WNOW-TV, York (Ch. 49)—Helm Coal Co. (WNOW). Rep: Hollingbery. October, 1953.

RHODE ISLAND

WNET, Providence (Ch. 16)—Channel 16 of Rhode Island Inc.

WPRO-TV, Providence (Ch. 12) — Cherry & Webb Bcstg. Co. (WPRO). Rep: Blair. Before end of 1953.

SOUTH CAROLINA

WACA-TV, Camden (Ch. 14) — Camden Bcstg. Corp. (WACA). January 1954.

WIS-TV, Columbia (Ch. 10)—WIS-TV Corp. (WIS). Rep: Free & Peters. October, 1953.

....., Greenville (Ch. 4)—Carolina Television Inc. Rep: Weed. December, 1953.

WCRS-TV, Greenwood (Ch. 21)—Grenco Inc. (WCRS).

WSCV, Spartanburg (Ch. 17)—Sterling Telecasting Co. (WBCU, Union, S. C.).

TENNESSEE

WOUC, Chattanooga (Ch. 49)—Chattanooga T-V Inc. (WMFS). Rep: Pearson.

WTVT, Chattanooga (Ch. 43)—Tom Potter.

WJHL-TV, Johnson City (Ch. 11)—WJHL Inc. (WJHL). Rep: Pearson. October, 1953.

WROL-TV, Knoxville (Ch. 6) — Mountcastle Bcstg. Co. Inc. (WROL). September-October, 1953.

WTSK, Knoxville (Ch. 26)—Television Services of Knoxville Rep: Pearson. October, 1953.

WHBQ-TV, Memphis (Ch. 13)—Harding College (WHBQ). Rep: Blair. September, 1953.

WLAC-TV, Nashville (Ch. 5, allocated to Old Hickory)—Life & Casualty Insurance Co. of Tennessee (WLAC).

WSIX-TV, Nashville (Ch. 8)—WSIX Bcstg. Co. (WSIX). Rep: Hollingbery. Before end of 1953.

TEXAS

KHMT, Beaumont (Ch. 31)—Television Beatra Inc. September, 1953

KDTX, Dallas (Ch. 23)—UHF Television Co.

KLIF-TV, Dallas (Ch. 20)—Trinity Bcstg. Corp. (KLIF). Rep: H-R Television Inc.

KEPO-TV, El Paso (Ch. 13)—KEPO Inc. (KEPO). Rep: Avery-Knodel

KTCO, Fort Worth (Ch. 20)—Tarrant County Television Co

KTVR, Galveston (Ch. 41)—Rudman Television Co. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]

KGHS-TV, Harlingen (Ch. 41)—Harbenito Bcstg. Co. Inc. (KGB). Rep: Pearson. September, 1953.

KNUZ-TV, Houston (Ch. 39)—KNUZ Television Co. (KNUZ). Rep: ForJoe. Fall of 1953.

KTVP, Houston (Ch. 23)—UHF Television Co.

TEXAS—(Continued)

KXYZ-TV, Houston (Ch. 29)—Shamrock Bcstg. Co. (KXYZ). Rep: Free & Peters.
 KTVE, Longview (Ch. 32)—East Texas Television Co. Rep: Forjoe. September, 1953.
 KFYO-TV, Lubbock (Ch. 5)—Plains Radio Bcstg. Co. (KFYO). Rep: Taylor.
 KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE). Rep: Taylor.
 KMSL, Marshall (Ch. 16)—Marshall Television Corp.
 KMID-TV, Midland (Ch. 2)—Midessa Television Co.
 KALA, San Antonio (Ch. 35)—Alamo Television Co.
 KSHM, Sherman (Ch. 46)—Sherman Television Co.
 KPAR-TV, Sweetwater (Ch. 12) — Texas Telecasting Inc. Rep: Avery-Knodel.
 KCEN-TV, Temple (Ch. 6)—Bell Publishing Co. (KTEM). Rep: Hollingbery. October 1953.
 KNAL-TV, Victoria (Ch. 19) — KNAL Television Co. (KNAL). Spring of 1954.
 KANG-TV, Waco (Ch. 34)—Central Texas Television Co. Rep: H-R Television Inc. October, 1953.
 KRGV-TV, Weslaco (Ch. 5)—KRGV Television Inc. (KRGV). Rep: Taylor. November, 1953.

UTAH

KUTV, Salt Lake City (Ch. 2)—Utah Bcstg. & Television Corp. Rep: Hollingbery. Spring of 1954.

VIRGINIA

WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV). Rep: Walker.
 WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM). Rep: Hollingbery. October, 1953.
 WSWA-TV, Harrisonburg (Ch. 3)—Shenandoah Valley Bcstg. Corp. (WSVA). Rep: Devney & Co. September, 1953.
 WMEV-TV, Marion (Ch. 50) — Mountain Empire Bcstg. Corp. (WMEV). Rep: Donald Cooke.
 WACH, Newport News (Ch. 33)—Eastern Bcstg. Corp. (WHYU). Rep: Avery-Knodel. September, 1953.
 WTOV-TV, Norfolk (Ch. 27) — Commonwealth Bcstg. Corp. (WLOW)

WASHINGTON

KOMO-TV, Seattle (Ch. 4)—Fisher's Blend Station Inc. (KOMO). Rep: Hollingbery. November, 1953.
 KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT). Rep: Branham. October, 1953.

WEST VIRGINIA

WBXY, Beckley (Ch. 21)—Appalachian Television Corp.
 WKNA-TV, Charleston (Ch. 49)—Joe L. Smith Jr. Inc. (WKNA). Rep: Weed. September, 1953.
 WJPB-TV, Fairmont (Ch. 35)—Fairmont Bcstg. Co. (WVWV). Rep: Headley-Reed. January, 1954.
 WTAP, Parkersburg (Ch. 15)—West Virginia Enterprises Inc. Rep: Forjoe. September, 1953.
 WLTV, Wheeling (Ch. 51)—Polan Industries. Rep: Petry. October-November, 1953.
 WTRF-TV, Wheeling (Ch. 7)—Tri-City Bcstg. Co. (WTRF, Bellaire, O.) Rep: Hollingbery. October, 1953.

WISCONSIN

WRBJ, Beloit (Ch. 57)—Beloit Bcstg. Co. (WGEZ). Rep: George W. Clark Inc.
 WEAU-TV, Eau Claire (Ch. 13)—Central Bcstg. Co. (WEAU). Rep: Hollingbery. October-November, 1953.
 WMIL-TV, Milwaukee (Ch. 31)—Cream City Bcstg. Co., Inc. (WMIL). December, 1953.
 WOKY-TV, Milwaukee (Ch. 19)—Bartell Bcstrs. Inc. (WOKY). Rep: H-R Television Inc. September-October, 1953.
 WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-Menasha Bcstg. (WNAM). Rep: George W. Clark Inc. September, 1953.

WYOMING

KSPR-TV, Casper (Ch. 2)—Donald Lewis Hathaway (KSPR).
 KFBC-TV, Cheyenne (Ch. 5)—Frontier Bcstg. Co. (KFBC). Rep: McGillvra. December, 1953.

TERRITORIES

KFIA, Anchorage, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Art Moore & Son, Seattle. November, 1953.
 KTVA, Anchorage, Alaska (Ch. 11)—Northern Television Inc. December, 1953.
 KFIF, Fairbanks, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Art Moore & Son, Seattle. January, 1954.
 KABS, Honolulu, Hawaii (Ch. 4)—American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia.). Rep: Adam Young. [Formerly KULA-TV.]
 WAPA-TV, San Juan, P. R. (Ch. 4)—Jose Ramon Quinones (WAPA).
 WKAQ-TV, San Juan, P. R. (Ch. 2)—El Mundo Bcstg. Corp. (WKAQ). Rep: Inter-America Publications Inc. January, 1954.

NEW CANADIAN STATIONS AUTHORIZED

CBHT, Halifax, N. S. (Ch. 3)—Canadian Broadcasting Corp. (CBH).
 CHCH-TV, Hamilton, Ont. (Ch. 13)—Niagara Television Ltd. (CKOC, CHML, CJSH-FM). Rep: All Canada Television. December, 1953.
 CFPL-TV, London, Ont. (Ch. 10)—London Free Press Printing Co. Ltd. (CFPL). Rep: Weed (for U. S.) & All Canada Television. November, 1953.
 CFCM-TV, Quebec City, Que. (Ch. 4)—Television de Quebec Limitee (CHRC, CJQC, CKCV). Rep: Joseph Hardy & Co.
 CKCK-TV, Regina, Sask. (Ch. 2)—Trans-Canada Communications Ltd. (CKCK). Rep: All Canada Television.
 CJBR-TV, Rimouski, Que. (Ch. 3)—Lower St. Lawrence Radio Inc. (CJBR). Rep: H. N. Stovin & Co.
 CHSJ-TV, Saint John, N. B. (Ch. 4)—New Brunswick Bcstg. Co. Ltd. (CHSJ). Rep: All Canada Television.
 CKSO-TV, Sudbury, Ont. (Ch. 5)—CKSO Radio Ltd. (CKSO). Rep: Weed (for U. S.) & All Canada Television. September, 1953.
 CJCB-TV, Sydney, N. S. (Ch. 4)—Cape Breton Bcstrs. Ltd. (CJCB). Rep: All Canada Television.
 CBUT, Vancouver, B. C. (Ch. 2)—Canadian Broadcasting Corp. (CBU). November, 1953.
 CKLW-TV, Windsor, Ont. (Ch. 9)—Western Ontario Bcstg. Co. Ltd. (CKLW). Rep: Adam Young (for U. S.) & All Canada Television.
 CBWT, Winnipeg, Man. (Ch. 4)—Canadian Broadcasting Corp. (CBW).

CONSTRUCTION PERMITS RELINQUISHED

(Cancelled at Request of Grantee)

WTVS, Gadsden, Ala. (Ch. 21)—Jacob A. Newborn Jr. Dropped May 26, 1953.
 KCNA-TV, Tucson, Ariz. (Ch. 9)—Catalina Bcstg. Co. Dropped Sept. 2, 1953.
 KF XD-TV, Nampa, Ida. (Ch. 6)—See notation in CPs Outstanding.
 WKMI-TV, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped Aug. 12, 1953.
 KBFM, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped Sept. 11, 1953.
 KN DK, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped Sept. 11, 1953.
 WLEC-TV, Sandusky, O. (Ch. 42)—Lake Erie Bcstg. Co. Dropped Aug. 25, 1953.
 WHHH-TV, Warren, O. (Ch. 67)—Warren Tribune Radio Station Inc. Dropped July 10, 1953.
 KCTV, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped June 4, 1953.
 KTVA, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.
 KRIO-TV, McAllen, Tex. (Ch. 20)—Texas State Network Inc. Dropped June 19, 1953.
 KMID-TV, Midland, Tex. (Ch. 2)—Permian Basin Television Co. Dropped May 6, 1953. [Channel and call letters reassigned to Midessa Television Co.]
 KGKL-TV, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March 27, 1953.
 KTVW, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped July 28, 1953.
 WWOD-TV, Lynchburg, Va. (Ch. 16)—Old Dominion Bcstg. Corp. Dropped July 10, 1953.
 WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. [Note: This station began operating Feb. 15, 1953, but quit the air permanently July 18; for details, see *Television Digest*, Vol. 9:29.]

NOTES

Trade Personals: Walter H. Hawk, ex-director of electronic production engineering and ex-chief engineer of rectifier & intelin div., appointed mgr. of TV operations of Federal Telecommunication Labs (IT&T) in charge of production and development of vhf-uhf telecasting & studio equipment . . . John F. Gilligan, Philco, reappointed chairman of RETMA public relations & adv. committee by Robt. S. Alexander, set div. chairman; Ellis L. Redden, Motorola, reappointed vice chairman, advertising; Stanley H. Manson, Stromberg-Carlson, vice chairman, public relations . . . A. M. Fisher, ex-Chicago district mgr., named Westinghouse mid-America regional mgr., succeeding late Fred T. Whiting . . . Henry B. Vidal, Buffalo branch mgr., appointed mgr. of new N. Y. State sales district set up by Westinghouse, with headquarters in Buffalo and branch in Syracuse . . . Charles McKinney, ex-adv. mgr., named to new position of distribution & merchandising mgr., Raytheon . . . Donald L. Clark promoted to mgr. of marketing research, GE TV-radio dept. under E. F. Peterson, marketing mgr. . . . W. O. Spink promoted to asst. equipment sales mgr., Sylvania electronics product sales dept., New York . . . Gilbert Sherman, ex-Hughes Aircraft electronics engineer, named Pacific Coast electronic sales rep, Westinghouse, succeeding Robert F. Roberts, now mgr. of tube equipment sales, Elmira, N. Y. . . . Albert E. Hylas, ex-DuMont, joins Industrial Television Inc. as chief development engineer; Walter V. Tyminski, also ex-DuMont, joins ITI as commercial product design engineer . . . Irwin Perton, ex-Fuller & Smith & Ross, named Emerson Radio art director . . . Manny Silver, ex-Horn & Cox Distributors, named national sales mgr., Pacific Mercury . . . J. C. Van Arsdell named asst. gen. mgr., electronics div., Erie Resistor Corp.; Philip B. Ehrman named supt., Horace S. Herrick named mgr. of quality control . . . Fred T. Schick, ex-DuMont & Emerson, named chief mechanical engineer of CBS-Columbia . . . Clifford J. Wood, ex-Hallicrafters, named mgr. of Capehart-Farnsworth research dept., succeeding J. H. Riddel, recently promoted to asst. v.p. of commercial products div.

Distributor Notes: Hoffman Radio appoints Mytelka & Rose Inc., Newark, for all New Jersey . . . DuMont promotes sales mgr. Philip P. Geth to mgr. of N. Y. factory distributorship, succeeding Sam Brechner, resigned . . . Emerson appoints Public Distributing Co., Denver (Melvin M. Zelinger, owner) . . . Graybar appoints J. M. Ferguson mgr. of Davenport, Ia. branch, succeeding E. L. Johnson, retiring . . . Satterlee & Blue Columbian Electrical Co., Kansas City (Zenith) appoints Harold L. Kittinger sales mgr. . . . Philco Distributors Inc., Chicago, names George Hickman TV-radio sales mgr. . . . Capehart-Farnsworth appoints Baltimore Wholesalers Co., Baltimore . . . CBS-Columbia names Cannon Distributing Co., Charleston, S. C. (Norman L. Cannon, pres.).

"Sales counselors to their dealers instead of mere salesmen"—that's role of sales management today, in opinion of Motorola sales v.p. Edward R. Taylor, addressing Atlanta Sales Executive Club Sept. 10. Motorola's recent workshop conferences, reaching 600 distributor sales personnel in series of 3-day workshops in 12 key cities, were cited as example of salesmen's eagerness to learn selling techniques. "As the fat is skimmed from the national economy and a more durable kind of stability is built into marketing practices through sales training and education," he said, "salesmen are willing to sacrifice much of the razzle-dazzle such as elephants, magicians and showgirls in sales meetings in exchange for more tips on how to sell, comparisons with competitive products and market data.

Western Merchandise Mart's next winter market in San Francisco has been set for Feb. 8-12.

Electronics Reports: "After many false starts, excursions and alarms, the transistor has reached the threshold of maturity." Laying facts on the line and summing up disappointments in development of the transistor, Philco TV-radio-appliance research dir. Donald G. Fink told recent Western Electronics Conference in San Francisco that after 5 years of development, only 2 of the transistors' anticipated commercial applications are realities today—its use in telephone exchanges and in hearing aids.

Many of the transistor's "great expectations" have failed to materialize so far, he pointed out. Principal among these has been the expectation of unlimited life. "Sufficient time has now passed to show that long life is not a natural attribute of transistors as we now know how to build them." Breakdowns in transistors are caused by moisture, mechanical breakage in wires due to no explainable cause, spontaneous appearance of defects in the germanium. These limitations to useful life "occupy the attention of nearly every research worker in the field," he said.

"But the expectation of long, possibly unlimited, life is still with us, with more justification. We know much more about the causes of early failure in transistors than we did 2 years ago. [In] another 5 years we should have this problem behind us."

Of the other "great expectations" of 5 years ago, only one has been realized: The transistor is far more efficient than the electron tube as an amplifier of weak signals. But "in every other department, the vacuum tube is still in full control of the situation." Commercial transistors today can't compete with tubes in sensitivity, frequency range, power, operation at high temperatures.

Disappointing as first commercial transistors have been, developments in the laboratory now clearly indicate many of the obstacles will be surmounted. Fink cites marked improvements in power and frequency range—one unit has output power of 2 watts at 30 mc—reported by Penn State. Lower power units have oscillated as high as 425 mc, and "great strides have been made in the matter of noise." But really high-power, high-temperature operation "awaits the development of a non-germanium transistor, probably one made of silicon," now in sight after many disappointments. And one of biggest problems is devising automatic machinery to mass-produce reliable transistors at moderate price.

As to the future: "We must remember that there are in the homes of America today 25,000,000 TV receivers, virtually all of which contain RF & IF amplifier tubes which were known to be completely impossible to build in 1940. With this record behind us, we can confidently predict that the transistor, 1958 version, will be no glamor boy. It will, very probably, be a workhorse full worthy of the stable so long and nobly occupied by the electron tube."

TV receiver boom in Tokyo is anticipated as result of debut of first commercial station JOAX-TV, which began programming Aug. 28. It's owned by Japan's 3 most powerful newspapers and 60 Japanese businessmen. RCA-equipped, it's Tokyo's second station, first being JOAK-TV, non-commercial outlets owned by semi-governmental Broadcasting Corp. of Japan (NHK), which also has outlets in Osaka and Nagoya. New station has 10-kw transmitter, as opposed to JOAK-TV's 500 watts. Federal's foreign TV chief, Jimmy Valentine, now in Tokyo, writes: "There is a wide selection of TV sets in stores, from 7 to 27-in. Sets are mainly U. S. make [modified for 100-volts 50 or 60-cycle house current], although local production is increasing rapidly. Realistic sets-in-use figures are: Tokyo 5000, Osaka 1500, Nagoya 400." Hayakawa Electric Co., one of Japan's leading TV manufacturers has line ranging from 14-in. at \$400 to 21-in. at \$750. Prices have decreased rapidly with improved production methods.

Telecasting Notes: Of the 20 top advertisers—in magazines, newspaper sections, network radio, network TV—PIB lists only one (Miles Laboratories) as not using network TV during first 6 months of this year; all used network radio. [Note: Miles Labs uses lots of TV spots, however] . . . Of the 100 top, only 19 were not network TV users, 25 were not network radio users during same period . . . Top 10 and their total and network TV expenditures (TV figure in parentheses): Procter & Gamble, \$19,461,840 (\$7,606,096); General Motors, \$15,016,396 (\$2,807,980); Colgate-Palmolive-Peet, \$13,300,790 (\$5,247,655); General Foods, \$12,088,016 (\$3,238,088); Lever Bros., \$9,111,352 (\$2,773,632); R. J. Reynolds Tobacco Co., \$8,192,411 (\$4,366,647); American Tobacco Co., \$7,912,946 (\$3,450,162); General Mills, \$7,378,787 (\$2,610,616); General Electric, \$7,105,774 (\$2,080,406); Ford Motor Co., \$6,677,641 (\$2,107,256) . . . Procter & Gamble expenditures on network radio (\$7,416,638) make it biggest sponsor in that medium, as it is in TV, with General Foods No. 2 (\$3,713,504), Miles Labs No. 3 (\$3,590,989), Sterling Drug No. 4 (\$3,245,464) . . . TV blackout in Kansas City, when its WDAF-TV was struck for 4 weeks in May-June (Vol. 9:22-24), boomed drive-in movies and stimulated family life—but when it was all over, people were mighty glad to welcome TV back into their homes, writes *Kansas City Star's* Bill Vaughan in Aug. 28 *TV Guide* . . . School of Journalism of U of Houston, operating own educational KUHT (Ch. 8) offering course in TV film reporting, taught by KPRC-TV's Bob Gray . . . George Jessel elected v.p. in charge of product promotion for B.B. Pen Co., Los Angeles, sponsor of his new ABC-TV show . . . P. G. Wodehouse's *Jeeves* stories to be adapted to TV, Rockhill Productions having obtained exclusive rights . . . WABD, DuMont N. Y. key, on Sept. 14 opens program day at 11 a.m. instead of 12:15 p.m., and from Oct. 5 will start at 10 a.m. . . . New rate of \$4800 an hour for Class A time, up from \$4500, goes into effect on WCBS-TV, N. Y. as of Sept. 15; Class A 1-min. film or 20-sec. sound spots are \$1075, with 10-sec. shared IDs \$550 & \$425 . . . WPTZ, Philadelphia, has published new Class AA rate of \$2000 an hour, effective Oct. 1, and on Sept. 14 moves up start of program day to 6:45 a.m. for Mon.-thru-Fri. 15-min. *Home, Garden & Farm* show . . . KTBC-TV, Austin, Tex., which began last Nov., owned by wife of Sen. Johnson (D-Tex.), publishes first rate increase—base rate going up Oct. 1 from \$250 to \$300 . . . WABT are new call letters of *Birmingham News's* WAFM-TV.

They like to eat, too: Prominent TV-radio attorney Horace L. Lohnes elected pres. of Madrillon Co. Inc., operator of big Madrillon restaurant in downtown Washington Bldg. Consulting engineer E. C. Page and partner Joe Waldschmitt buy control of La Salle du Bois, a favorite restaurant in Connecticut Ave. area. And publisher Sol Taishoff, *Broadcasting*, is now landlord — and reportedly part owner—of exclusive Colony Restaurant in building on DeSales St., opposite Mayflower Hotel, into which his operation will soon move.

BBC went in the red \$2,126,900 last year, and will be bankrupt by 1955 at the rate it's going, board of governors of Britain's govt.-owned broadcasting monopoly warned Sept. 8. Supported by license fees paid by set owners, BBC said additional income from increase in licenses was more than offset by Govt.'s decision last year to withhold 15% of license fees. Previously, Govt. kept 5%. The 1951-52 income from licenses totaled \$34,348,683, but shrank in 1952-53 to \$32,745,532 because of bigger treasury bite.

Annual stag outing and barbecue of Federal Communications Bar Assn. will be held on Horace Lohnes' farm near Vienna, Va., Sat., Oct. 17.

VIEWING HABITS have matured into stabilized pattern in New Brunswick, N. J.—the "Videotown" of Cunningham & Walsh's continuing survey—and presumably in other multiple-station markets. Agency's sixth annual survey (Vol. 5:28, 6:26, 7:35, 8:30) of sample TV community 40 mi. from New York shows evening viewing has leveled off at what is probably its peak, but daytime viewing is still in development stage. More than 90% of sets are used every weekday evening—as compared with 86% last year—but sets are now tuned in average of 4¼ hours as against 4½ hours last year. Morning viewing increased from 1% of TV homes in 1952 to 8% this year, while afternoon viewing is unchanged at 14%.

Movie-going and magazine reading by TV families remains same as last year. Newspaper reading, which never was affected by TV, is higher than year ago. Morning radio listening increased this year as it did in 1952. On average weekday morning, 42% of women listen to radio—boost of 27% over last year. Afternoon listening showed slight decline and evening listening remained same.

During year, set ownership increased from 62% to 71% of families. Set sales continued to drop off, following 2-year downward pattern, with 20% decline anticipated for 1953. Sales this year should be equally divided between new sets and replacements, survey predicts, compared with 2 new sets to 1 replacement in 1952 and 5 to 1 in 1951.

While replacement sales doubled last year, they still amounted to only 21% of total sets sold. "Second set" market appears negligible so far. When people do buy second set, the purchase is actually replacement for smaller screen set; the owner generally just "hangs on" to old set. Only 4½% of TV homes have 2 sets.

High-cost-of-maintenance myth appears to be exploded by latest survey. Some 19% of owners have never had their sets repaired; of sets purchased before 1951, there are still 4% which have never been repaired. Average annual TV repair bill is \$11, except for those few who have had to replace picture tube.

Alarmed by complaints of "excessive commercialism" on TV, NARTB's code review board Sept. 10 ordered concentrated 3-month study of programming, hinted special session may be necessary to cope with problem. In most strongly worded announcement since code went into effect 18 months ago, board headed by John Fetzer (WKZO-TV, Kalamazoo) said probe would pay particular attention to evidence of "excessive interruption of programs for advertising announcements; excessive length of commercial messages, 'bait' advertising, excessive 'billboarding' or 'background' display advertising on TV, and multiple spotting between programs." Edward H. Bronson, director of TV code affairs, was directed to conduct 3-month review and report at Jan. board meeting—unless special session is held before then. Fetzer explained board "believes that greater attention should be given to commercial practices, and it is supported in this viewpoint by various complaints it has received not only from the general public but from some broadcasters themselves, and from other interested parties." At next meeting, he added, board will "determine whether or not it should take formal action toward eliminating [excessive commercial] practices in specific areas." He said he didn't believe any charges would have to be filed, since telecasters have already demonstrated their determination to conform voluntarily to "acceptable ethical practices."

Practical guide to technical operation of TV station is newly published *Principles & Practices of Telecasting Operations* by Harold E. Ennis, staff engineer, WIRE, Indianapolis, and TV-radio instructor, Butler U (Howard W. Sams & Co., Indianapolis, 596 pp., \$7.95).

Television Digest

with **ELECTRONICS REPORTS**

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September 19, 1953

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FCC ASKS FACTS IN UHF-NETWORK PROBE: FCC has decided to take a closer look at post-freeze TV economics -- particularly as it affects uhf and network-station relations -- culminating weeks of study at both staff and Commission level (Vol. 9:31,33-35).

Unanimously, Commission voted to fire out 3 sets of fact-finding letters -- to networks, post-freeze stations and equipment manufacturers. Letters to networks and RETMA were sent Sept. 18, same day as FCC decision. Station letters will go out Sept. 21 or 22, after necessary Budget Bureau approval. Replies are due Oct. 15.

Complaints by uhf grantees about networks' affiliation policies have aroused deep concern at FCC -- some CP-holders even demanding Congressional investigation or Federal regulation of networks. Commission's study showed basic uhf problem isn't merely to get network affiliation -- most uhf stations having connections with one or more networks, at least on paper. And they found problems of set circulation and conversion intertwined with most uhf troubles.

These questions arose in course of study: What is a network affiliation? How much are stations actually paid for network programs? Are so-called "affiliates" getting any significant number of network shows?

Letter to networks seeks answers to these questions -- and requests each to supply list of all its post-freeze affiliates.

Letter to stations goes to all post-freeze outlets, uhf and vhf. It asks for month-by-month financial statement -- revenues, expenses, profit or loss -- from the day they went on air. Stations are also asked to comment on any technical problems they've encountered, whether transmitters are working okay, etc.

Letter to RETMA seeks figures on production of uhf transmitters and receivers to date, and asks about prospects for higher powered uhf transmitters, as well as report on functioning of existing uhf equipment.

ONE NEW STATION A DAY SINCE AUG. 1: Six more starting test patterns this week -- 5 in new TV cities, 2 of them state capitals -- brought total TV stations on the air at week's end to 258, of which 178 are vhf, 80 uhf. More are coming along, and fast -- our predicted one-a-day prospect (Vol. 9:36) still holding. Nearly 90 CP holders are still listed in our files as promising to start in Sept., Oct., or "this fall".

Since freeze was lifted in mid-July 1952, exactly 150 stations have gone on the air (not counting 2 that quit) and 133 of them started since last Jan. 1. Since Aug. 1 (49 days to this writing) there have been exactly 49 starters. This week's:

WTOB-TV, Winston-Salem, N.C. (Ch. 26) began test patterns Sept. 18 and first reports indicate "excellent snow-free pictures 50 miles," according to mgr. John G. Johnson. It's first station in city, heretofore dependent for TV service on Greensboro, about 30 mi. away, and Charlotte, about 75 mi. Station for months has been

conducting intensive uhf conversion campaign with strong dealer-distributor support. Equipment is RCA, with 547-ft. tower. James W. Coan is pres. of licensee company, also TV applicant for Richmond. Tracy Lounsbury is production mgr., Hassell Bailey chief engineer. Networks are ABC & DuMont. Base rate is \$200, rep H-R Television.

WREX-TV, Rockford, Ill. (Ch. 13), where uhf WTVO (Ch. 39) began operating last April 29, turned on the juice night of Sept. 18, immediately on receipt of STA from FCC, using 5-kw DuMont transmitter, 600-ft. Stainless tower, 12-bay RCA antenna. Pres. is Louis E. Caster, head of several big Illinois baking companies and past pres. of American Institute of Baking, who selected call letters in memory of son Rex, killed in action during World War II. Licensee company includes more than 30 stockholders, mostly local citizens, with Rockford Star & Register-Republic owners (WROK) to hold 10% by virtue of withdrawal of an application and theatreman Rolando Frederick Gran owning 22.4%. Mgr. is Soren Munkhof, ex-WOW-TV, Omaha, with Elden Anspach as program director and Howard Elliott as chief engineer. Networks will be CBS & ABC. Base rate is \$300. H-R Television is rep.

WICS, Springfield, Ill. (Ch. 20), further opening up central Illinois to uhf, got first test pattern on air at noon Sept. 17, plans to go commercial about Oct. 1 with service from all 4 networks. In nearby Decatur, about 35 mi., WTVP (Ch. 17) began operating only 6 weeks ago (Vol. 9:32). WICS is second uhf outlet to start in group launched by Telenews theatremen Herbert Scheftel & Alfred Burger (other being Duluth's WFTV, others planned being KETV, Little Rock, and KCTV, Sioux City, Ia.). It is Illinois capital's first TV station, is part owned (one-sixth each) by brothers Harry & Elmer Balaban, Chicago theatremen who own half of WTVO, Rockford, Ill. (Ch. 39). Its equipment is RCA, mgr. is Milton D. Friedland, program mgr. James Harelson, chief engineer Basil O'Hagan. Base rate is \$200. Rep is Adam Young.

WKNA-TV, Charleston, W.Va. (Ch. 49), the first station in that capital city, started test patterns Sept. 17, reports owner Joe L. Smith Jr., who also owns local radio WKNA and WJLS, Beckley, W.Va. It opens up new uhf area, is 44 mi. from nearest TV station, vhf WSAZ-TV, Huntington (Ch. 3). RCA equipped, WKNA-TV will join ABC, has \$200 base rate. George J. Gray is station & commercial mgr., Don O. Hayes, program director; A.J. Ginkel, chief engineer. Weed is rep.

KGBS-TV, Harlingen, Tex. (Ch. 4), first competitor in rich Rio Grande Valley to the pre-freeze XELD-TV, Matamoros, opposite Brownsville, Tex. (Ch. 7), reported initial test pattern night of Sept. 17 and, according to mgr. Troy McDaniel, showed a "beautiful signal". Station is controlled by ex-publisher McHenry Tichenor, who recently purchased Houston Mayor Roy Hofheinz's radio KSQX there (10-kw N, 50-kw D on 1530-kc) for \$225,000 to replace his 250-w KGBS on 1240 kc. (Vol. 9:25). KGBS-TV is GE equipped, joins CBS, has \$200 base rate. Rep is Pearson.

KFEQ-TV, St. Joseph, Mo. (Ch. 2), located 50 mi. north of Kansas City, began test patterns Sept. 13, is preparing to go on daily 9:30 a.m.-11:30 p.m. commercial schedule as of Sept. 27. Controlled by pres. & gen. mgr. Barton Pitts, with the St. Joseph News-Press and Gazette as 43% owner, station joins CBS & DuMont networks, has \$300 base rate. Equipment is RCA, with 750-ft. tower, antenna 810 ft. above average terrain. Glenn Griswold is commercial mgr.; E. Carleton Schirmer, program director; Wally Johnson, production mgr.; J. Wesley Koch, chief engineer. Headley-Reed is rep.

8 CPs INCLUDE SHREVEPORT 'INTERIM' DEAL: Unprecedented variety of TV actions, some of them unique, came out of FCC this week, included 8 CPs and 2 initial decisions. The most unusual of group was Ch. 12 grant to Interim TV Corp., Shreveport, comprising 3 competitors who have gone through hearing, 2 of whom will sell out to winner when final decision is rendered (Vol. 9:35). Week's grants:

Corona, Cal., KOWL, Ch. 52; Merced, Cal., Merced Television Corp., Ch. 34; Augusta, Ga., WJBF, Ch. 6 & WRDW, Ch. 12; Paducah, Ky., Paducah TV Corp., Ch. 43; Lafayette, La., KVOL & KLFY, Ch. 10 (shared); Shreveport, Interim TV Corp., Ch. 12.

Initial decisions: Wilmington, Del., WILM, Ch. 83; San Bernardino, Cal., Orange Belt Telecasters, Ch. 30.

Another CP was surrendered to Commission -- for WNOH, Northampton, Mass. (Ch. 36), while KIRV, Denver (Ch. 20) became the first post-freeze CP-holder to be

called on carpet for formal hearing on its request for more time to build. And James Rubenstone, grantee of WCTV, Flint, Mich. (Ch. 28) indicated in letter to us this week that he will probably cancel.

Grant to Interim TV Corp., Shreveport, is one of best illustrations to date of Commission's willingness to take bold steps to expand TV. Chairman Hyde took lead in pushing idea. Venture is owned equally by KRMD, KCIF & Shreveport TV Co., with building-operating costs to be shared equally. Winner of hearing decision will pay the losers for their actual expenses in station, take over operation within 10 days after it receives CP. Parties accepted grant with understanding Commission can pull it back at any time without notice and without hearing.

Commission made it clear, in issuing grant, that it won't necessarily view all similar proposals favorably -- but there will undoubtedly be more such proposals tendered for Commission approval.

The two Augusta grants were merger-dropout deals. WJBF was granted Ch. 6 after Martin Theatres dropped Ch. 6 application and Augusta TV Co. (WTND, Orangeburg) dismissed Ch. 12 application, each having option to buy 22 1/2% of the grant for \$100,000 each; WAUG also dropped out, but has no part of option deal. Grantee got immediate STA to operate with 500-watt DuMont transmitter, ordered it delivered at once, presumably will take to air with great speed.

WRDW's CP for Ch. 12 in Augusta was made possible by dropouts of WTND and WGAC, with chairman F.F. Kennedy of latter holding option to purchase 20% of CP.

Merced and Paducah grants went to 2 New York investment groups, both sparked by attorney George Becker. He and associates hold varying interests in grants for Marshall, Tex.; Beckley, W.Va.; Champaign, Ill.; Cedar Rapids, Ia., and applications for La Crosse, Wis.; Goldsboro, N.C.; Clarksburg, W.Va. Becker must drop interest in Merced grant, limit his ownership to 5 stations.

* * * *

Comr. Bartley is getting leery of share-time grants, prefers letting 2 AMs share ownership in single station, as in Macon (Vol. 9:7). He concurred in the Lafayette grants solely because "we do not have a better proposition before us." Share-time operations, he said, "confront the Commission with many problems of a managerial nature in which we should not engage. Furthermore, it is clear to me that as much, if not more, cooperation and collaboration between owners of share-time stations are required than if both AM stations owned a single TV station. This is true because of the additional problems faced by sharing time stations which do not arise in the case of single licensee responsibility."

When final decision awards Ch. 83 to WILM, Wilmington, it will be first to hold CP for highest channel of all. Initial decision favoring San Bernardino grant involved no competition but was concerned with ability of group of youngsters to build station for \$25,984.56. Examiner Butts gave them his blessing (see p. 9).

* * * *

The FCC continues putting pressure on grantees whose diligence it questions (Vol. 9:34). This week, it sent query to KICU, Salinas, Cal. (Ch. 28), asking for clarification of construction and equipment status. Of the others still pending, WJLN-TV, Birmingham (Ch. 48) and KITO-TV, San Bernardino (Ch. 18) have replied, await Commission action. Oilman M.B. Rudman's KTVR, Galveston (Ch. 41) hasn't replied, is expected to cancel before long.

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In first allocation change affecting mileages proposed since end of freeze, Commission initiated rule-making which recognizes that there are enough transmitter sites authorized to substitute them for postoffices. Principal effect would be to move channels now assigned to such towns as Old Hickory, Tenn. and Warner Robins, Ga. to cities where they naturally belong -- Nashville and Macon, for those examples.

FCC proposed that if postoffice in one city comes within 5 mi. of minimum separation from an authorized transmitter site in another city, a channel can be assigned to first city -- but transmitter site must comply with minimum. Proposal is based on petition of WSAL, Logansport, Ind. (for text of amendment, see p. 16).

SYLVANIA ASKS FCC TO APPROVE SATELLITES: Long-anticipated petition for satellite TV stations, filed with FCC this week by Sylvania, is bound to get serious Commission attention sooner or later. The idea of little repeater stations -- reaching into towns which can't get big-city signals and can't support own regular stations -- was first given impetus by former FCC chairman Charles Denny at the 1947 NAB convention (Vol. 3:38), and has had several champions at the Commission ever since.

FCC hasn't given satellite principle much thought up to now simply because it has been too busy with more important job of authorizing regular stations. In addition, Commission has always been fearful that satellites might discourage establishment of regular local stations capable of providing local expression.

Sylvania has come up with ingenious proposal, however, which it believes should dissolve such fears, hasten favorable action. It would provide for cessation of satellite operations in any town where a regular station is subsequently authorized. If grantee of regular station reimburses satellite operator for costs incurred, satellite would cease promptly. If agreement on payment can't be reached, satellite could continue only for balance of license period, but not more than 3 years. Another concept Sylvania is banking on is provision permitting satellites to grow into regular stations of type currently authorized.

Basing its petition on "most encouraging" experience with experimental satellite stations KG2XDU (Ch. 22) & KG2XEL (Ch. 82) in Emporium, Pa. during last year, Sylvania asks for following additional rules to govern satellites:

(1) Operation no nearer than 50 mi. from existing or proposed regular station -- "proposed" station being one for which a "valid application" has been filed.

(2) Use of regularly-allocated TV channels, vhf or uhf, where available. If none available, low-powered operation to minimize co-channel or adjacent-channel interference to stations 50 or more miles away.

(3) Licensees to be selected by same criteria used for regular stations -- no entity owning more than 5 TV stations of any kind, etc.

(4) Power ceiling of 100 watts (no minimum), with height limited to 300 ft. above average terrain -- greater height permitted only for "good cause".

(5) Satellites permitted to sell spots, operate no regular schedule or minimum hours. Aural station identification allowed.

(6) One-man operation permitted, by remote control if desired, with operator to be free for other duties not interfering with satellite operation.

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Sylvania says satellites can be built for \$15-20,000 each, with operating costs very low, states that it and other manufacturers can make them and that it "will make its patents available" to others. Thus, Sylvania envisions not only the broadening of TV set market, of which it expects to get its share, but its own sales of satellite equipment and royalties from patents.

Coverage of 6-mi. radius with 10-watt transmitter and 175 watts ERP was achieved during its Emporium tests, Sylvania reports, "without any appreciable change in the interference conditions of existing broadcast stations."

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First to feel the impact of satellites, if they're authorized, would be the community antenna system operators. A free signal from satellite would be hard to compete with. However, unless numerous satellites are established for each town or way is found for satellite to provide several signals economically, community antenna operator's strong suit would be choice of programs.

Community operators would be free to apply for satellites, of course, but it's hard to visualize satellite profits comparable with those of community antenna systems. Local TV-radio dealers and big-city station operators, perhaps jointly, would appear to be likeliest potential satellite operators. As it is, many community antenna operators are also dealers, working both sides of street. Also seen as potential licensees, under Sylvania's proposal, would be municipalities themselves.

Sylvania's argument against boosters, which retransmit on same channel as

originating station, is that satellite would be "locally controlled" and "permit program selectivity". The only experimental booster operation, so far, is that conducted in Lawrenceburg, Tenn. by WSM-TV, Nashville. Station is still experimenting, hasn't yet asked Commission to commercialize boosters.

Illustrative of potential for satellites, Sylvania says that there are 8721 communities with population under 50,000 -- 4437 with 1000-2500, 1846 with 2500-5000, 1176 with 5-10,000, 778 with 10-25,000, 252 with 25-50,000.

2,000,000 UHF SETS & CONVERSION UNITS: The TV manufacturing industry's first-year uhf record: Some 2,000,000 uhf receivers and converters in use and in trade pipelines.

While this is an estimate -- in absence of industry statistics on strip and converter output -- we believe it is good sizeup of progress made by manufacturers exactly one year since first commercial uhf station -- Portland's KPTV -- turned on the juice. Production of uhf units now is limited only by demand -- manufacturers are equipped to double their output virtually overnight if necessary.

For comparison, the first "big TV year", 1947, saw production of less than 180,000 sets, and fewer than 1,000,000 were produced following year.

Breaking down the 2,000,000, it includes: (1) 800,000 sets factory-equipped with uhf tuners. (2) Strips to convert some 350,000 sets. (3) About 850,000 converters, internal and external, for field installation.

Our figures aren't estimates of sets-in-use. They're units produced to date and they include sets and converters in trade pipelines and in areas where uhf stations haven't yet gone on air. Sets-in-use figures would be considerably lower.

These figures bring up-to-date our estimates of last July 4 (Vol. 9:27), and are bolstered by brand new RETMA statistics on vhf-uhf receiver production.

RETMA this week reported 622,507 sets were produced with built-in uhf tuners from Jan. 1 through July 31, 1953 -- or 15% of industry's 7-month TV output. This figure doesn't include receivers converted in the field. Our July 4 estimate came very close to RETMA's actual figures: We reported 608,000 sets factory-equipped for uhf during first 6 months of 1953 -- or 16% of total output.

Projecting RETMA's figures up-to-the-minute, on basis of about 5,000,000 TV sets produced so far this year, we figure nearly 800,000 had uhf built-in at the factory. From uhf stations and distributors, we learn that sets converted in the field (strips and converters) outnumber factory-built vhf-uhf sets by about 3-to-2 ratio. Applying this ratio to estimate of factory-equipped sets, we reckon nearly 1,200,000 field conversions in use and in pipelines as of today. Add 100,000 uhf sets produced or converted in 1952, and total comes to just about 2,000,000 uhf sets and "conversion units" produced to date.

To get breakdown of "conversion units" as between strips and other types of converters, we applied statistics from distributors in representative samplings of uhf areas -- indicating that about 40% of field conversions are made with strips.

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Our surveys of manufacturers in July (Vol. 9:27) and August (Vol. 9:34) show virtually all of them expect big boost in production of vhf-uhf sets for remainder of year. Consumer demand, of course, will be deciding factor -- and it's getting tremendous push from high-powered promotion by the new uhf stations.

If outlook for uhf is as good as manufacturers tell us it is, the cumulative total of uhf sets-converters-strips could reach 4,000,000 by year's end.

With recent opening of uhf stations in such large vhf markets as Pittsburgh, Kansas City, St. Louis, Boston, Buffalo, Norfolk and Milwaukee, demand for strips and converters for old sets can be expected to continue high in proportion to demand for brand new vhf-uhf sets.

Could be that days of vhf-only receivers are numbered. A glance at list of CPs for new stations (see Special Report, Sept. 12), and applications pending, shows that very few areas will be without uhf. So while converter-&-strip sales may reach peak within year or so, production of factory-built vhf-uhf sets should continue to climb until the set without uhf is the exception rather than the rule.

'NEW DIRECTIONS THAT RADIO MUST FOLLOW': As it did during the recent crisis forced by raids on its TV affiliates (Vol. 9:20-22), NBC brought up its big guns led by RCA-NBC chairman and acting NBC president David Sarnoff to meet the problem of its declining radio revenues -- and result was a head-on facing of "facts of radio life" as wrought by TV. Result also, as with TV affiliates last May, was a vote of confidence from radio affiliates attending Sept. 17 sessions in Chicago, who called the Sarnoff analysis of "new directions that radio must follow" and the new NBC programming and sales plans "a milestone in the history of the NBC radio network."

It's no secret that CBS's consistent leadership in radio billings over last few years has irked the RCA-NBC hierarchy. Nor is it a secret that many NBC affiliates -- at least those who didn't get into TV -- have been accusing that network of neglecting radio in favor of TV. Detailed plans for building up sales and promises to regain No. 1 position in radio were designed to allay that criticism. Sarnoff's speech was intended to crystal-ball radio, as he often has TV, and he began it by urging all broadcasters to "face the facts of life in radio -- not as they were in the past, or as we might wish them today, but as they are."

Speech was a long one and, though the salient portions are excerpted below, we commend a reading of its full text by everybody interested in the business of broadcasting; you don't have to be an affiliate to get copies from NBC press dept., New York (address Sydney Eiges, v.p. in charge).

Personal Notes: C. George Henderson, ex-sales director of WLWC, Columbus, named gen. sales mgr. for the 4 Crosley WLW-TV stations, with Bernard Barth promoted to gen. program director for all TV-radio outlets and Chester Herman program director. Neal Van Ells, ex-WLWD, Dayton, named program director of WLWT, Cincinnati, and Robert Head succeeds him at Dayton . . . James Burgess succeeds Henderson at WLWC . . . Tom Howard has resigned as chief engineer of WPIX, New York, to become director of engineering of the TV-radio interests of Jefferson Standard (WBTW & WBT, Charlotte, et al.); Otis S. Freeman succeeds him at WPIX . . . Fred M. Thrower, recently named gen. mgr. of WPIX, N. Y., succeeding G. Bennett Larson, now head of KDYL-TV & KDYL, Salt Lake City, elected v.p. of WPIX Inc. . . Harold C. Burke, onetime mgr. of WBAL-TV & WBAL, Baltimore, appointed managing director of new WRTV, Asbury Park, N. J. (Ch. 58), due in early Dec.; he retains own CP for WWLA, Lancaster, Pa. (Ch. 21), due on air next Feb. . . Don L. Kearney, asst. ABC-TV network sales mgr., promoted to national sales mgr. of ABC film syndication div. under v.p. George T. Shupert . . . Morris A. Mayers, from DuMont transmitter div., appointed gen. mgr. of closed circuit operations for WABD & DuMont Network . . . Jacob A. Evans, NBC director of adv. & promotion, takes over for TV while Ridgway Hughes, formerly TV-radio sales promotion mgr., becomes director of network's radio adv. & promotion dept. in new separation of functions; James Nelson named adv. mgr. for radio; Robert Hitchens, sales promotion mgr.; Carl Dorese, program sales promotion; Thaine Engle, audience promotion supervisor . . . Stephen W. Pozgay, ex-DuMont transmitter sales div., named mgr. of new WNAM-TV, Neenah, Wis. (Ch. 42) due on air soon . . . Allan Lewis, ex-WGR, named commercial mgr. of new WBES-TV, Buffalo . . . Jerry Burns, ex-KDYL-TV, Salt Lake City, joins upcoming KOOL-TV, Phoenix, as director of TV; Wm. Connelly upped from AM sales mgr. to sales director for combined TV-radio operation . . . Duane L. Watts, gen. mgr. of KHAS, Hastings, Neb., to be mgr. of upcoming new KHOL-TV, Kearney-Holdredge, Neb. . . Earl Hamner Jr., NBC script-writer, author of novel *Fifty Roads to Town* just published by Random House . . . Dick Kepler, ex-program director of KXLY-TV, Spokane, named mgr. of new KGTV, Des Moines (Ch. 17), due on air in Oct.

WHITHER RADIO? Looking into his crystal ball, which so accurately foretold what has happened in TV, RCA-NBC's Gen. Sarnoff told NBC affiliates at Chicago meeting Sept. 17, "I do not see the picture in radio as one of unrelieved gloom." But—"Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject—as if resolute cheerfulness would solve all problems."

"Instead," he said, "I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

"But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible.

"It is no secret that the changes in radio which have been brought about by TV have had their initial and most drastic impact on radio networks. The reasons are not far to seek. The economic base for network radio was built on major advertisers and time-&-talent units of about \$1,000,000 a year. It is for investments of that magnitude that TV competes directly and successfully.

"Radio stations, selling their time in smaller and more diversified units, selling not only to national but to regional and local advertisers, could accommodate themselves more quickly to shifts and pressures imposed by TV.

"But any radio station management which feels smug or complacent on this account is short-sighted. The prospects of profitable station operation and profitable network operation cannot be dissociated. If the networks operate in the red over a period of time, their existence would be in jeopardy; and the collapse of any radio network might destroy the profit potential of its affiliates.

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"I for one will not cast a vote of 'no confidence' in the future of radio. I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service. This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their

obligations to the public, and a capacity to adapt themselves to the new facts of life.

"As in any industry in time of transition, we can look for survival of the fittest. But in an industry like ours, which rests on 'public interest, convenience and necessity,' the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow."

Obvious reference to bitter competition wasn't lost on audience, but there was speculation as to what he meant in adding: "NBC is not in business for the short term and the quick turnover [and] is not for sale or merger."

"We are prepared," Sarnoff continued, "to devote immense effort and capital to revitalize network radio—provided our affiliates go along with us to make these investments effective." He promised initiative in programming and sales from NBC, explained new "de-integration" of TV and radio operations, remarked on the sales plans outlined at the meeting by NBC executives, epitomized by radio sales director Fred Horton's assertion: "We are going to sell radio on the basis of its total values—its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers."

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Aside from promising big things from NBC's radio network, Gen. Sarnoff went into considerable detail in spelling out his thinking about TV, and some of his pet radio peeves, notably what he calls the 3 R's—"Ratings," "Raiding" and "Rebates."

"Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

"Unhappily these figures are seized upon by the advertising community as a substitute for analysis and judgment. They are used as the main standard for advertising values in broadcasting, and millions of dollars are spent or withheld each year on the basis of a drop or rise of a few rating points!

"This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening.

"There was a time when practically all radio listening was done in the living room, with the family gathered around the living room set. Now with TV and new leisure habits, all this has changed. In millions of homes, TV has taken over as the living room set. But for the past several years, more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms, and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

"In the first half of this year, the output of automobile sets almost equalled the full year's production in 1952. Sales of clock-radios are now higher than they were last year, and since 1947 almost half of all radios sold were automobile sets, portables and clock radios.

"But present rating systems do not even credit this vast new audience to radio. They measure listening as if this were still 1947. The only existing national rating system is based on a sample of 1500 homes with one or two sets. That leaves out of reckoning over 5,000,000 with 3 sets or more. It ignores listening to 5,000,000 sets in public places, millions of portable sets, and more than 26,000,000 auto sets. In short, radio is judged on ratings that have lost touch with the realities of the medium. And this has led to a host of other evils.

"For instance, there is the tendency to devalue radio by comparing the size of the audience today with what it was in the past—which is pointless nostalgia. The advertiser is buying present values, not past values. The only valid comparison should be radio with other available media today, in terms of cost and effectiveness. And on such a comparison, radio is certainly entitled to a much larger share of the advertising dollar than it is getting.

"A related evil is the preoccupation with the top-rated programs, as if the Top 10 or Top 20 are the only good buys. By contrast, careful advertisers do not judge printed media by circulation alone. They select the advertising vehicle to suit their particular product or service. In this way they reach a particular market. They consider the economic level of readers, their buying habits, their tastes. But somehow, these experienced advertisers often ignore these vital facts when they decide their radio budgets.

"Ratings, today, simply do not reflect the real audience. They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other! Ratings do not properly measure the size of the audience, and do not even undertake to indicate the quality and influence of the medium."

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As for Raiding and Rebates: "I have left myself little time for the other of the 3 R's—"Raiding" and "Rebates." Do not judge my appraisal of these evils by the brevity with which I must cover them. They are typical of present-day industry practices that strike at the vitals of radio broadcasting.

"Special 'deals' and 'concessions' are a blight on the radio network business. From what I have heard, the practice is also not unknown in station operations. NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. You all know that we have lost business because we have been unwilling to match concessions offered by other networks.

"Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors.

"If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. If it is practical—and legal—we would be delighted to adopt it. We want to avoid deals and concessions. We are taking a long step in that direction by opening our network for new advertising operations under the specific sales plans Bill Fineshriber has outlined to you. They provide low cost opportunities and new types of flexibility and they will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices. We believe ours is the right approach towards bringing the medium back to sound business practices. If you agree with us on the dangers of deals and concessions, you will support the sales plans we have developed and will help us to develop others."

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Besides promising leadership in radio, Gen. Sarnoff apparently couldn't resist a few more sideswipes at competitors and an I-told-you-so reminder about NBC's foresightedness in TV. He said:

"Many of you have established successful TV operations in association with NBC and have prospered as a

result. You entered the field with the encouragement of NBC & RCA. If we had not devoted a major effort in these past years to the establishment of a prosperous TV service, there would have been no TV field to enter. Those of you who did not heed our advice on getting into TV, at the outset, can scarcely blame RCA or NBC. But you, too, will soon be part of this new medium, and will benefit from the impetus given TV by RCA and NBC leadership.

"Our concentration on developing the new industry of TV has been in your direct interest, as well as the interest of the public. You cannot fairly separate your benefits in TV from your interests in radio, and close your eyes to the overall values you have received—or will soon begin to receive—from the course NBC has followed. . . .

"The course we have followed has brought rewards in the past and will continue to bring them in the future. Surely leadership does not rest only on a few rating points, on talent raids, or on rebates, or on a temporary increase in gross billings which these devices may bring. However impressive these may appear in the short run, they mean little in the long run. Those of us who are in the industry to stay, who cherish its reputation and enduring vitality, have remembered the fable of the goose that laid the golden egg. . . .

"The next great advance in broadcasting—the development of black-&-white TV—was from the beginning led by RCA and NBC. While some other networks stuck to short-sighted temporary expediences—for which their affiliated stations can scarcely be grateful—NBC affiliates were urged to lose no time in getting into the new field. The first TV network in the country was established by NBC, along with a service which made station operation feasible and profitable.

"Then came RCA-NBC exploration and charting of the UHF band. Many of you who plan to enter television will be able to do so only because the UHF band has been made available for commercial broadcasting.

"Last but not least came our successful struggle for compatible color TV which now promises a vital new and expanded service to the nation, and great benefits to all who are in the TV industry."

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Chicago meetings were attended by 165, represented more than 100 of network's 198 affiliates. At close, chairman of subcommittee Robert Swezey, WDSU & WDSU-TV, New Orleans, read resolution which stated NBC Affiliates Committee will be continued as a permanent organization and pledged NBC radio affiliates "to make every reasonable cooperative effort [to] keep NBC in the No. 1 position in American radio." Resolution also stated:

"We were unanimous in our enthusiastic reception of the overall plans and proposals presented us today by the NBC executives for the revitalization of the NBC radio network and the strengthening of the medium. The NBC radio affiliates endorse the new program concepts which show originality and basic soundness and which, coupled with the promotional support and fresh, aggressive sales approach which were outlined to us, give excellent promise of success. This effort on the part of NBC is to our mind the most significant and constructive forward step which has been taken in the network broadcasting business in many years.

"We were most favorably impressed with Gen. Sarnoff's frank and cogent analysis of the present radio broadcasting picture and his penetrating views with respect to the future of radio. It is our sincere belief that today's meeting constitutes an important milestone in the history of the NBC radio network. We are confident that the approach taken in that meeting will aid materially in insuring the continuing effectiveness of the network as a vital public service and advertising facility."

Network Accounts: Ecko Products Co. (housewares) buys alt. week sponsorships of 4 ABC-TV programs in single package which network claims, without disclosing sum, is one of largest sales in TV. Placed thru Dancer-Fitzgerald-Sample, Ecko will sponsor *George Jessel Show* (with BB Pen Co.), starting Sept. 27, Sun. 6:30-7 p.m.; *Quick as a Flash* (with Thor appliances), starting Oct. 1, Thu. 8-8:30 p.m.; *Jamie* (with Duffy-Mott apple juice), starting Oct. 5, Mon. 7:30-8 p.m.; *Comeback* (with Sealy Mattress Co.), starting Oct. 9, Fri. 9:30-10 p.m. . . . Dow Chemical Co. (Saran-wrap paper) buys into 3 NBC-TV shows, all thru McManus, John & Adams, taking 10 min. of 10-10:30 p.m. segment of *All-Star Revue*, starting Dec. 19, Sat. 9-10:30; 3:45-4 p.m. segment, alt. weeks, of *Kate Smith Show*, starting Nov. 17, Mon.-thru-Fri. 3-4; 3 partic. a week for 52 weeks, on Dave Garroway's *Today*, starting Nov. 16 . . . Lewis Howe Co. (Tums) and Adolph Ltd. (meat tenderizer) each buys 10 min. of 10-10:30 p.m. segment of *Your Show of Shows*, on NBC-TV, on alt. weeks starting Sept. 26, Sat. 9-10:30, former thru Dancer-Fitzgerald-Sample, latter thru Erwin, Wasey & Co. . . . Bishop Sheen's *Life Is Worth Living*, in returning to DuMont Oct. 13, Tue. 8-8:30 p.m., will go on 131 stations, which sponsor Admiral claims is largest hookup in TV history . . . Telecasts of *World Series*, starting Sept. 30 and sponsored by Gillette on NBC-TV, will probably include Norfolk's WTAR-TV (Ch. 4), along with new affiliate WVEC-TV (Ch. 15), despite former's severance of NBC affiliation as of Sept. 19 . . . Benson & Hedges (Parliament cigarettes) to be alt. week sponsor of *Pantomime Quiz*, on DuMont, starting Oct. 20, Tue. 8:30-9 p.m., thru Benton & Bowles . . . A. C. Gilbert Co. (electric trains) buys 12 partic. on *Today*, starting Nov. 24, Vick's cough drops buys 5 partic., former Erwin, Wasey & Co., latter thru BBDO . . . Procter & Gamble (Dreft & Oxydol) moves *Welcome Travelers*, on NBC-TV, starting Sept. 21, from 3:30-4 p.m. to 4-4:30, thru Dancer-Fitzgerald-Sample.

TV income of Canadian Broadcasting Corp., whose Toronto & Montreal stations got started in Sept. 1952, Ottawa in June 1953, totaled \$585,496 in fiscal year ended March 31, 1953, according to CBC annual report to Parliament. TV expenditures were \$2,914,882, of which \$1,854,589 was for programming, with talent taking \$621,000 of programming budget. Govt. loans financed capital outlays for new stations, which totaled \$1,875,934, spent mainly on Toronto & Montreal. Operating loss on TV of \$2,563,118 compared with operating surplus of \$2,939,478 on AM operations which enjoyed \$2,513,714 commercial revenue out of total income of \$14,773,856 (including \$6,250,000 statutory grant from Govt.). CBC staff numbers 2075, increase of 565 during year due mainly to TV; TV staff is 464.

KRBC-TV, Abilene, Tex. (Ch. 9) with KRBC went into hands of new owners this week as FCC approved \$500,000 sale to oilman-rancher Lewis J. Ackers and family who bought out group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks (64%). Deal was made before TV station went on air Aug. 24 (Vol. 9:35) under management of part owner Howard Barrett (8%). AM station is ABC outlet with 5-kw D and 1-kw N on 1470 kc.

Earle Ludgin, pres. of Chicago ad agency bearing his name, elected pres. of American Assn. of Advertising Agencies, succeeding late Henry M. Stevens, J. Walter Thompson Co. Others elected: Wm. R. Baker Jr., chairman, Benton & Bowles, vice chairman; Clifford L. Fitzgerald, chairman, Dancer-Fitzgerald-Sample, operations committee; James M. Cecil, pres., Cecil & Presbrey, director-at-large.

DUMONT WILL SHIP next 5-kw uhf transmitters to WPTV, Ashland, Ky. (Ch. 59) and WARD-TV, Johnstown, Pa. (Ch. 56) by end of Oct., possibly as early as mid-Oct.—same transmitter for which great success is claimed in initial installations now operating at WGLV, Easton, Pa. (Ch. 57) and WNOK-TV, Columbia, S. C. (Ch. 67). They have first priorities, says DuMont, with firm orders also on hand for first or second quarter 1954 deliveries to KCOK-TV, Tulare, Cal. (Ch. 27); WIMA, Lima, O. (Ch. 35); WACA-TV, Camden, S.C. (Ch. 14); WECT, Elmira, N.Y. (Ch. 18); WNET, Providence, R.I. (Ch. 16); WCOG-TV, Greensboro, N.C. (Ch. 57); WAYS-TV, Charlotte, N.C. (Ch. 36); WCMB-TV, Harrisburg, Pa. (Ch. 27); WITH-TV, Baltimore (Ch. 60).

Three stations already on air with 1-kw uhf transmitters also have orders in for DuMont 5-kw—WBKZ-TV, Battle Creek, Mich. (Ch. 64); WHIZ-TV, Zanesville, O. (Ch. 50); WBUF-TV, Buffalo (Ch. 17). Former 2 use RCA 1-kw transmitter, latter DuMont 1-kw. DuMont also reported this week that 500-watt transmitter for newly granted Georgia-Carolina Bcstg. Co. station in Augusta, Ga. (Ch. 6) was shipped this week, and that another 500-watt for new CFCM-TV, Quebec City (Ch. 4) should be ready for shipment within 10 days.

RCA this week reported order for 25-kw transmitter from KNOE-TV, Monroe, La. (Ch. 8), shipped Sept. 15. Uhf transmitters were shipped Sept. 12 to WNAM-TV, Neenah, Wis. (Ch. 42); Sept. 14 to WFIE, Evansville, Ind. (Ch. 62) and WSIL-TV, Harrisburg, Ill. (Ch. 22); Sept. 18 to WDAN-TV, Danville, Ill. (Ch. 24). Also due to be shipped momentarily were uhf transmitters for KGTV, Des Moines (Ch. 17) and WLAM-TV, Lewiston, Me. (Ch. 17).

GE reported order for 5-kw transmitter for new WTOC-TV, Savannah, Ga. (Ch. 11) due for mid-Nov. shipment; also order for 12-kw uhf from WMGU, Adams, Mass. (Ch. 74), also to be delivered in mid-Nov. On Sept. 14, a 12-kw went to WKJG-TV, Ft. Wayne, Ind. (Ch. 33), which had received its antenna Aug. 13, and 5-bay antennas went out to KTVQ, Oklahoma City (Ch. 25) and WTVQ, Pittsburgh (Ch. 47). Pittsburgh antenna precedes 12-kw transmitter, due to be delivered in Oct.

Federal shipped 1-kw transmitters this week to WACH, Newport News, Va. (Ch. 33) and to WTSK, Knoxville, Tenn. (Ch. 26).

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

KOA-TV, Denver (Ch. 4), granted last week, placed order for RCA equipment immediately, has already begun construction of studios and tower on Lookout Mt., has Dec. 24 target, reports exec. v.p. Don Searle. It will be NBC outlet. Petry will be rep.

KLZ-TV, Denver (Ch. 7), is making progress with

Shoestring TV operation on Ch. 30 in San Bernardino, Cal., which got FCC examiner's nod this week (see p. 3), is ambitious project of Hal R. Heywood, 26; Everett L. Carson, 31; Bertram W. Shaw, 25. They convinced examiner Wm. Butts they can build station themselves for \$25,984.56, with \$12,000 of that for RCA antenna. They propose to operate minimum of 31 hours weekly, film and slides only, for \$56,029.84 first year. First-year revenues anticipated are \$110,168, based on sale of 163 spots weekly at \$13 each. The boys are really strapping themselves to raise money. For example, Heywood is selling \$800 worth of govt. bonds, borrowing \$700 on his signature (secured by 1949 Chevrolet); Carson will sell \$1000 airplane, borrow \$500 on 1949 Dodge, etc. Fathers and friends are chipping in a few dollars here and there. Butts obviously

admired boys' courage, said: "We believe that applicant's officials have displayed the requisite determination, ability, and ingenuity to insure the developing of a good program service." FCC must pass on recommendation.

new 34,000-sq. ft. Radio-TV Center at 131 Speer Blvd. and transmitter building atop Lookout Mt., reports pres. & gen. mgr. Hugh B. Terry, and should readily make its Nov. 1 target. Jack Tipton will be sales mgr.; Clayton Brace, program director; Eugene Jenkins, TV engineering director. Equipment is RCA with 12-bay superturnstile. Network will be CBS. Rep is Katz.

KCRI-TV, Cedar Rapids, Ia. (Ch. 9), backed by theatremen Myron Blank and Morris Ebin, among others, with *Cedar Rapids Gazette* to acquire 30%, has DuMont equipment on hand and partly installed, should begin test patterns about Oct. 15, reports Frank D. Rubel, gen. mgr. Base rate will be \$200, networks ABC & NBC, rep H-R Television Inc.

WAAB-TV, Worcester, Mass. (Ch. 20), has signed for 5-kw DuMont transmitter with studio equipment, flying spot scanner and 24-bay Workshop antenna, has purchased old WGTR-FM tower and will begin construction shortly. However, due to delays in transmitter, it does not expect to get going before next April, reports pres. George F. Wilson. Hollingbery will be rep.

WCOC-TV, Meridian, Miss. (Ch. 30), despite delay caused by damage to antenna in transit, necessitating return to factory, will be on air in late Sept. or early Oct., reports pres. & gen. mgr. Withers Gavin. GE equipment has been ordered, with 100-watt unit already delivered and 12-kw to follow. Rep not yet announced.

KJEO, Fresno, Cal. (Ch. 47), second in that city since McClatchy's KMJ-TV (Ch. 24) started last May, has definitely set Oct. 1 target date, with RCA transmitter delivered, tower going up on 4670-ft. Bald Mt. in the High Sierras and staff now mustered. It's headed by J. E. O'Neill, past pres. of American Automobile Assn., has Charles Theodore, ex-KTLA, Los Angeles, as director of operations; Joe Drilling, ex-KMJ-TV, business mgr.; Bert Williamson, chief engineer. It will be part-owned by operators of local KYNO. Equipment is RCA. Rep is Hollingbery.

WROW-TV, Albany, N.Y. (Ch. 41), has Oct. 8 target date for test patterns with 12-kw GE equipment, plans to go commercial Oct. 15 with ABC & CBS service, reports gen. mgr. Harry L. Goldman. Advent of uhf into area was subject of 16-p. special edition of *Albany Times-Union* Sept. 13, and Mr. Goldman claims 12,000 TV sets already converted to uhf in area with goal of 50,000 by Oct. 15. Charles Heisler is chief engineer, Leon Lewis, sales mgr. Rep is Bolling.

WMGT, Adams, Mass. (Ch. 74), formerly designated for North Adams, has set target date of Dec. 25, having been assured delivery of GE equipment in time, reports gen. mgr. John T. Parsons. Transmitter is to be located atop 3600-ft. Mt. Greylock. Station is controlled by Leon Podolsky, of Sprague Electric Co., who also controls WBRK, Pittsfield. It has tentatively set base rate of \$250. Walker will be rep.

admired boys' courage, said: "We believe that applicant's officials have displayed the requisite determination, ability, and ingenuity to insure the developing of a good program service." FCC must pass on recommendation.

First vhf helical antenna is being built by GE—which has constructed many for uhf—to be used by Rochester's share time WHEC-TV & WVET-TV (Ch. 10) due on air Nov. 1. Initially, stations will use 5-kw transmitter and 1-bay batwing antenna, then shift to 20-kw transmitter and helical next spring, radiating 120 kw. Helical unit has 7.2 gain, 36 ft. long, with helix 38-in. in diameter, supporting column 29-in. diameter. It will be mounted on tower of WHAM-TV, whose 6-bay Ch. 5 antenna will be placed atop the helix.

SUBSCRIPTION TV as possible solution to economic ills of non-network stations—principally uhf—was explored by 19 telecasters, grantees and applicants at all-day session in Philadelphia Sept. 17, under enthusiastic leadership of the 4 original uhf petitioners for fee TV (Vol. 9:32,35-37). But the inquiring broadcasters made no commitments as a group. Most had come to hear what subscription TV had to offer—and many left meeting still undecided.

Meeting launched coordinated campaign for FCC approval of fee-TV petition. Pres. Richard Davis of grantee WELI-TV, New Haven, Conn. (Ch. 59) outlined plans to set up Broadcasters Committee for Subscription TV by Oct. 1 “to unify TV broadcasters and grantees in support [of] immediate authorization of a limited service of subscription TV.” [For one FCC commissioner’s views on subject, see below.]

Coordinating group would set up central headquarters under an “operating executive,” expected to be Will Baltin, who was exec. secy. of old Television Broadcasters Assn., now is consultant of grantee WDHN, New Brunswick, N. J. (Ch. 47). It would retain counsel to prepare arguments before FCC—presumably Stratford Smith, of Welch, Mott & Morgan, who prepared original petition and attended Philadelphia meeting. Headquarters organization would be supervised by steering committee of broadcasters and would carry on “concerted public relations effort” aimed at broadcasters and public.

Meeting was addressed by representatives of 3 developers of subscription-TV systems. Paul McNamara, v.p. of International Telemeter (50% owned by Paramount Pictures) suggested cooperation between local theatre owners and TV stations to present locally-shown feature pictures via fee TV. Skiatron counsel James M. Landis told group that “all the advertising budgets in

America, both national and local, [would] be insufficient to support 500 uhf & vhf TV stations.” Zenith Phonovision’s Millard C. Faught, formerly an arch critic of TV advertising, viewed subscription TV as “compatible” and “complementary” to sponsored TV.

Group also heard hearty endorsements of fee TV by Yale athletic director Robert A. Hall, ex-NCAA TV committee chief, and in statements prepared by boxing commissioner Abe J. Greene and Madison Sq. Garden exec. v.p. Ned Irish. Statement by RETMA pres. Glen McDaniel, read at meeting, took no stand on issue but expressed view that if FCC approves fee TV “the manufacturers will be ready [with] the requisite equipment.”

Only vhf telecaster attending meeting was General Teleradio v.p. Dwight Martin (WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles), whose New York outlet has worked with Skiatron on fee-TV tests. Three uhf stations already on air were represented at meeting: WFPG-TV, Atlantic City (Ch. 46); WEEU-TV, Reading, Pa. (Ch. 33); WBES-TV, Buffalo (Ch. 59).

The 4 uhf grantees who called meeting are WDHN-TV, New Brunswick, N. J. (Ch. 47); WELI-TV, New Haven (Ch. 59); WIP-TV, Philadelphia (Ch. 29); WSTF, Stamford, Conn. (Ch. 27). Also represented at meeting was fifth petitioner for fee TV, grantee WACH, Newport News, Va. (Ch. 33). A sixth petitioner—WOCN, Atlantic City (Ch. 52)—was not represented. Other uhf CP-holders represented were WIFE-TV, Dayton, O. (Ch. 22); WLBR-TV, Lebanon, Pa. (Ch. 15); WTEV, New Bedford, Mass. (Ch. 28); WNLC-TV, New London, Conn. (Ch. 26); WBOC-TV, Salisbury, Md. (Ch. 16).

These uhf applicants were represented: WIBG, Philadelphia; WILM, Wilmington, Del.; WKDN, Camden, N. J.; WTTM, Trenton, N. J. Also represented was radio KWBC, Ft. Worth, a onetime TV applicant.

COLOR, subscription TV and FM are among topics to be discussed at NARTB district meeting at Sun Valley, Ida. Sept. 21 by FCC Comr. Edward Webster, who has generally concentrated on non-broadcast services. Essence of his prepared speech:

(1) Color. Compatible system proposed has “excellent possibilities” of satisfying Commission but he isn’t going to be rushed into its approval. “I cannot permit myself to be forced into a premature conclusion,” he says, “by those whose special interests would place them in a position of benefiting by an early decision.”

(2) Subscription TV. “It would involve such a fundamental change in the American system of broadcasting that it may well be that the Commission, when it becomes necessary to consider the matter, will conclude that the change should be made only after Congress has established the new policy . . .” What if fee-TV is approved and turns out to be the most profitable method of operating a station? he asks. If it does, he says, telecasters will aim to put pay-as-you-look on at best viewing hour while viewers will clamor for more free service and “reasonable and non-discriminatory fees for the subscription programs.” This seems to point to common carrier type of regulation, he says. Whole problem requires a hearing, he concludes.

(3) FM. Commission may have erred, he says, in authorizing so many AMs which “resulted in an increased coverage with which [FM] could not compete.” FCC may have been wrong, too, in permitting AM-FM program duplication, he adds. He thinks FM might be given a break by operating at lower powers and with fewer hours than now permitted, says he’d plump for change in rules. He also believes functional music and multiplexed operations may help but that legal questions require a hearing. Then, he warns: “Any radio service which is not making

efficient use of its available frequencies is, in my opinion, in a somewhat untenable position with respect to justifying its right to retain all the frequencies allocated to it. . . . I fear that [FM] may find itself in such a position in the face of the constant demand for additional frequencies by the non-broadcast services . . .”

Maiden speech of FCC Comr. John Doerfer, before National Institute of Municipal Law Officers in Washington Sept. 15, stressed “the practicality of solving local problems on a local basis.” He used two examples: (1) Interference problems. Doerfer suggested that FCC detect the interference, encourage local agencies to eliminate it. (2) Educational TV. Doerfer reiterated his belief that States themselves, rather than “sectarian schools and minor or branch” institutions should have first crack at channels. Regarding length of reservations, he said that “present policy of the FCC is to continue the reservations for a reasonable time. Personally, I am in accord with such a policy.”

TV clinics at NARTB’s district meetings will be conducted by these station managers: Harold E. Anderson, KOLN-TV, Lincoln, Neb.—at Ardmore, Okla., Oct. 12-13; Dallas, Oct. 14-15; Biloxi, Miss., Oct. 16-17. James D. Russell, KKTU, Colorado Springs—at Atlanta, Oct. 19-20; Asheville, N.C., Oct. 21-22; Philadelphia, Oct. 23-24. Gaines Kelley, WFMY-TV, Greensboro, N.C.—at Albany, Oct. 26-27; Boston, Nov. 4-5. Vernon A. Nolte, WHIZ-TV, Zanesville, O.—at Sun Valley, Ida., Sept. 20-22; Cedar Rapids, Ia., Sept. 23-24; Minneapolis, Sept. 25-26. James H. Moore, WSLS-TV, Roanoke, Va.—at Milwaukee, Sept. 28-29; Indianapolis, Sept. 30-Oct. 1; Cincinnati, Oct. 1-3. W.D. Rogers Jr., KDUB-TV, Lubbock, Tex., has conducted clinics in Seattle, San Francisco and Los Angeles.

Station Accounts: First of NBC-TV's so-called "coordinated" programs for its o-&o stations, *Jinx Falkenburg's Diary*, weekdays 1:45-2:30 p.m. starting Sept. 21, already has these participations sold on WNBT, N.Y.: Charles P. Rogers, Belmont Race Track, *The Robe*, Ullman Co., Pro Fresh Spot Remover, Premier Foods, Lysol, Dr. Posner's Shoes, Maltex Cereal, St. Joseph Aspirin, Rountree Candy, Rival Dog Food, International Mineral & Chemical, National Home Show, Pilgrim Laundry. Show is aired locally first 15-min., then piped simultaneously to WNBW, Washington. Spots cost \$275 each on WNBT alone, \$350 if Washington is added . . . "Coordinated" plan also includes *Creative Cookery* starting Oct. 3 from WNBQ, Chicago, Sat. 11 a.m.-noon, piped to WNBT, WNBW & WNBK, Cleveland; homemaking show *Our Place*, Sat. noon-12:30 p.m., starting Oct. 3; beauty show *Here's Looking at You*, Sat. 10-10:30 a.m., starting date unannounced, and other similar participations. Idea may be extended to other stations represented by NBC Spot Sales . . . Trans-World Airlines to co-sponsor *Amos 'n' Andy*, resuming on WCBS-TV, N. Y., Oct. 4, Sun. 2-2:30 p.m.; other sponsor is Cott Beverages Inc., with BBDO and Dowd, Redfield & Johnstone as respective agencies . . . Playskool Mfg. Co.'s "Lincoln Logs" building contest for children, introduced in Philadelphia on *Pioneer Playhouse*, boosted toy sales so sharply during traditional post-Xmas slump last winter that sponsor has bought Sat. 11-11:30 a.m. on Chicago's WBKB for same show starting Oct. 10, thru Friend-Reiss-McGlone, N. Y. . . Admiral, GE, RCA, Westinghouse buy test patterns on new CKSO-TV, Sudbury, Ont. (Ch. 5), Canada's first privately-owned station, due on air Sept. 20 . . . Among other advertisers reported using or preparing to use TV: Alsol Products Co. (Alsol auto wax), thru Furman Co., N. Y.; Merry Mfg. Co., Cincinnati (toys), thru Rowe & Wyman, Cincinnati; Pennsylvania Tire Co. (tires & tubes), thru D'Arcy Adv., Cleveland; Rosita Products Co., Phoenix (Rosarita Brand Mexican foods), thru Rockett-Lauritzen Co., Los Angeles; Yeast Products Inc. (brewers dried yeast), thru Tracy, Kent & Co., N. Y.; Dako Chemical Co., Hawthorne, Cal. (Dish-A-Way detergent), thru Jimmy Fritz & Assoc., Hollywood; Advanced Products Corp., Beverly Hills, Cal. (Jet Glow wax), thru Yambert-Prochnow, Beverly Hills; Gold Seal Co. (Glass Wax, Snowy powdered bleach), thru Campbell-Mithun, Minneapolis; Skinner Mfg. Co., Omaha (Skinner's macaroni), thru Bozell & Jacobs, Omaha; Continental Oil Co. (Conoco gasoline), thru Benton & Bowles, N. Y.; Barton Mfg. Co. (Dyanshine shoe polish), thru Gardner Adv. Co., St. Louis; Northern Paper Mills (Northern tissue), thru Young & Rubicam, Chicago; Hoffman Candy Co., Los Angeles (Cup-O-Gold candy bar), thru Mayers Co., Los Angeles; Calgon Inc. (Calgon water softener), thru Ketchum, MacLeod & Grove, Pittsburgh; Mason Shoe Co., Chippewa Falls, Wis. (men's & women's shoes), thru Bozell & Jacobs, Chicago; Lone Star Gas Co., Dallas, direct.

Hearing between CBS and Zenith over Ch. 2 in Chicago, on which CBS's WBBM-TV now operates, moved step nearer this week when FCC sent both "McFarland letters." WBBM-TV shifted to Ch. 2 from Ch. 4, operates on channel temporarily pending conclusion of hearing and final court ruling on Zenith's claim Commission had no right to give Ch. 2 to CBS without giving Zenith equal crack at it.

Report of first educational TV workshop, held at Los Angeles Apr. 22-May 1, has been published under title *TV, a New Community Resource* by Council of the National Organizations of the Adult Education Assn. (Wells Publishing Co., Leonia, N. J., \$1).

OFFICIAL COLOR demonstration for FCC has been fixed for Oct. 15, moved back from proposed Oct. 1 date (Vol. 9:37), will be conducted at site to be selected—probably on Long Island. Transmissions will be provided by NBC, CBS & DuMont, and dozen or so set makers will show one color receiver each, though some offered to provide more if Commission desires.

At amicable FCC-industry conference at Commission Sept. 18, the following outline of demonstrations was presented by Philco v.p. David Smith, speaking for industry, accepted by FCC staff group headed by Broadcast Bureau chief Curtis Plummer:

(1) NBC will present 15-20-min. WNBT studio program running about 12-12:20 p.m.; then, with AT&T, will show both coaxial and microwave transmissions with closed-circuit loop to Washington and back.

(2) CBS will handle outdoor colorcast over WCBS-TV starting about 1 p.m.

(3) DuMont, with its experimental uhf KE2XDR, will show standard NTSC color test patterns and slides.

Commissioners and staff were welcomed to observe preparations earlier in week and to stick around after demonstrations to experiment with sets themselves. About 20 from FCC will attend. DuMont's uhf will be on all day.

In calling conference earlier in week, Commission asked that demonstrations include variations in lighting levels at studio and receiver locations, opportunity to compare original subject matter with received image, wide range of hue and chroma, closeups and distant shots, normal and rapid movement. Smith said industry would be glad to comply.

Hell-bent for speed, RCA was a bit miffed at 2-week delay from proposed Oct. 1 date, v.p. & gen. counsel Robert Werner saying new date was arranged without RCA's knowledge after "a GE representative" called Commission. Werner said RCA is ready for Oct. 1 but would go along with whatever FCC desired. RCA also offered its Centre Theatre for the demonstration, plus more color sets and further demonstrations if Commission wants more. RCA's next showings are Sept. 21-22, in Chicago, for convention of Assn. of National Advertisers and press; demonstrations will be closed-circuit from New York. [For Comr. Edward Webster's opinion on color timetable, see p. 10.]

Four new community antenna systems being built, as reported by Jerrold: Elkins, Hinton & Weston, W. Va., and Walla Walla, Wash. Last is joint Jerrold-J.H. Whitney project, has 11-mi. run of 1¼-in. cable from 4000-ft. Pike's Peak; cable is being buried by Western Electric cable-laying machine. And Jerrold public relations mgr. Ben Katz, just back from Sept. 15-16 TV show promoted by TV Cable Co., Oil City, Pa., as sendoff for its closed-circuit originations, says attendance and enthusiasm were comparable to that ordinarily accompanying start of new TV stations. Local newspapers joined in promotion, reaped heavy windfall of dealer ads.

New monitoring system for TV stations—the "Monitran"—now in production by RCA, transmits both picture and sound via coaxial cable and permits use of standard commercial TV sets for monitors. No modification of TV sets is necessary, and one Monitran can feed any number of monitors throughout studio. Monitored signal can be transmitted via cable on any vhf channel, doesn't interfere with use of receiver in picking up pictures off the air from other stations. Price is \$565.

Industrial and other films offered stations without cost are listed in new edition of *Directory of "Free" TV Film* just released by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Julienne Dupuy, editor).

FALL TV MARKET ISN'T ALL MILK & HONEY: Color, inventories, uncertainties about uhf -- all these factors, plus some which aren't as readily apparent -- combine to put industry in a mood of cautious optimism as it surveys fall & winter outlook. TV set makers hope business will be good, and most think it will be good -- but they also have their fingers crossed against possibility of disappointment.

In talking to manufacturers this week at RETMA industry conference in N.Y., we found the element of restraint was most evident. As for predictions, there was no uniformity in their evaluations of the fall market, and all seemed guarded in their observations. (For other RETMA news, see Topics & Trends, p. 14.)

Though new markets are opening up at fast clip, trade doesn't seem much excited. As one big manufacturer put it, "It takes a helluva lot of little towns going on the air to make up for those big drops in places like New York and Philadelphia."

Color worries some industry leaders more than they'll admit. A high Zenith official told us he fears Christmas business will suffer as new color standards move closer to acceptance, with much attendant publicity, and as consumers begin to ponder sinking money into black-&-white when color is promised in few years.

Wait-for-color philosophy has already cut deeply into big-screen sales. The 24 & 27-in. sets aren't moving anywhere near as well as anticipated, we were told by several manufacturers, who agreed that the thoughts of color were at least partly responsible for decisions of some consumers not to buy at this time.

You could get optimism on color, too. DuMont's Dan Halpin sides with those who theorize that a color set displayed on showroom floor beside black-&-white will stimulate sales of latter. And James M. Toney, RCA Victor's distribution director, told dealers in Washington, at the first of series of NARDA regional meetings, that color will be "the biggest bonanza ever when it is mass produced."

* * * *

Immediate spectres of overproduction and bloated inventories are giving rise to some apprehension. Factory inventories have been dropping in last few weeks, now standing at slightly under 600,000 -- but total in all pipelines is about 2,000,000. All levels of industry are keeping much closer tab on inventories than ever before.

You could get almost any shading of opinion on production this year. One major manufacturer expressed belief industry shouldn't try to exceed 6,500,000 TVs. Beyond that figure, he foresaw risk of overproduction and danger of recurrence of dumping evils of early 1951. Another TV maker disagreed, saying industry is too smart today to overproduce -- "we've learned a lot since the early days and we know you just can't jam sets down the throats of distributors and dealers anymore."

Prices for balance of year should remain firm -- certainly no lower, perhaps no higher. All majors except Motorola have already raised prices during last few months (Vol. 9:36). This week GE raised prices \$10 on 11 of its 24 vhf-only sets and on 3 with built-in uhf. GE said boosts were necessary because of increased material costs, made no mention of longer dealer discounts.

* * * *

Uhf could be the key to success or failure of fall market, some believe. It's common knowledge that uhf sales in many areas have been below expectations this year. Having just concluded a cross-country tour of key markets, Halpin blames the failure of many stations to meet announced on-air dates -- but biggest headache is unfamiliarity of dealers & servicemen with technical uhf problems of installation, servicing, etc. Stations have more recently been more cautious about on-air promises, and technical problems are generally being overcome, says Halpin.

That business is picking up in such saturated markets as Washington, Chicago and Philadelphia was evident in scattered retail trade reports this week. Seasonal

lift to market these days is to be expected, what with new network shows, and the upcoming football season, World Series, etc.

* * * *

TV production totaled 141,322 (5437 private label) week ended Sept. 11, down from 160,070 preceding week and 166,383 week ended Aug. 28. It was the year's 36th week, compared with 156,987 corresponding week in 1952, and bring's year's total output thus far to approximately 5,150,000.

Radio production also declined, totaling 225,978 (92,369 private), down from 233,864 week ended Sept. 4 and 239,454 week before, compared with 208,809 in 1952. Week's radios: 88,724 home, 29,734 portable, 32,148 clock, 75,372 auto.

Trade Personals: Sol W. Gross rejoins Emerson as sales v.p., having resigned in 1944 as a director and v.p. for production & purchasing to form Tele-tone, now out of business; most recently he was Pacific Mercury's eastern sales rep. David J. Hopkins continues as sales & adv. director, reporting to Gross . . . Robert E. Peterson, exec. v.p., Standard Coil Products Co., has taken 3 months leave of absence to recuperate from recent illness . . . Wm. L. Dunn, Raytheon v.p. for sales & engineering, resigns to accept undisclosed connection outside TV industry; Dan Halpin, DuMont, succeeds him as chairman of RETMA sales mgrs. committee . . . Harry Schecter, ex-gen. mgr. of CBS-Columbia Distributors Inc., N. Y., elected CBS-Columbia sales v.p.; Mort Barron promoted to adv. operations mgr. . . . Elwood W. Schafer, ex-GE & RCA, recently v.p. of National Union Radio Corp., named asst. to Charles F. Stromeyer, CBS-Hytron manufacturing-engineering v.p. . . . Glen McDaniel, RETMA president, appointed chairman of international & comparative law committee, American Bar Assn. . . . Henri G. Busignies, technical director of IT&T's Federal Telecommunications Labs, appointed a v.p. and member of management advisory board . . . Edward Schulz, ex-NYU professor of management & industrial relations, named RCA Labs personnel director . . . Nathaniel M. Marshall promoted to eastern district mgr., General Precision Labs, in new sales setup under TV dept. mgr. E. Arthur Hungerford Jr.; Edward Manzo assigned as southeastern mgr. out of Atlanta, and Robert F. Johnston, ex-WILL, Champaign, Ill., named midwest mgr., Chicago . . . Jack D. Hughes, Littlefuse sales v.p., promoted to v.p. & operations gen. mgr. . . . Stanley Niciejewski appointed sales mgr., Sarkes Tarzian rectifier div.; Alfred D'Urso named asst. mgr. for distributor sales, Fred Lucas asst. mgr. for industrial sales . . . Isadore Waber, ex-Radio Electric Service Co., named sales v.p. of C-B-C Electronics Co., Philadelphia, producing TV tube brighteners . . . Allen N. White, ex-Bendix Radio, named sales promotion mgr., Westinghouse TV-radio div., succeeding Fred S. McCarthy, resigned . . . Ed Berliant has organized Ed-Berl Products Inc., 7 Garden Pl., Baldwin, L. I., manufacturing electronic tool kits.

New RETMA committee chairmen, elected at industry conference this week in N. Y.: Max Balcom, Sylvania, for TV-radio industry; F. R. Lack, Western Electric, for electronics industry. Other RETMA actions: (1) Authorized 9 new div. directors. (2) Added 14 new members, bringing membership to 355. (3) Authorized pres. Glen McDaniel to oppose any move to classify subscription TV as common carrier. (4) Approved office of paid mgr. for electronics affairs.

Walter S. Marder, Daystrom Furniture, elected pres. of National Assn. of Furniture Mfrs., succeeding Wm. Brenner, Wm. Brenner Industries. John M. Snow, ex-National Sales Executives Inc., elected exec. secy., succeeding J. C. McCarthy, retired.

Distributor Notes: CBS-Columbia Distributors Inc., New York, appoints Martin L. Scher, ex-IT&T Distributing Corp. (Capehart-Farnsworth), as gen. mgr., succeeding Harry Schecter, new CBS-Columbia sales v.p. . . . Capehart-Farnsworth appoints Callander Distributing Corp., Columbus, O. (D. G. Callander, pres.); Allied Distributing Co., Omaha (W. H. Rieke, gen. mgr.) and Appliance Wholesalers Inc., San Antonio (Emory A. Roscheni, pres.) . . . Emerson appoints Woodward Wight & Co., New Orleans (L. C. Deckbar, pres.) . . . Lone Star Wholesalers, Dallas Bendix distributor, adds Crosley TV line; Apollo Distributing Co., Newark (Crosley & Bendix) appoints Wm. H. Jarvis sales mgr. . . . DuMont N. Y. factory branch names Harry Ripps as sales mgr., succeeding Philip P. Geth, now gen. mgr. . . . Arvin names Banks-Miller Supply Co., Huntington, W. Va.; McCutcheon Distributing Co., Pittsburgh (Arvin) elects Charles E. Klein pres., succeeding Earl McCutcheon, resigned . . . Olympic Radio forms Olympic of So. California Inc. (John Tracy, pres.), 6101 So. Central Ave., Los Angeles, as L.A. area distributor . . . Bruno-New York Inc. (RCA Victor) names Norman Axelband sales promotion mgr. . . . Sacramento Electronics, Sacramento (Raytheon) appoints Edward C. Berick sales mgr. . . . Westinghouse Electric Supply Co., Los Angeles, names George W. Oliver, ex-Leo J. Meyberg Co. (RCA) as sales promotion mgr. of consumer products . . . Canadian Admiral Sales Ltd., 207 Second Ave. W., Vancouver, B.C., has been set up to distribute in British Columbia and the Yukon . . . Capehart appoints Coby Distributors Inc., Wilkes-Barre, Pa. (Stanley Green, pres.) and Paul-Jeffret Co., Syracuse (Samuel P. Solomon, pres.).

New National Electronic Distributors Assn. officers elected this week at St. Louis convention: pres., Dahl W. Mack, Scranton Radio & Television Supply Co., Scranton, succeeding W. D. Jenkins; exec. v.p., L. B. Calamaras, Chicago, reelected; 1st v.p., Anthony Dabowski, Dymac Inc., Buffalo; 2nd v.p., J. V. Tonahill, Scooter's Radio Supply Co., Ft. Worth; secy., Albert Steinberg, Albert Steinberg & Co., Philadelphia; treas., R. C. Whitehead, Whitehead Radio Co., Columbus, O. Reelected chairman was Aaron Lippman, Aaron Lippman & Co., Newark, with following board members: J. G. Prestwood Jr., Prestwood Electronics Co., Augusta, Ga.; John G. Bowman, J. G. Bowman & Co., Chicago; R. V. Weatherford, R. V. Weatherford Co., Glendale, Cal.; H. Tory Horn, Western Electronic Supply Co., Seattle; Henry F. Morrison, Morrison's Radio Supply Co., Ashtabula, O.; H. M. Carpenter, Thurow Distributors Inc., Tampa.

Dr. Colin G. Fink, 71, one of world's leading chemists, whose inventions included discovery of tungsten filament, died Sept. 17 in Red Bank, N. J. As a GE researcher, he developed copper-clad nickel and steel lead-in wire to substitute for platinum in electron tubes and lamps.

Walter M. Skillman, 55, mgr. of marketing administration for GE's TV-radio div., ex-GE district mgr. in Dallas, died in Lankenau Hospital, Philadelphia, Sept. 15.

Topics & Trends of TV Trade: The electronics boom, paced by TV, had big National Electronic Distributors Assn. (350-plus members) in high state of exuberance at St. Louis convention this week, judging from what they said publicly and to newsmen. For example, past pres. W. D. Jenkins, who heads Radio Supply Co., Richmond, was quoted as saying:

"If any business is depression-proof, this is it. People might stop buying new TV sets, but as the sets get older they need more repairing. That means sales of tubes and other parts." And NEDA chairman Aaron Lippman, head of Newark company bearing his name:

"We're in the most envious business in the world. Ten years from now you won't be able to turn around without turning to electronics—in your office, at home, in your car—and practically every object you use will be made with electronic devices in the background. All of that means a bigger market for replacement parts."

Panel topics also reflected the optimistic moods: "How to Provide Proven and Adequate Facilities for Expansion" and "How to Finance Future Growth."

These middlemen handle no receivers, for most part, dealing mainly in components and accessories. TV equipment is biggest item, and some idea of the growing magnitude of their business is given in figures quoted by John T. Thompson, GE mgr. of tube replacement sales. Replacement market for receiving tubes, he estimated, would run 123,000,000 in 1954; 133,500,000 in 1955; 150,000,000 in 1956; 152,000,000 in 1957. It will taper down to 150,000,000 in 1958 and to 140,000,000 in 1960, he added.

Picture tube replacements were estimated as 4,200,000 in 1954, black-&-white; 5,500,000 in 1955, of which 50,000 will be color; 7,550,000 in 1956, of which 350,000 will be color. By 1959-60 volume will level off to 6,500,000 units, of which 2,000,000 will be color, the GE marketeers estimate.

RCA's R. B. Sampson figured distributors' sales of all electronic parts and equipment this year at around \$650,000,000, compared with \$600,000,000 last year and \$360,000,000 in 1950. Next year, he predicted, it will hit \$800,000,000 and by 1955 it will reach \$1 billion.

* * * *

Ray A. Rich, Philco v.p.-refrigeration div., forecast a \$7.5 billion volume of retail trade in TVs and appliances by 1960, about twice present volume, in speech Sept. 16 at fall conference of Bureau of Home Appliances of San Diego County, Cal. Rise was attributed to increasing population, larger payrolls, more family group formations—plus replacement market for electric appliances such as refrigerators, ranges and TV sets.

The U. S. economy is a dynamic one, said Rich, and by 1960 the nation will enter an era of prosperous living for all greater than any yet known. Citing growth of the appliance industry, he pointed to 1941 sales of 20,284,400 major appliances and radios at \$1,295,572,150 retail, rising in 1951 to 26,244,000 units (including TVs) at \$4,927,707,300. For 1960, he predicted sales of 6,000,000 refrigerators, 2,500,000 electric ranges, 2,400,000 electric clothes dryers, 5,000,000 ironers and nearly \$1 billion worth of air conditioners.

Canadian TV boom, and how it spreads prosperity not only to allied electronics industries but also stability to such basic economic businesses as steel and textiles, is described in Sept. 12 *Financial Post*, Toronto; it foresees TV sales of nearly 400,000 this year, as against 146,370 last year.

Sylvania breaks ground for 50,000-sq. ft. tube plant at Fullerton, Cal., near Los Angeles, due for completion by March, 1954.

Trade Miscellany: Record Industry Assn. of America will launch 3-week promotion of phonograph players in Baltimore Oct. 5 to study relationship of sales of players and records; list will be kept of all new phonograph buyers, and after 120 days RIAA will query them on how many and what type of records they've bought since then . . . N. Y. residents spend \$167,000,000 a year on TV & radio, \$250,000,000 for appliances, according to *New York Times* survey . . . Raytheon's TV-radio div. has prepared new 20-min. sales training film in color titled *Nothing to Argue About* . . . Kansas City municipal committee shelves proposed ordinance for mandatory inspection of all TV antennas, instead amends building code for safety regulations, to include safe grounding of supporting poles and masts, and lightning arrestor for lead-ins . . . Temple U survey of Philadelphia families early this year showed more than 50% of families interviewed bought TV sets at discounts averaging 25% . . . George's, largest Washington TV-radio retail chain (12 stores), plans to add home furnishings line in near future, pres. Geo. Wasserman saying move's due to low markups on TVs and appliances.

Cumulative TV sales by Canadian factories will total about 575,000 by end of year, representing retail value of \$250,000,000, reports RTMA of Canada on basis of sales to date. It gives this breakdown: Sales prior to 1950—8212, value \$3,418,500; in 1950—29,611 at \$12,858,083; in 1951—40,615 at \$21,237,442; in 1952—146,373 at \$64,677,682; estimate for 1953—350,000 at \$148,750,000. TV sales first 7 months this year totaled 134,472, at average price of \$384, compared to production of 187,833. Projected production figures estimate 134,420 sets will be turned out in next 3 months. For July alone, sales were 9332, production 19,980, inventory 59,715 at month's end. Toronto led in sales with 2783, Quebec 2394, Hamilton-Niagara 1120, British Columbia 1024, Ottawa and eastern Ontario 883, Windsor 673, other Ontario 313, Prairies 75, Maritime provinces 67.

Shipments of TVs to dealers totaled 3,335,262 in first 7 months, when production was 4,150,525, 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 7 months of 1952, when shipments were 2,406,757, as against production of 2,517,157. Every state in nation shared in shipments, New York as usual leading with 314,778; Pennsylvania second, 281,831; California third, 264,834. Montana, where Butte's KOPR-TV (Ch. 4) and KXLF-TV (Ch. 6) went on air in Aug., trailed list with 1461 sets—but, as portent of better days to come, 802 of them were shipped in July alone, as compared with only 659 for entire preceding 6 months. For July, TV shipments totaled 313,012, compared with 326,394 in June and 288,247 in July 1952.

Video Products Corp., 370 Seventh Ave., N. Y. (Richard A. Marsen, pres.) filed petition under Chapter XI of the Bankruptcy Act in N. Y. Federal district court this week, proposing 100% settlement payable in monthly installments of 2% after 6 months. Firm has plant in Red Bank, N. J., and same interests own Sheraton Television Corp., making TV sets under that brand name. Liabilities are estimated at \$945,000, assets at \$878,000. Largest creditors are RCA, \$143,000; GE, \$75,000; Sylvania, \$42,135; Standard Coil, \$30,000; Empire Coil, \$30,000; Buck Engineering Co., \$17,250; American Specialty Corp., \$13,500; Thomas Electronics, \$11,000; Arcturus Electronics, \$9000; Hytron, \$8260.

Canadian Admiral reduces price of its 17-in. mahogany plastic table model from \$270 to \$250, sets these other prices: 24-in. mahogany or walnut open-face console \$650, blonde \$670; 27-in. mahogany half-door console \$850; 27-in. blonde full-door console \$900.

Electronics Reports: Swift progress toward age of the automatic electronic factory was revealed this week by Navy, Bureau of Standards and Air Force. Navy Bureau of Aeronautics and Bureau of Standards removed security wraps from "Project Tinkertoy," completely automatic pilot plant to produce electronic assemblies. Plant, located near Pentagon in Arlington, Va., is result of work begun in 1950. It uses printed circuits, adhesive tape resistors and special ceramic capacitors made from raw and semi-processed materials within the plant. Only major parts not produced automatically are tubes.

System is based on "modular" design, employing series of small wafers as building blocks, each containing a sub-sub-assembly. All operations, from manufacture of resistors and capacitors to quality control (inspection and test by electronic computer) are automatic. Pilot plant is geared for production of 1000 "modules" per hour. Project Tinkertoy will be adapted to production of military equipment by Sanders Associates Inc., Nashua, N. H., research and development firm. Among first automatically produced items will be radio altimeter, sonar device and radio control receiver. Kaiser Electronics div. of Willys Motors Inc. designed and constructed several of the machines, and holds contract to carry out pilot production.

Another approach to automatic electronic plants is described in Sept. issue of Stanford Research Institute's news bulletin, *Research for Industry*, outlining progress after 3 years work on Air Force contract to develop automatic production techniques for electronic equipment. Automatic production line designed by Institute's Advanced Techniques Laboratory could turn out approximately ten 5-tube electronic assemblies per minute. Institute's improvements in etching techniques for printed circuits have lowered etching time to 30 seconds from 3-11 minutes previously required. Another development is machine which can align and attach resistors and capacitors into circuit at rate of .4 second each. Copies of bulletin describing automatic production line are available from Stanford Research Institute, Stanford, Cal.

* * * *

New TV film equipment by 3 manufacturers will be described at National Electronics Conference at Chicago's Hotel Sherman, Sept. 28-30. Among engineering papers will be description of RCA's new low-priced vidicon film reproduction camera, slated for production by year's end, by RCA's H. N. Kozanowski; *Continuous All-Electronic Scanner for 16mm Color Film*, by Motorola's V. Graziano & K. Schlesinger; *New TV Film Scanner*, by Philco's F. J. Bingley. Other papers of interest to TV engineers include *Alignment of a Monochrome TV Transmitter for Broadcasting NTSC Color Signals*, by Philco's J. F. Fisher, and *Transition Effects in Compatible Color TV* by Philco's J. B. Chatten & R. C. Moore.

Slash in govt. tax aid to industrial expansion, announced recently by defense mobilizer Arthur Flemming, isn't expected to be applied to electronics. Flemming said expansion goals under tax amortization program will be decreased for some industries. Because of importance of electronics in long-range defense planning, most govt. observers don't believe industry's goal will be changed. Goal or tax-aided expansion of electronic productive capacity is \$396,000,000, of which about 76% has already been authorized. This figure doesn't include construction of facilities for research and development, which are handled on case-to-case basis with no specific goal.

K. T. Keller resigned this week as director of Defense Dept.'s guided missiles office to resume chairmanship of Chrysler Corp. Defense Dept. said Keller recommended last June that office be abolished "in view of the present advanced state of guided missile development."

Financial & Trade Notes: Indiana Steel Products Co. reports record sales and profit for first 6 months of 1953, although dollar sales figures aren't given in report. Net income was \$209,602 (\$1.47 a share) compared with \$145,165 (\$1.02) for first half 1952. Pres. Robert F. Smith, in letter to stockholders, reported record 6-month production, and said 14,000-sq. ft. of plant space will be added by Nov. in Valparaiso, Ind. Company will shortly begin production of Indox, "the first entirely new magnetic material since the introduction of Alnico in 1931." It's a ceramic-type magnet using no critical materials "certain to find wide usage in TV [and] is suitable for new uses which should broaden the field of permanent magnet application."

Raytheon stockholders Sept. 18 approved increase in authorized common stock from 3,000,000 to 4,000,000 shares, but pres. Charles F. Adams Jr. said market conditions have caused management to postpone plans to issue additional shares. He said company plans to pay stock dividend when market conditions improve, but there is no chance of cash dividend unless excess profits tax expires. He said company's sales for 3 months ended Aug. 31 were in excess of the \$31,000,000 reported for same period last year, with net profit about the same as last year's \$640,000 (27¢ a share).

Howard W. Sams & Co., Inc., Indianapolis, electronics data publishers, will propose at Sept. 28 stockholders meeting issuance of an additional 60,000 shares of common and 1000 preferred stock and elimination of present sinking fund requirement for redeeming preferred. New issue is proposed to acquire additional working capital. Latest Sams statement shows net sales of \$1,293,225 for 6 months ended June 30, profit of \$83,745 before taxes, estimated Federal taxes of \$56,000. Total assets are \$636,835, running 2.21 to 1 over liabilities.

Packard-Bell expects volume for fiscal year ending Sept. 30 to exceed \$32,000,000, partly as result of sales of hollow-core flush doors, first item in its program of diversification, which will embrace other consumer products soon.

Oxford Electric Corp., Chicago (speakers) reports sales of \$2,498,063, net profit of \$57,000 (24¢ a share) for first half 1953, compared with \$1,261,151 and \$6886 (3¢) same 1952 period.

Dividends: Packard-Bell, 25¢ payable Oct. 26 to stockholders of record Oct. 9; Motorola, 37½¢ Oct. 15 to holders Sept. 30; ABC-Paramount, 25¢ Oct. 20 to holders Sept. 25; IT&T, 25¢ Oct. 14 to holders Sept. 18; Corning Glass, 25¢ Sept. 30 to holders Sept. 21.

Sightmaster Corp., for 9 months ended June 30, reports sales of \$820,000, net earnings of \$84,000 vs. \$260,000 sales and loss of \$8000 same period last year.

DuMont transmitter div. realigned technical and sales service setup this week, with div. mgr. Herbert Taylor promoting Charles E. Spicer to sales operation mgr. and head of sales engineering dept. Joining Spicer's staff are Robert Bollen, ex-WDTV, Pittsburgh; W. K. Terrell, ex-WABD, N. Y.; Felix D. Bonvoulior, ex-WAAB, Worcester; Lyle O. Keys, ex-Philco; Lawrence Litchfield, ex-DuMont research; Frank Klimowski, ex-Stavid Engineering Co.; Norman C. Ritter, ex-Keith Electrical Co., Des Moines—latter 2 among those who built WOI-TV, Ames, Ia. Stephen Pozgay has resigned to become mgr. of upcoming WNAM-TV, Neenah, Wis. Kenneth Petersen has been assigned to New England and Vernon Russell to southeastern territories.

Donald McNicol, 78, onetime asst. to pres. of RCA, editor of *Telephone & Telegraph Age*, editorial director *Radio Engineering* and 2-term mayor of Roselle Park, N. J., died Sept. 17 at Roselle Park.

Telecasting Notes: Audience and network, as well as sponsor and agency, were naturally disturbed by the sound and fury over someone's discovery—first hinted on Walter Winchell's telecast—that Lucille Ball (*I Love Lucy*) had registered as a Communist in 1936. She explained to Rep. Jackson (R-Cal.) that she had done so to please her aged grandfather, now deceased, but had not voted in the election. She got clean bill from him—but lots of unwanted publicity. Telegrams and calls to CBS Hollywood headquarters, said v.p. Harry Ackerman, were mostly favorable. "The people seem to think this thing is silly, not serious. They all love Lucy." CBS-TV recently signed Miss Ball and husband Desi Arnaz to \$8,000,000 contract, and spokesmen for sponsor Philip Morris said at one time were they even considering invoking usual "morals" clause . . . Is daytime TV going the way of daytime radio—dominantly soap opera? *Variety* apparently thinks it is, headlines Sept. 16 article "More Soap in Daytime TV Eye," reports that soap and detergent manufacturers are "preparing to invade daytime TV in a big way next year." It sees "tipoff" in fact that Young & Rubicam has set up new daytime TV development dept. under its daytime radio chief Beverly Smith after having pulled out of all production in last few months. "Smith expects to have at least one soaper ready to put on the air by the first of the year," says *Variety*, "and with that as a starting point, expand the dept. into a full-fledged operation, with complete production staffs for each show" . . . Marion Harper Associates Inc., outdoor poster research organization, reports that use of TV in addition to billboards can increase an advertiser's "outdoor observation score" by as much as 5% . . . WKNB-TV, New Britain-Hartford (Ch. 30) has purchased 4½-acre plot in W. Hartford and next month starts new 160x130-ft. modern structure to cost \$350,000 and featuring main TV studio 60x40x20-ft. . . . KTLA, Los Angeles, originates two 3-hour roller derby telecasts from Edmunds Field, Sacramento, 360-mi. via AT&T microwave, Sept. 14 & 21 . . . Songstress Jo Stafford signs 4-year exclusive contract with CBS-TV, thru General Artists, calling for total payments of \$1,000,000; she will be used on colorcasts . . . Dave Garroway, with 3 NBC shows, has had contract extended to 1960 . . . DuMont hikes rates of its WABD, New York, from \$2200 to \$3200 per Class A hour, of WTTG, Washington, from \$850 to \$950, both effective Oct. 1 . . . WWJ-TV, Detroit, has published new Rate Card No. 12, effective Sept. 1, establishing Class AA base rate at \$1600 an hour, min. \$320; Class A rate is \$1400 & \$280 . . . WTAO-TV, Cambridge-Boston (Ch. 56), which began operation Aug. 31, appointed Everett-McKinney as rep.

Only one application for new TV station was filed with FCC this week—by San Diego printer Elliott L. Cushman (Southwest Color Press); he's also gen. mgr. of *San Diego Shopping News*. He seeks Ch. 21 there, first and only applicant for that uhf channel. With grants and dismissals this week, applications still pending have gone down to 479 (142 of them uhf), continue to dwindle each week. [For further details about foregoing application, see *TV Addenda 17-K* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

AT&T network service was extended Sept. 16 to WAKR-TV, Akron (Ch. 49) and WILK-TV, Wilkes-Barre, Pa. (Ch. 34). Wilkes-Barre interconnection follows temporary microwave route with terminal at Big Boulder ski run in Pocono Mountains, whence signals are transmitted to WILK-TV's transmitter site at Penobscot Mt., Pa. Network TV service is now available to 166 stations in 107 U.S. cities.

Defying TV-radio blackout of delayed blow-by-blow accounts of Sept. 24 Marciano-La Starza heavyweight championship bout, New York radio WOV announced it would recreate round-by-round from wire service reports. There were indications other stations would follow suit. Because bout is being carried exclusively on theatre-TV, International Boxing Club has "banned" blow-by-blow summaries from TV-radio stations, although they're carried by the wire services. NARTB pres. Fellows Sept. 16 scored IBC action as "arbitrary and capricious," expressed doubt that club has "privilege of ordering that broadcasting stations may not pick up and broadcast such material as they may receive from the wire services to which they subscribe." Total of 44 theatres in 33 cities will carry fight on Theatre TV.

Canadian Broadcasting Corp. board of governors will consider 12 applications for TV licenses, including first for uhf, among other duties at Sept. 24 meeting in Ft. Garry Hotel, Winnipeg. The applicants: Calgary, Alta.—Calgary Television Ltd., Ch. 5. Edmonton, Alta.—Edmonton Television Ltd., Ch. 3; Wm. Rea Jr., Ch. 3; Sunwapta Bestg. Co., Ltd., Ch. 3. Kingston, Ont.—Brookland Co. Ltd., Ch. 11. Kitchener, Ont.—Central Ontario Television Ltd., Ch. 13; Grand Television Ltd., Ch. 13. Peterborough, Ont.—Brookland Co., Ch. 22. Charlottetown, P.E.I. — Island Bestg. Co. Ltd., Ch. 13. Saskatoon, Sask.—A. A. Murphy & Sons Ltd., Ch. 8; Saskatoon Community Bestg. Co. Ltd., Ch. 8; Saskatoon Star-Phoenix Ltd., Ch. 8.

NARTB's "5 major accomplishments" in the last year, as outlined in annual report of pres. Harold E. Fellows being delivered at current district meetings: (1) Defeat of Johnson baseball bill. (2) Reduction by FCC of its operator requirements and provision for remote transmitter control. (3) Provision for group tower insurance plan. (4) Success in drive to remove talent fees from consideration in overtime payments required by wage & hour regulation. (5) Public relations cooperation with such organizations as UN, Advertising Council, veterans, civic and religious groups. Fellows reported 192 active station TV memberships in NARTB plus 4 networks, radio members 1099, associate members 109, TV code subscribers 155.

Text of new rule regarding mileage separation, proposed this week by FCC (see p. 3): "If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within 5 miles of, the minimum separation requirements of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610." Comments may be filed on or before Oct. 26.

Worst air crash in history involving a radio tower was Sept. 16 disaster when American Airlines plane struck two 364-ft. towers of WPTR, Albany, killing all 28 aboard. Crash came within 6 weeks of wreck Aug. 8 in which 2 were killed when light plane struck guy wire of 1034-ft. tower of WHUM-TV, Reading, near Pine Grove, Pa. (Vol. 9:33). CAB is investigating both accidents. Albany station went off air only for few seconds, and towers were not seriously damaged.

Power increases & channel shifts: WMBR-TV, Jacksonville (Ch. 4) now putting out full 100 kw, up from 14.8; WLWA, Atlanta, plans to shift from Ch. 8 to Ch. 11 Sept. 20, boost power to 316 kw within 60 days. Shipped this week were RCA 10-kw driver units to WEWS (Ch. 5) & WNBK (Ch. 3), Cleveland, and 25-kw to KTVH, Hutchinson, Kan. (Ch. 12). Also GE 12-kw transmitter to KETX-TV, Tyler, Tex. (Ch. 19) and 6-bay antenna to KTNT-TV, Tacoma, Wash. (Ch. 11).

Television Digest

with **ELECTRONICS REPORTS**

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THE SHAPE OF NETWORK TV GROWTH TO COME: Clear-cut prediction of network TV growth, one of the very rare post-freeze estimates by a responsible network official, was offered this week by CBS-TV president Jack Van Volkenburg. As member of TV panel at Sept. 22 meeting of Assn. of National Advertisers in Chicago, he stated that:

(1) CBS-TV affiliates now number 140, with 41 of them "must buy" and other 99 "optional". The 41 cover 21,000,000 homes. Though only 41 are "must", average national advertiser buys 63, many more than 100. Gross nighttime half-hour rate for the basic network is \$25,827.

(2) By Jan. 1, 1954, network will be about same size, half-hour rate will be \$27,800 and 22,500,000 homes will be reached.

(3) "Situation in 1955 is impossible to pinpoint."

(4) "Ultimate development stage" will come in 1956, when CBS-TV will comprise 59 "must buy", 51 "basic optional" and 125 "supplemental" stations. Cost of nighttime half-hour on "must" stations will be \$48,000, reaching 35,000,000 homes.

(5) Stations will be both vhf and uhf, depending solely on circulation.

All network representatives on panel -- including Van Volkenburg, NBC's Pat Weaver, ABC's Robert Kintner, DuMont's Chris Witting -- reiterated that an advertiser needn't have a giant budget to buy network TV; that "it comes in all sizes"; that "flexibility" is the byword as more stations go on air and more AT&T inter-connection facilities become available for regional networks, etc. For example, Witting pointed out, DuMont has as many as 5 football games going some Sundays, sold to different regional sponsors.

FCC chairman Rosel Hyde, asked if small stations can be supported without network affiliations, said: "We haven't concluded that a station must have a network to exist. TV is a new and growing industry. We have hopes that film, tape and other efficient techniques will help. But the Commission depends on the judgment and prudence of the applicant." As of today, he added, he sees about 750 TV stations in prospect -- about 525 already granted, about 200 more channels sought. The 750, he said, should cover 80% of population, give most viewers choice of 3.

AT&T'S UNPRECEDENTED RATE OF CONNECTIONS: AT&T uncorked its Sunday punch this week, announced that in the few days remaining this month it will bring network service to so many stations that total new connections for September will total 41 stations in 35 cities -- most of them not previously announced. Start of World Series on Sept. 30 undoubtedly sparked unprecedented burst of activity.

Many are relatively simple connections for new stations in cities now getting network service or one-hop microwave to nearby routes -- but some involve first TV service over great chunks of coaxial or microwave previously used for telephone.

Following are stations connected this month or due to be connected before

Oct. 1: Akron, WAKR-TV; Buffalo, WBES-TV; Cambridge, Mass., WTOA-TV; Cedar Rapids, WMT-TV; Columbia, S.C., WNOK-TV; Decatur, WTVP; El Paso, KROD-TV & KTSM-TV, Hampton (Norfolk), WVEC-TV; Johnstown, Pa., WARD-TV; Kansas City, KCMO-TV; Lansing, WILS-TV; Lima, O., WLOK-TV; Little Rock, Ark., KRTV; Louisville, WKLO-TV; Madison, WKOW-TV & WMTV; Memphis, WHBQ-TV; Meridian, Miss., WТОK-TV; Milwaukee, WOKY-TV & WCAN-TV; Minneapolis, WTCN-TV & WMIN-TV; Monroe, La., KNOE-TV; Portland, Ore., KOIN-TV; Raleigh, WNAO-TV; Rockford, Ill., WREX-TV & WTVO; San Diego, KFSD-TV; St. Joseph, Mo., KFEQ-TV; Sacramento, KCCC-TV; St. Petersburg, WSUN-TV; Springfield, Ill., WICS; Tucson, KVOA-TV & KOPO-TV; Warner Robins (Macon), Ga., WMAZ-TV; Waterbury, Conn., WATR-TV; Wilkes-Barre, WILK-TV; Winston-Salem, WТОK-TV & WSJS-TV; Yakima, KIMA-TV.

ADVERTISERS LIKE COLOR, ASK 'WHEN?': RCA-NBC's color pitch to advertisers this week, via closed-circuit show from New York's Colonial Theatre to Chicago's Drake Hotel, was smash success -- no question about it.

The presumably hardened ad managers of big national advertisers, attending convention of Assn. of National Advertisers, reacted as enthusiastically as general public. They applauded singing of Nanette Fabray, laughed at antics of Burton's now-famous lovebirds. Almost invariably, they remarked about excellent rendition of the birds' fluttering multi-colored wings, a critical test.

Will they buy color, however? Undoubtedly -- but. That "but" relates to many factors. They don't know how much it will cost, when it will come, how many stations will handle it, how many sets will be sold. But they say they'll use it. Here are reactions we got from a few ANA members:

Elmer Ward Jr., Goodall Fabrics (Palm Beach suits, etc.) -- "Wonderful. We use a lot of color in printed media. My dad, who is president of the company, has always said that when color TV comes it will be the medium for us. The demonstration didn't show much soft goods, but that fur coat came through beautifully."

Rex Budd, Campbell Soups -- "It looked awful good to us. We'll undoubtedly try it. We'd like to know how it looks with our other products." Campbell's red-&-white soup can was displayed in demonstration.

Robert Barbour, Bakelite -- "What's the word for 'supercolossal'? We don't have many end products ourselves, but it looks terrific for many of our customers. It does an amazing job of showing filmy things, like veils, etc. Most colors are very faithful, though the red on the Lucky Strike package looked a bit orange."

But color doesn't mean much to some, apparently. Said J.A. Burgess, of Gulf Oil Co.: "Oh, it's fine. But what can it do for us? Nothing. What do we have to show? You can't show oil."

NBC gave them a good commercial pitch, delivered by announcer Ed Herlihy. A few of the products shown: Oxydol, Sugar Crisp, Model, Halo, Wheaties, Old Gold, Pride, Parliaments, Cornfetti, Cheer, Duz, Quaker Oats, Prell, Tide, Dreet, Camels.

NBC engineers credited AT&T with wonderful job of microwaving the show. It looked as good to us as previous New York shows. "Reverse compatibility" -- the appearance of black-&-white pictures on color set -- was best yet, with contrast considerably improved. There was slight color tinge, however.

* * * *

Did advertisers have any criticisms? Yes -- size of picture. Almost all asked when larger tube will come. The demonstrations were on six 14-in. sets, each with a 14-in. black-&-white set beside it to show compatibility. Since color tube is round, picture has rounded sides with top and bottom squared off. Area seems to be somewhat less than 14-in. black-&-white rectangular.

Question of size was tossed at NBC's Pat Weaver during TV panel session. He said he'd seen 21-in. and projections in the labs and that they'd come along. [For status report on color tube production, see p. 10.]

Weaver's a fellow with a lot of charm and contagious enthusiasm, and he bubbled over with excitement about color. In answer to other questions, he stated color kines are satisfactory; that coverage of color stations will be same as with black-&-white; that conversion of black-&-white sets would be too costly; that color is bound to produce "some dramatic innovations" in programming.

He admitted "we don't know much about cost of color programming yet, though it will be somewhat higher"; and that good existing color film reproduces well but best color film standards are yet to be chosen and recommended to film producers.

How fast will color sets be produced? Weaver said: "They're guessing about 50,000 next year and a couple hundred thousand in 1955. That's not my guess. I think color will catch on so fast there will be 3-4,000,000 in 1955."

DuMont's Chris Witting asked Weaver why movies haven't converted completely to color, after all these years, if color is so important. Said Weaver: "In the movies, color isn't real; it's unnatural. In TV, it's real."

* * * *

On cost of equipping stations for color, Cox stations' Leonard Reinsch said that RCA salesmen quote \$22,000 for equipping stations to rebroadcast color picked up from network, \$450,000 for local origination equipment. ABC's Robert Kintner stated it will cost ABC \$800,000-\$1,000,000 for each studio.

Said Witting, with a grin: "FCC's figures show that networks kept 4¢ of each dollar of billings in 1952, while stations kept 35¢. Looks to me as if the stations, not the networks, ought to finance color."

"Shouldn't we limit our color experimentation to commercials, since sets will be so few?" asked Wm. Weddell, TV v.p. of Leo Burnett agency. Weaver replied that advertisers should get experience in color programs now and that color commercials alone "will hardly move sets."

* * * *

Nothing new on color at FCC this week, though, to surprise of some at Commission, Sept. 23 deadline for filing replies to original comments passed with nary a word from major parties. Messrs. M. Soghoian and S.L. Cooke Jr., of Richmond, pushing both 405-line and 525-line versions of CBS system (Vol. 9:37), filed document to support their claims and attacked compatible system. One Otto H. Luther, Woodville Rd., New Preston, Conn., said he has system featuring vertical scanning.

Industry is still seeking site for official FCC demonstration Oct. 15, first considering then abandoning Western Union Bldg., New York. Meanwhile, CBS is aiming to keep its affiliates in competitive color swim with NBC's, has scheduled affiliates meeting Oct. 9, will outline plans then.

8 MORE START, SOME OPEN NEW TV AREAS: One-a-day average of new station starters, as predicted (Vol. 9:38), is holding up firmly. Eight got under way this week, bringing total to 266 now on air -- 184 vhf, 82 uhf. Many more are nearing completion, so that no diminution of rate is in sight. There have been 57 starters since Aug. 1.

Three sizeable new areas got first outlets this week, all vhf -- Knoxville, Cedar Rapids, Augusta. Second vhf stations went into Albuquerque, Colorado Springs and Tucson, second uhf into Milwaukee & Fresno. Week's starters:

KVOA-TV, Tucson, Ariz. (Ch. 4) put first test pattern on air at 8:42 p.m. Sept. 25, plans to begin programming in time for first World Series game Sept. 30. It's second station in that city, KOPO-TV (Ch. 13) having started in January. NBC-affiliated, it has \$200 base rate, is RCA-equipped. Controlled by radio KTAR, Phoenix, station's pres. & gen. mgr. is R.B. (Bud) Williams, program director Ben Slack, local sales mgr. John C. Underwood Jr., chief engineer Raymond Holsclaw, coordinator of planning & public relations E.P.H. (Jimmy) James. Raymer is rep.

WOKY-TV, Milwaukee (Ch. 19) began test patterns Sept. 25, reported getting many phone calls describing "brilliant picture throughout Milwaukee area." Commercial programming starts next week, with affiliations with ABC & DuMont. It's city's second uhf, WCAN-TV on Ch. 25 having started Sept. 5. Gen. mgr. Lee Bartell reports "conversions are astounding even the most skeptical" and "200,000 sets before Jan. 1 now a reality." Same interests (Bartell-Beznor) also own WMTV, Madison (Ch. 23), which began July 8. RCA equipment is used, with slotted-pylon atop downtown building. Zinn Arthur is commercial mgr. Base rate is \$300. Rep is H-R Television.

WMT-TV, Cedar Rapids, Ia. (Ch. 2) started daily test patterns Sept. 24 on 1-5 p.m. basis, begins special programming Sept. 30 with World Series and goes on 5-11 p.m. schedule thereafter until daytime programs start about Jan. 1. A 703-ft.

Blaw-Knox tower with 6-bay RCA antenna and transmitter give it maximum 100 kw ERP from start. It affiliates immediately with CBS & DuMont. Like radio counterpart, TV is controlled by LeRoy Mark estate, with Wm. B. Dolph as executive officer and part owner; he's mgr. of Fulton Lewis Jr., has interests in various radio stations. Mgr. is Wm. B. Quarton, with Douglas B. Grant as program director; Lew Van Nostrand, sales mgr.; Buzz Hassett, TV sales director; George Hixenbaugh, chief engineer. Base rate is \$300. Rep is Katz.

WROL-TV, Knoxville, Tenn. (Ch. 6), area's first station, began testing Sept. 24 and goes commercial with start of World Series. It got on air just about month after delivery of 2-kw RCA transmitter, is telecasting from temporary antenna atop old FM tower on Sharp's Ridge, plans new tower with 12-bay antenna later. Integrated operation with radio is planned at outset by owner Paul Mountcastle, with veteran W.H. Linebaugh as exec. v.p.-gen. mgr.; John Reese, program director; Fred Andrews, chief engineer. Networks are NBC & ABC. Base rate is \$250. Rep is Avery-Knodel.

KGGM-TV, Albuquerque, N.M. (Ch. 13), first competition for pre-freeze KOB-TV which is now half-owned (with Time Inc.) and managed by ex-FCC chairman Wayne Coy, went on air with first intermittent test patterns Sept. 24 from RCA transmitter on 10,833-ft. Sandia Crest. Commercial debut date is Sept. 30. A.A. Hebenstreit, who owns local CBS outlet KGGM and Santa Fe's KVSF, is pres. & gen. mgr.; Leonard Dodds, chief engineer; E. Jonny Graff, commercial mgr.; Bob Van Driel, program director; Ed Sanchez, production mgr. U.S. Senator Clinton P. Anderson (D-N.M.), ex-Secretary of Agriculture, will be a stockholder. Network is CBS. Base rate is \$250. Rep is Weed.

WJBF-TV, Augusta, Ga. (Ch. 6) went on air with first test patterns Sept. 22, just 6 days after grant -- a record. Veteran broadcaster Joseph B. Fuqua had placed order for 500-watt interim DuMont transmitter before Sept. 16 grant, and it was sent out that day. STA was issued Sept. 18, and 4 days later station started daily test patterns 3-6 p.m. from temporary cross-dipole rigged atop old Colonial mansion on a 300-ft. eminence above city that's used as transmitter house, where 500-ft. Blaw-Knox soon will go up. Fuqua reports he's in no hurry to go on commercial schedule, though area now gets only fringe service from Atlanta & Charlotte, each about 150 mi. He may hold off commercial debut until AT&T interconnects station with ABC & NBC, maybe by mid-Nov.; it's on Charlotte-Jacksonville coaxial route. New 40x60x20-ft. studio building is under construction. J.H. Manning, local airport mgr., new to TV-radio, will be gen. mgr.; Steve Maderson & Thomas J. Hennesy, from AM, commercial & program mgrs.; John Jopling, chief engineer. No rate card yet. Hollingbery will be rep.

KRDO-TV, Colorado Springs, Colo. (Ch. 13), controlled by Joseph H. Rohrer, second vhf in city (KKTU on Ch. 11 having started last Dec. 8), finally got first signals on air Sept. 21 after many delays since first promised for last spring and since delivery of 2-kw RCA transmitter in July. It will be NBC outlet, has not yet released rate card, though \$125 base was set last June. Owner is Joseph Rohrer, with Harry Hoth as commercial mgr.; Jean Gitz, program mgr.; Robert Fitzmorris, production mgr.; Herbert Schubarth, chief engineer. Rep is McGillvra.

KJEO, Fresno, Cal. (Ch. 47), second uhf in that San Joaquin Valley capital, turned on test juice Sept. 20, is now running patterns 10 a.m.-5 p.m. daily, formally dedicates Oct. 1 with Gov. Warren as guest, then on Oct. 2 goes on commercial schedule of 3 p.m.-midnight daily. First reports from station indicate clear picture in 6-county area. Equipment is RCA throughout. This is the project sparked by ex-pres. of American Automobile Assn. J.E. O'Neill, heading local ownership group. Charles Theodore, ex-KTLA, is operations director; Joe Drilling, business mgr.; G.L. Engstrom, information dir. Network is ABC. Base rate is \$250. Rep is Hollingbery.

ONE CP, FCC STATES SHARE-TIME POLICY: Only one grant this week, to KVAN, Vancouver, Wash. (Ch. 12), controlled by publisher-broadcaster Sheldon F. Sackett. FCC picked KVAN over KGON because former applied for Vancouver rather than Portland, Ore., and all other stations built or contemplated in area picked Portland as home base. Decision satisfies "equitable distribution" clause of Communications Act, FCC said.

More CPs are in the making, however, through dropouts and mergers. In Philadelphia, for example, Lou Poller pulled out, leaving Daily News' WIBG free for

grant on Ch. 23. WIBG says it plans to put nearly \$1,000,000 into plant, including studios at Wannamaker's store.

Competition for Hartford's Ch. 3 became a 2-way rather than 3-way affair this week when veteran broadcaster Franklin Doolittle agreed to join WTIC, sell his WDRC, acquire 23.076% of TV grant for \$369,216 if WTIC wins. WTIC's competitor, Hartford Telecasting Co., reorganized this week. Formerly 99% owned by Clifford Strike, applicant now has these major stockholders: Strike, 25.26%; Harry Butcher (chairman of KEYT, Santa Barbara), 24%; George E. Cameron Jr., 24.21%. Oilman Cameron, once owner of KOTV, Tulsa, is lending Butcher \$102,000.

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FCC's first policy statement on operations of share-time stations came this week in response to query from WTCN-TV, Minneapolis, sharing Ch. 11 with WMIN-TV. Station asked if stations must switch according to schedule during crucial point in football game and whether it could produce all commercials "so that continuity in production staff and efficiency can be maintained."

In answer to first question, Commission said station can delay switch for "extremely brief" period during such crucial moments. As for second matter, FCC said: "The Commission recognizes that the practices engaged in by share-time licensees or permittees may take on a variety of forms and, in the absence of exceptional circumstances, believes it inappropriate to advise licensees on the validity of each particular practice on an isolated or individual basis. In conclusion, we emphasize that the share-time licensees or permittees must govern their actions so as to maintain separate, independent operations."

Commission set dates for more hearings -- Oct. 23 for Des Moines' Ch. 8 and Waco's Ch. 10, Oct. 29 for additional construction time requested by KIRV, Denver (Ch. 20). It also appointed another examiner, Claire W. Hardy, 1911 graduate of Cornell who has practiced privately in New York and Chicago, served in Army, was most recently chief of OPS field operations and legal control.

A LOOK AT UHF MARKETS AFTER ONE YEAR: Set conversion continues to be No. 1 task for majority of uhf operators and grantees as commercial uhf enters second year.

Programming and sponsorships hinge on conversions -- and conversions and set sales, in turn, hinge on programming.

FCC recognized these facts last week when it sent letters of inquiry to the networks, stations and manufacturers asking facts and figures (Vol. 9:38). Although data on both uhf & vhf were requested, Commission has its eye principally on uhf.

Distance (from vhf) makes the heart grow fonder (of uhf), and surveys of the uhf markets (Vol. 9:24,28) have established that principal factors in speed of audience buildup are: (a) distance from nearest vhf station, and (b) number of vhf signals available to area.

Analytical look at uhf as it exists today reveals there's no such thing as a "typical uhf market". There are uhf stations in virtually every kind of a market situation, from coast to coast. And with the one-a-day rate of new station debuts, today's uhf-only market is tomorrow's vhf-uhf market, and today's one-station city is tomorrow's multiple-station city.

Uhf stations taking air since freeze outnumber vhf 82 to 76. The 82 uhf stations are located in 69 cities in 29 states. More than half of nation's uhf outlets are in 9-state belt extending west from New York and Massachusetts to Illinois and Wisconsin. Pennsylvania has by far the greatest number of uhf stations -- 15 in 10 cities. Next are Ohio and Illinois, each with 6 in 5 cities.

There are 50 uhf stations with direct vhf competition -- that is, they're within 50 miles of one or more vhf stations. Of these, 15 are located in 12 cities which also have vhf stations (counting such contiguous areas as St. Louis-Bellefonte, Norfolk-Hampton, Boston-Cambridge as one "city" each). The other 35, in 29 cities, have vhf competition within 50 miles, but not in same city.

Of the 12 cities with both vhf and uhf stations, five have 1 uhf and 1 vhf each, four have 1 uhf and 2 or more vhf, three have 2 uhf and 1 vhf.

There are 32 uhf stations which have no vhf competition within 50 miles --

located in 28 different cities. Of these, 10 stations in 8 cities are 50-75 miles from the nearest vhf, 12 in 11 cities are 75-100 miles, and 10 in 9 cities have no vhf competition within 100 miles.

There's no city with more than 2 uhf stations yet, although 13 cities have 2 each, and there are several cities where 4 or more uhf stations can be received.

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FCC's letter to networks, sparked by complaints from uhf grantees, seeks a considerable amount of detailed information on their relations with stations. It asks definition of "basic" affiliate as compared with other affiliated stations, and differences between "primary" and "secondary" affiliated stations.

For typical week, Sept. 14-20, Commission asks networks to go through their entire program lists and specify: (a) each station carrying program and time it was carried; (b) whether it was commercial or sustaining; (c) which stations carried program free on "bonus" arrangements or were required to pay line charges; (d) plans for adding or subtracting any stations from lineup for each program series.

Heart of questionnaire is section asking networks to report -- for Jan. 1-Aug. 31 -- total hours of commercial and total sustaining time delivered to each station, and "total compensation" paid each station. "In each case where payments to a station thus far in 1953 have totaled less than \$50,000," letter requests networks to "set forth the information [in] month-by-month detail."

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Eleven uhf CPs have been surrendered to date by grantees who investigated their markets' potential and decided not to build. There are bound to be many more.

Principal reasons cited for dropping out: Difficulty in getting affiliation with a leading network and attracting advertisers; entrenched vhf competition. A letter to us from James L. Rubenstone, holding CP for WCTV, Flint, Mich. (Ch. 28), expresses the situation as viewed by many of those who have turned in their CPs:

"Neither NBC nor CBS is interested in affiliation with a uhf station in Flint. Also, we have encountered increasing resistance [to uhf] from national advertisers. Unless the situation changes radically within the next week or so, we will inform the Commission that we are withdrawing from the Flint market.

"I do not feel that uhf is going to be put into the same grave with FM, but, generally it is not destined for success. The antipathy of the 2 largest networks toward uhf stations -- even those on the outer fringe of vhf coverage -- [and] these networks' encouragement of a system of fewer and more powerful [vhf] operations, add up to make uhf an economic question.

"This doesn't apply to those isolated locations which are more than 100 miles from any vhf service. Perhaps this fate for uhf can be traced back to the length of the freeze; perhaps the Commission should have held all vhf in a freeze for 3 years while granting only uhf. Or perhaps it just had to happen."

* * * *

Only one uhf station has left air to date -- WROV-TV, Roanoke, Va., now an applicant for Ch. 7 in that city (Vol. 9:26,29). In order to apply for vhf channel, it was required by FCC rules to surrender CP.

Proposal filed this week would permit uhf stations to apply for vhf channels under certain circumstances. WFTV, Duluth, Minn. (Ch. 38), petitioned FCC to change rules to let existing on-air stations apply for transfer to new channels which have been allocated to city since end of freeze.

Situation in Duluth is this: City originally was allocated 2 vhf, 2 uhf channels. FCC now proposes to move Ch. 12 from Brainerd, Minn. to Duluth, delete Duluth's Ch. 32, leaving city with 3 vhf, 1 uhf. WFTV argues this unjustly penalizes uhf pioneers, asks right to apply for Ch. 12 while staying on air on Ch. 38.

Useful in predicting uhf coverage, RCA has reprinted its *Experimental Study of Wave Propagation at 850 mc*, by Jess Epstein & Donald R. Peterson, originally printed in *Proceedings of the IRE* and describing results of uhf

tests from WOR-TV tower on Hudson Palisades, N. J. Limited number of reprints are available from RCA's Washington office, 1625 K St. NW, and from RCA Labs, Princeton, N. J.

PPROMOTION OF UHF conversion is teaching station managers a lot about the business of merchandising—indeed, some are virtually “in the business” as result of extremely close cooperation with set dealers, distributors and manufacturers. Most upcoming uhf stations are now setting up committees with station and trade represented, and this cooperation is paying off in sales for the trade and audience for the station. Several of these committees are now negotiating with local banks and finance companies to devise easy time payment plans for uhf converters and antennas.

Station merchandising plan which has attracted most attention—and is due to be emulated by other uhf grantees—was devised last spring by WEEU-TV, Reading, Pa. (Ch. 33), and is still going strong. It's clever combination of station promotion and old-fashioned selling, and results have been very good. Nub of plan:

Station provides newspaper, TV and radio advertising for every dealer who puts salesmen on street “ringing doorbells for uhf.” Dealers may call on anyone they choose—including their past TV-appliance customers. Salesman leaves copy of WEEU-TV program log at each house, offers to demonstrate converter. He fills out report form for each call, returns it to station. In turn his firm gets free individual newspaper ads, radio & TV spots.

How has it worked? It's been pretty expensive, but WEEU-TV exec. v.p. Thomas E. Martin quotes reports from the dozen dealers participating as showing that approximately one sale is made for every 2 calls. One participating dealer reports 65% success. Despite heavy penetration of vhf in Reading, the reports filed with station show 60% of customers buy new vhf-uhf sets, 30% buy converters, 10% buy strips. One dealer reported:

“It is my experience that most folks want the newer sets with built-in uhf. Once the consumer sees the clarity of local uhf reception, he's as good as sold.” Another reported best June business in history of his firm.

Modified form of same plan was inaugurated this week by Walter Reade's upcoming WRTV (Ch. 58) in vhf-saturated Asbury Park, N. J., near New York. His station reimburses dealers 25¢ for each home call. WRTV is going in for trade cooperation in big way. House-to-house campaign was launched with big dinner meeting for dealers, distributors and servicemen. Station has already put out 8 issues of its weekly newsletter to local trade, although on-the-air date isn't until December.

Norfolk-Portsmouth area's new NBC affiliate WVEC-TV (Ch. 15) began programming Sept. 19 with big inaugural show featuring Margaret Truman, Faye Emerson, Skitch Henderson and other NBC stars, after tremendous NBC publicity buildup. Pres. Tom Chisman estimates 40,000-50,000 uhf sets in area, with conversions building up rapidly now that programming has actually begun—but he says it's difficult to pinpoint number of sets because of large number of converters ordered from Army PX's and Navy ships' stores in area and from mail order houses by the 100,000 servicemen and their families in area. Last reported count of sets sold by distributors and dealers in area came to 16,872 as of Sept. 5, with firm orders for 4,102 more.

In Buffalo—where there are 2 uhf stations and one vhf—sales of refrigerators, dryers, freezers and ranges are building up uhf audience. New gimmick is offer by dealer Music House to convert any set to uhf, including antenna, as bonus with purchase of major appliance.

Personal Notes: Charles M. Underhill, director of ABC-TV program dept., elected v.p. in charge of network programming; Jean MacDonald, ex-NBC, now asst. to Underhill, assuming some of duties of Betty Forsling, recently resigned . . . Allen W. Kerr, ex-H-R Representatives and WCBS, and Robert Miller, ex-NBC Spot Sales, Cleveland, staff new NBC Spot Sales office opening Oct. 15 in Penobscot Bldg., Detroit . . . Frank Coffin, ex-KGW, becomes national adv. mgr. of new KOIN-TV, Portland, Ore., due on air in about month . . . J. A. Cowan, AT&T Long Lines information mgr., Oct. 1 becomes commercial development engineer, succeeded by F. W. Shelton Jr., asst. to gen. mgr. for Long Lines eastern area . . . Loy R. Lee named asst. mgr. of NBC merchandising dept., succeeded as southeast merchandising supervisor by Rolland C. Bourbeau, ex-WBAL, Baltimore . . . Dave Harris, ex-KWG, Stockton, named mgr. of KMJ, Fresno, as Perry Nelson is transferred by McClatchy from KFBK to be gen. mgr. of KMJ-TV; they succeed late Wm. S. Sanford . . . Richard E. Farnham, ex-Westinghouse TV-radio div. public relations director, now adv. & sales promotion mgr., WBZ-TV, Boston . . . David Russell, ex-KVTV, Sioux City, Ia., joins TV-radio dept. of W. D. Lyon Co., Cedar Rapids ad agency, will also serve as advisor to new WMT-TV there . . . R. Lee Black, having purchased control of KWAL (Wallace, Ida. AM), resigns as v.p. & gen. mgr. of Cascade Bestg. Co., licensee of KIMA-TV & KIMA, Yakima, Wash., is replaced by KIMA-TV mgr. Thomas C. Bostic . . . Milton R. Slater promoted to program director of WWLP, Springfield, Mass. . . Wm. Gibbs, ex-Jam Handy Organization, appointed asst. production supervisor for TV films, Fuller & Smith & Ross . . . Marshall Pengra, ex-mgr. of KGKB, Tyler, Tex., named pres.-gen. mgr., KTSM-TV, St. Louis (Ch. 36), succeeding late Wm. Ware . . . Lew Kerner named v.p. of Motion Pictures for TV.

Color TV will dominate session on broadcasting systems Nov. 3-4 at AIEE convention in Kansas City. Papers on color will be presented by RCA Labs' George H. Brown, GE's J. E. Allen, Philco's J. F. Fisher & A. J. Anderson. On other broadcast subjects, session will hear paper on uhf amplifier operation by RCA's Wen Yuan Pan, TV picture quality by DuMont's B. Amos & C. Quirk, TV service standards by Oscar Reed of Jansky & Bailey Inc., Conelrad by NARTB chief engineer A. Prose Walker, hi-fi by Stromberg-Carlson's Frank A. Slaymaker.

NARTB TV film committee, named Sept. 25 by pres. Harold Fellows: Harold See, KRON-TV, San Francisco, chairman; Martin Campbell, WFAA-TV, Dallas; Raymond W. Wellpott, WRGB, Schenectady. Committee will hold first meeting Oct. 13 in Chicago with TV v.p. Thad Brown and his assistant Howard Bell “to look into the feasibility of establishing a form of standard film contracts” for guidance of stations and film industry. Committee may later be enlarged.

New ANA officers, elected at Chicago convention this week: B. R. Donaldson, Ford Motor Co., chairman, succeeding J. Ward Maurer, Wildroot Co.; Guy Berghoff, Pittsburgh Plate Glass Co., vice-chairman. Other directors elected: Charles W. Rice, American Viscose; Storrs Case, Sun Oil; Edwin W. Ebel, General Foods; George Park, GE; M. F. Peckels, International Harvester.

Philippine Islands' first TV station, DZAQ, Manila (Ch. 3) went on air Sept. 25 with RCA 2-kw transmitter. It's owned by Bolinao Electronics Corp. (Juan Quirino).

Edward J. Nally, 94, original pres. of RCA, having risen from Western Union messenger boy to head newly formed RCA when it was organized to succeed British Marconi here in 1919, died Sept. 22 at his home in Bronxville, N. Y. Although retired since 1925, he continued as a director of RCA, RCAC & NBC.

GENERAL ELECTRIC shipped 7 transmitters this week, 3 of them 12-kw Sept. 25 to WROW-TV, Albany, N. Y. (Ch. 41); WKJG-TV, Ft. Wayne, Ind. (Ch. 33); KBIF-TV, Fresno, Cal. (Ch. 53). Latter is one of 3 uhf grants to John Poole, who will push its completion now ahead of his CPs in Los Angeles and Sacramento. Two 1-kw transmitters went Sept. 25 also to KTVE, Longview, Tex. (Ch. 32) and KTAG-TV, Lake Charles, La. (Ch. 25).

GE also shipped 100-watt units Sept. 22 to KCOK-TV, Tulare, Cal. (Ch. 27) and Sept. 24 to KQTV, Ft. Dodge, Ia. (Ch. 21); former will get 12-kw amplifier about Oct. 10, latter gets 1-kw sometime in Oct. Only vhf shipment by GE this week was 35-kw amplifier to KOIN-TV, Portland, Ore. (Ch. 6), which already has its 5-kw.

Frank P. Barnes, GE broadcast sales mgr., announced Sept. 24 that GE's 12-kw uhf transmitter amplifier will be made available to stations now operating with lower-power transmitters of other makes, with deliveries promised about 90 days after order. Ten stations now use the 12-kw driven by 100-watt GE exciter units: WHUM-TV, Reading, Pa. (Ch. 61) and WEEU-TV, Reading (Ch. 33); WWLP, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WKAB-TV, Mobile, Ala. (Ch. 48); WGBI-TV, Scranton, Pa. (Ch. 22); WEEK-TV, Peoria, Ill. (Ch. 43); WENS, Pittsburgh (Ch. 16); WVEC-TV, Hampton-Norfolk (Ch. 15); WILK-TV, Wilkes-Barre, Pa. (Ch. 34).

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RCA shipped to KLZ-TV, Denver (Ch. 7) this week initial units of new air-cooled 50-kw transmitter, most powerful it has yet made; shipment included complete 10-kw high-band driver and 50-kw power supply with custom-built 12-bay antenna. Final portions of transmitter, the 50-kw amplifier stages which will enable station to boost video to 316-kw, are to be shipped next Jan. Station is due to begin operating commercially Nov. 1, may test before then. Also scheduled for shipment by RCA this week were uhf transmitters to WAYS-TV, Charlotte, N. C. (Ch. 36) and KCEB, Tulsa (Ch. 23).

Federal this week shipped complete microwave system, including audio, video and two 10-ft. dishes, to KFEL-TV, (Ch. 2) for private interconnection with KDZA-TV, Pueblo (Ch. 3) which Gene O'Fallon interests recently purchased for \$350,000 (Vol. 9:31); they're 104 air miles apart, will have one-hop relay.

DuMont's only report this week was order for 5-kw transmitter for KWVL-TV, Waterloo, Ia. (Ch. 7), to be followed by 50-kw later; first unit is due for delivery within 2 weeks, and station will rush completion.

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

KFYR-TV, Bismarck, N. D. (Ch. 5), with TV antenna due to surmount 700-ft. radio tower, has deferred target from Oct. 1 to Nov. 15, reports exec. v.p. F. E. Fitzsimonds. RCA equipment has been ordered. Rep presumably will be Blair, who represents AM.

KDRO-TV, Sedalia, Mo. (Ch. 6), has broken ground for elaborate new 93x37-ft. TV building, has GE 5-kw transmitter on hand, will go on air by first of year, reports owner Milton J. Hinlein. It should be ready for tests by Dec. Herb Brandes, radio mgr., will also head TV. Forjoe will be rep.

WTRF-TV, Wheeling, W. Va. (Ch. 7), plans Oct. 15 tests with RCA equipment, goes commercial Oct. 24 or 31 as basic NBC affiliate, has secondary agreements with ABC & CBS, reports v.p. & gen. mgr. Robert W. Ferguson. It will be interconnected from the start. AM affiliate is WTRF, 48% owned by Albert V. & Gordon C. Dix, publishers of nearby *Bellaire* (O.) *Leader*, who will hold

29.9% of WTRF-TV. News Publishing Co., 34% owner, also is TV applicant for Clarksburg and publishes *Wheeling Intelligencer & News-Register* and other W. Va. newspapers. H. Needham Smith is sales mgr.; Howard L. Daubenmeyer, chief engineer; Judy Lawton, program director; Wm. Ney, film editor. Hour rate will be \$400. Hollingbery will be rep.

KWIK-TV, Pocatello (Ch. 10), is now aiming for debut around Dec. 1 using composite equipment, according to gen. mgr. Charles Crabtree. KID-TV, Idaho Falls (Ch. 3) also has Dec. 1 target (Vol. 9:37), expects 100-kw ERP from transmitter on East Twin Butte to give Grade A signal in Pocatello, 32 mi. away. Another Pocatello grantee, KISJ (Ch. 6) reported fall target (Vol. 9:10), but equipment hasn't been delivered. KID-TV will be CBS-TV affiliate; KWIK-TV, ABC-TV. Hollingbery will be rep for KWIK-TV.

KLFY-TV, Lafayette, La. (Ch. 10), last week's share-time grantee (with KVOL-TV), hasn't ordered equipment yet, but plans to get on the air in early spring 1954, reports pres. Paul H. DeClouet. Rep not yet chosen.

WINK-TV, Ft. Myers, Fla. (Ch. 11), under construction after many delays, now plans Dec. start with RCA equipment, reports gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland. (Daniel Sherby, pres.). Weed will be rep.

KACY, Festus, Mo. (Ch. 14), in St. Louis area, has filed and had accepted by FCC this week change in stockholders—indicating project, delayed since grant last Dec., may now go forward. Equipment order has been placed with GE but delivery held up, though site for 644-ft. tower and studio building at Kimmswick, Mo., 12½ mi. south of St. Louis, has been selected. Carl G. McIntire, ex-KSD, 16.4% stockholder, is acting pres. until officers are chosen. New stockholders: Philip L. Sincoff, dress mfr., 17.5%; Jack G. Garrison, ex-KSD-TV, 15%; Clarence H. Kilker, physician, 8.7%; Ernest H. Schultz Jr., insurance broker, 7%; John E. Simon, stockbroker, 7%; Julian Sincoff, real estate, 7%; N. J. Thomson, banker, 4.2%; Donald E. Kilker, physician, 2.1%; Esther C. Thomson, 1.7%; W. Donald Dubail, attorney, 1.1%; Charles R. Judge, lawyer, 1.1%; Charles A. Molden, physician, and Robert S. Kilker, attorney, less than 1% each.

WVJS-TV, Owensboro, Ky. (Ch. 14), granted Aug. 19, has dropped that CP, having applied for Ch. 9 at Hatfield, Ind., inasmuch as that channel has been authorized by FCC (see *TV Addenda 17-K*). Meanwhile, construction plans are in abeyance, according to v.p. & gen. mgr. Malcolm Greep.

WBLN, Bloomington, Ill. (Ch. 15), now plans Oct. 25 tests with GE equipment, goes commercial Nov. 1, according to owner Cecil W. Roberts, who owns group of Mo. & Kan. radio stations. Jerrell Henry is gen. mgr., William T. Whitlock, commercial mgr. Hour rate will be \$200. Rep will be McGillvra.

KPIK, Los Angeles (Ch. 22), has its GE equipment for installation on Mt. Wilson but won't start until late 1953 or early 1954, reports Wallace Hutchinson, TV promotion mgr. for the John Poole stations (he also has uhf grants in Sacramento & Fresno). Rate card hasn't been drawn up yet, nor rep chosen. Staff will comprise Mr. Poole as gen. mgr.; Robt. McAndrews, commercial mgr.; Cliff Gill, operations mgr.; Thornton Chew, chief engineer; Dan Russell, film buyer.

WKJG-TV, Ft. Wayne, Ind. (Ch. 33), has GE 12-kw equipment, has test target date of Nov. 1, reports gen. mgr. Edward G. Thoms. It will have primary affiliation with NBC, supplementary with DuMont, expects to carry CBS & ABC, he adds. Raymer will be rep.

WTOV-TV, Norfolk, Va. (Ch. 27), affiliated this week with both ABC & DuMont and, with RCA equipment due

for immediate delivery, expects to test by Oct. 15, reports v.p. Robert Wasdon, mgr. of WLOW, Portsmouth, grantee. It's first uhf to be located in Norfolk proper, will utilize unused 410-ft. radio tower, is constructing new building designed expressly for TV and due to be completed within 90 days. Rate will be \$200. Rep is Forjoe.

WTRI, Schenectady, N. Y. (Ch. 35), will go on air late in Jan. with 12-kw GE equipment and 500-ft. stainless tower, reports Col. Harry C. Wilder, owner of WTRY, Troy, and pres. of group building station who include Fabian theatre interests (see *TV Factbook No. 17*). No rep has yet been designated.

WCOG-TV, Greensboro, N. C. (Ch. 57), which set Oct. 15 target with switch to RCA equipment (Vol. 9:30) and proposes to bring uhf into a pre-freeze vhf city, hasn't completed network affiliations and now doesn't expect to be ready until Jan. or early Feb. 1954, reports gen. mgr. Virgil V. Evans Jr. Pres. is George W. Dowdy. Ownership interlocks with WAYS-TV, holding CP for Ch. 36 in Charlotte, and WISE-TV, Asheville, N. C., whose owner Harold H. Thoms has 25%; B. T. Whitmore, mgr. of WFBC, Greenville, S. C., also owns 25%. Jack Rimmer will be sales mgr.; Johnny Parker, program director; Joe Lamb, chief engineer; Mrs. Nell King, sales-service director; Betty Varnadoe, traffic director. Hour rate will be \$200. Bolling will be rep.

WHEF-TV, Brockton, Mass. (Ch. 62) is still negotiating for equipment, building, etc., has no definite target in mind yet, but with sites temporarily set should commence operations in the spring of 1954, reports Harry E. Franks, pres.-treas., Trans-American Television Enterprises Inc., Boston, grantee.

WKNY-TV, Kingston, N. Y. (Ch. 66), has ordered RCA equipment, has affiliated with NBC and made working agreement with CBS, but, pending approval of transmitter site, doesn't look like starter before Jan. 1, reports pres. Joseph K. Close. Meeker will be rep. Note: Last week, we reported WKNE-TV, Keene, N. H. (Ch. 45), also controlled by Mr. Close, as being due on air Jan. 1 but he advises debut date of that station is uncertain.

Network Accounts: World Series on NBC-TV, starting Sept. 30 at 1 p.m., will link 105 interconnected stations in 100 cities in U. S., Canada and Mexico—37 of the cities seeing Series on TV for first time. Gillette also will sponsor daily 15-min. pre-game program featuring ex-big leaguer Frankie Frisch interviewing individual Yankees and Dodgers before they take field . . . DuMont's ambitious 50-game pro football lineup, in addition to Westinghouse as national sponsor of 24 games, starting Sept. 27, will have these regional sponsors of remaining 26: Miller High Life Beer in N. Y., New England & Wis., thru Mathisson & Assoc.; Atlantic Refining Co. in N. Y., New England, Pa. & Ohio Valley, thru N. W. Ayer; Carling's Beer in Ohio Valley, thru Benton & Bowles; Wm. S. Scull Co. (Boscul coffee) and Chester (Pa.) Ford Dealers Assn. in eastern Pa., former thru Lamb & Keen, Philadelphia, latter thru J. Walter Thompson; Pittsburgh Zone Chevrolet Dealers in western Pa., thru Campbell-Ewald . . . Remington Rand to be alt. week sponsor (with Stopette) of *What's My Line?*, on CBS-TV, starting Oct. 4, Sun. 10:30-11 p.m., thru Young & Rubicam . . . Camel to sponsor *Topper*, on CBS-TV, starting Oct. 9, Fri. 8:30-9 p.m., thru Wm. Esty Co. . . . Three new sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Lever Bros., for unspecified products, minimum of 104 partic., starting Nov. 11, thru Hewitt, Ogilvy, Benson & Mather and J. Walter Thompson; Tetley Tea, 26 partic., starting Oct. 2, thru Geyer Adv.; Hathaway Mfg. Co. (curtains), 11 partic., starting Oct. 5, thru Fletcher D. Richards.

Telecasting Notes: "Electronic spot buying" is NBC-TV's term for latest device to boost spot sales—closed-circuit telecasts originating from N. Y., Washington, Chicago and Hollywood and giving "samples" of shows open for spots. About 150 time-buyers in local studios thus got preview of live local shows this week, with repeats scheduled 3 times a week for next 2 weeks, under direction of Charles R. Denny, o-&o v.p., and Thomas B. McFadden, spot sales director. System of "auditions" via closed circuits may become regular procedure of NBC Spot Sales henceforth . . . Variety's George Rosen calls NBC-TV's 7-9 a.m. *Today* biggest of all network earners, with SRO in Dec. when billings will run \$1,200,000; total for year, its second, will exceed \$7,500,000 on show costing about \$24,000 weekly . . . "TV paying off as tune source," says Sept. 23 *Variety*, pointing to disk success of *Dragnet* theme music, now being followed up by arrangements of themes from *Mr. Peepers* and *Martin Kane*. Plug on TV gives tune big boost in popularity, notes RCA Victor records v.p. Mannie Sacks, who reports immediate record sales increase following use of a song on TV . . . Seven series of top "name" filmed TV shows, said to cost total of \$30,000,000, are announced by chairman Matthew Fox of Motion Pictures for TV, first being *Duffy's Tavern*, now before Hal Roach Jr. cameras; all shows will be filmed in both Eastman color and black-&-white and entire group will be available only to local TV stations—"we will not consider network offers," says Fox . . . Re-run TV films may soon be sold to stations in direct competition to feature films, predicts Sept. 26 *Billboard*. It's due to scarcity of new features, and article cites MCA-TV's offering of more than 200 separate 30-min. dramas to stations at price competitive with available features, which some stations are already using in daily morning and late night segments formerly occupied by features . . . CBS-TV newsfilm service will be syndicated henceforth, first to sign for it being o-&-m stations plus KLZ-TV, Denver, due on air Nov. 1 . . . 50 Samuel Goldwyn films of 10 or more years ago, recently gifted to his wife, who set up Howard Productions, will be syndicated to TV, and ex-Louis Cowan v.p. Manny Reiner is expected to handle sales . . . Youngstown's WKBN-TV, CBS outlet and after 10 months on air a highly successful uhf commercial operation, dedicates elaborate new \$1,500,000 TV-radio building Oct. 8, which also marks 27 years in radio for owner-mgr. Warren Williamson . . . Rate hikes are general among TV stations this fall, but two stations seem to be bucking the trend—vhf XELD-TV, Matamoros, opposite Brownsville, Tex., lowering from \$250 to \$200; uhf KCTY, Kansas City, from \$400 to \$240 . . . WMAR-TV, Baltimore, on Oct. 15 raises Class A hour rate from \$800 to \$960, min. from \$150 to \$180; new Class A time is 8-10:30 p.m. daily . . . WBAL-TV, Baltimore, with same Class A time, ups from \$800 to \$1000 & \$150 to \$175 . . . WGN-TV, Chicago, raises rates 10% across-the-board in Rate Card No. 12, effective Oct. 1: Class A goes from \$1200 to \$1320 an hour . . . KNXT, Los Angeles, raises Class A hour rate from \$1500 to \$1750, with proportionate increases down the line to station breaks, which go from \$375 to \$450 . . . "Quick kines" will be used by both NBC-TV & CBS-TV starting next week, to permit programs to be shown on west coast on same hour of local time as they appeared in east; thus, show scheduled in N. Y. at 10 p.m. eastern time will be seen on west coast at 10 p.m. Pacific time, instead of live at 7 p.m., as previously . . . ABC-TV to spend \$750,000 in 9-week campaign which began Sept. 13 to promote big-name shows; \$425,000 will be on-air promotion, balance mainly in newspapers . . . Copies of petition for satellite stations, filed last week by Sylvania (Vol. 9:38), are available from counsel Lyon, Wilner & Bergson, Wyatt Bldg., Washington.

PICTURE TUBE MAKERS' SIZEUP OF COLOR: Surprises in color tube and set production may be in prospect -- but a careful check of tube makers fails to disclose any so far. Everyone seems to have a hunch that more and larger tubes will be forthcoming than manufacturers are prepared to disclose now. We don't know, but we must confess that we share such suspicions to some extent -- for the simple reason that the color tube seems to be key to entire competitive situation for the industry's next major sales cycle. For your evaluation, here's current sizeup as we've been able to glean it:

RCA is working on 15-in. round glass tube giving about 14-in. picture, has shown 21-in. round which produces about 19-in. RCA has indicated that first production will be 14-in., won't comment at all about 19-in.

RCA will sell tubes to other set makers, says it hasn't set price -- though industry apparently understands it will run somewhere in \$175-\$250 range. Parts for tubes will be sold to other tube makers, though RCA notes: "Although demand might exceed RCA's supply of parts during the initial production stages, we will make every effort to meet industry demand as soon as possible."

Though GE has been rumored planning to make other types of tubes, spokesman now says first production will be RCA-type 14-in., probably starting this year. He says GE will make some of own parts, buy some from RCA and others at first. He says he has no idea when GE will produce sizes larger than 14-in., including 19-in.

John Q. Adams, v.p.-sales mgr. of CBS-Hytron, says that his company hasn't decided on any particular tube yet, is experimenting with several. When decision is made, he adds, production will take place in new Kalamazoo plant which is due for completion during latter part of next year.

Sylvania director and ex-chairman Max Balcom says Sylvania expects to start making RCA-type tube about Dec. 1 and that "it will cost more than people are saying." Not much is known about Lawrence tube, he adds.

Spokesman for Zenith subsidiary Rauland says he isn't accepting orders for any tubes yet, has made only a few and that RCA-type is furthest developed. Experimental tubes made by Rauland for NTSC fields have gained respect of competitors.

Another tube maker, asking not to be identified, has this comment: "We're working frantically on a tube of our own, but I'm frank to say that we don't have it yet. Industry will have to go along with RCA type at first. There are objections to performance of the Lawrence tube. The 19-in. RCA type won't come quickly because of 2 reasons -- the envelope isn't available yet and deflection angle is too narrow. Kimble sent us a rectangular 21-in. bulb for the tube and it fell apart while we were looking at it. Deflection of the RCA tube is under 50 degrees; that means a tube about 3-ft. long for 19-in."

Most outwardly hopeful about the Lawrence tube is Asher Cole, president of National Video Corp., who identifies his company as the "largest independent tube maker", meaning it's largest not affiliated with set maker. He reports that Kimble is working on bulb, hopes to have it shortly after first of year. One of tube's toughest aspects, he says, is that it takes about 20 watts to drive it, producing severe radiation problem. However, Cole says all color tubes and sets have similar problem and he has hopes of licking it. He expects the Lawrence tube will sell for about same price as RCA-type -- but it will be 21-in. instead of 14-in.

Corning Glass president Wm. Decker reports 15-in. round bulb most advanced, 19-in. sometime in future -- both for RCA type. He says company is now in pilot production of 15-in. bulb, hasn't set price yet, will be able to meet any demand.

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RCA has said it will be able to produce 2000 tubes monthly 6-9 months after FCC gives go-ahead. Its competitors believe that figure to be conservative, at the

very least. One tube maker's guess is that industry ought to be producing at rate of 15,000 by next Feb.-March; that 100-150,000 may be turned out next year; that color tubes could comprise 25% of total tube production in 1955.

As for set production rate and prices, there were 2 more evaluations this week: (1) Sylvania engineering v.p. E. Finley Carter, reporting that company will have receiver at FCC demonstration Oct. 15, says that Sylvania several months ago predicted first 14-in. sets would sell for \$1000 and "no developments have occurred since that time which would cause us to alter that estimate." (2) Capehart v.p. Antony Wright stated that Capehart will begin production about first of year but that pilot production probably will be limited to a couple hundred sets.

RECEIVING TUBE PRICES IN UPWARD TREND: Another item in TV-radio costs goes up -- several manufacturers disclosing moderate increases in receiving tube prices this week, others saying they intend to do so shortly. These raised prices: Sylvania, GE, Raytheon, CBS-Hytron, National Union Radio. RCA hinted rise and Westinghouse plans to increase receiving tube prices 5-7% by mid-Oct.

Increases weren't large, amounting to 5¢ to 50¢ apiece, consequently aren't likely to force further boosts in TV set prices. Sylvania spokesman said increases wouldn't add as much as a dollar to cost of producing receiver, was sure all set makers could absorb it because some other components have been reduced.

Higher costs were cited as reason for receiving tube increases, first of their kind in 2 years. In addition to usual boosts in labor and material, recent freight rate increase played large part in decision to hike prices since tubes are generally shipped f.o.b. destination.

It's a different story with picture tubes. Manufacturers agreed almost unanimously that picture tube prices won't rise in foreseeable future. In fact, one pointed out, picture tubes were priced downward recently, notably in larger sizes (24 & 27-in.) which aren't moving as well as expected.

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Further proof that set sales generally have been holding up well came from RETMA report this week showing 3,116,306 TVs sold at retail in first 7 months, compared to 2,335,953 in same period last year. This despite seasonal slump in July, when 340,406 sets were sold, decrease from 431,089 TVs sold in June.

Radio sales at retail totaled 3,383,862 -- exclusive of auto radios -- in 7-month period. This was below 3,496,552 sold in same 1952 period, though output this year is higher -- RETMA spokesman attributing difference to current bloated radio inventories, which are near 2-year peak. For July alone, retail sales were 366,666, compared to 449,116 in June.

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TV output moved upward again after 2 weeks of declining production, totaling 158,726 (4609 private label) week ended Sept. 18, up from 141,322 preceding week but down from 160,070 week before. It was year's 37th week, compared with 156,791 corresponding 1952 week, and brought year's production to date to about 5,300,000. (Total 1952 production was 6,096,279.)

Radio production also went up, totaling 259,681 (101,595 private), up from 225,978 week ended Sept. 11 and 233,864 week of Sept. 4. It compared with 191,213 same week of 1952, and brought year's output to approximately 9,500,000. Week's radios: 115,815 home sets, 32,372 portable, 35,046 clock, 76,448 auto.

Plan for consumer information booklet on color, to be published soon by National Assn. of Better Business Bureaus, was approved this week by RETMA, which recommended that each manufacturer furnish BBB all necessary information. RETMA previously rejected request from National Appliance & Radio-TV Dealers Assn. for joint consumer education project on color.

New color test instrument offered by Telechrome Inc. is Model 1601-AR "Chromosome," designed to measure performance, alignment and phase errors of color equipment, presenting information on CR tube.

Transvision Inc., 460 North Ave., New Rochelle, N. Y., lately specializing in coin-operated TVs and once one of largest manufacturers of TV kits, filed Chapter XI petition under Bankruptcy Act in N. Y. Federal Court this week. No schedules were filed but assets were stated at \$946,750, liabilities at \$700,000. Full settlement of claims, payable in monthly installments at 2%, is proposed. It now has \$357,000 worth of electronics contracts on order to Air Force. Another TV manufacturer, Video Products Corp., filed Chapter XI petition only last week (Vol. 9:38).

Trade Personals: Raymond S. Perry promoted to pres. of IT&T's Federal Telephone & Radio Co., succeeding Henry C. Roemer, who becomes v.p. for administration of IT&T's domestic divs. . . Meade Brunet, RCA International v.p., and IT&T pres. Wm. H. Harrison named to 121-member advisory committee on international trade appointed by Senate Banking & Currency Committee to explore methods of expanding foreign trade . . . Henry F. Argento, Raytheon v.p. & TV-radio gen. mgr., assumes added duties of sales v.p. Wm. L. Dunn, who resigned last week to become president of Magnecord Inc. (tape recorders) . . . Ned J. Marandino promoted to mgr. of Sylvania's new TV receiver plant in Batavia, N. Y., due to be completed about Feb. 1, 1954 . . . Wm. J. Morlock promoted to gen. mgr. of newly-formed commercial equipment dept., GE electronics div., Syracuse . . . Jerry Minter, v.p. of Measurements Corp., Boonton, N. J., elected pres. of Audio Engineering Society, succeeding F. Sumner Hall . . . Harold C. Tipping appointed industrial relations director, Avco appliance & electronics div. . . Willard W. Brown, asst. to Clevite Corp. pres. James L. Myers, takes on added duties of marketing director . . . James F. Whitaker, ex-International Resistance Co., appointed sales mgr. of Weller Electric Co., Easton, Pa. . . M. L. Finneburgh, ex-Liquid Carbonic Corp., appointed v.p. of Finney Co., Cleveland (antennas) . . . Leo J. Emerson, ex-personnel director, named asst. factory supt., Jensen Mfg. Co.



Trav-Ler Radio, announcing plans for increased TV-radio production, appoints 9 regional sales reps, all reporting to sales mgr. Tully Friedman: John Schwaryk, Syracuse; Jerry Kaufman, Pittsburgh; Ben Osco, Atlanta; Homer Frank, Fort Lauderdale, Fla.; Bill Goodman, Norfolk; Ed Byrne, Dallas; James Gray, Denver; Phil Torrey, Omaha; Les Brickman, Kansas City.

Dempster McIntosh, ex-pres., Philco International, and a foreign trade expert, reported in Washington slated to become next Ambassador to Uruguay.



Distributor Notes: New Gerald O. Kaye Assoc. Corp., headed by Gerald O. Kaye, who resigned recently as sales v.p. of Bruno-New York (RCA Victor), takes over N. Y. distribution of Crosley TV and Bendix appliances lines, latter franchise formerly held by Bruno. Other officers of new company, with offices at 1114 First Ave., are Samuel Brechner, ex-DuMont N. Y. exec. v.p. & gen. mgr.; Milton Brown, ex-Bruno adv. & merchandising v.p.; Arnold Cohan, pres. of Arnold Cohan Adv., secy. . . Kenrow-Georgia Inc., 451 Bishop St., Atlanta, is new Motorola distribution firm resulting from merger of Kenrow Inc. and Georgia Distributors Inc. Officers are Vance C. Woodcox, pres.; Harry Hurt, exec. v.p.; Wm. R. Logan, TV sales mgr. . . Admiral appoints Charles S. Martin Distributing Co., Atlanta (Charles S. Martin, pres.) . . . Avco appoints Gas Electric Equipment Co., Oklahoma City, for Crosley-Bendix line; Donald C. Smith appointed Crosley Atlanta branch mgr. . . CBS-Columbia appoints Peninsular Distributing Co., Detroit . . . Bruno-New York (RCA Victor) promotes David Oreck to sales v.p., replacing Gerald O. Kaye; Richard Harris elevated to merchandising v.p., David Wagman continues as sales mgr. of RCA Victor products . . . Raytheon Distributor Inc., Chicago, appoints Dick O. Klein v.p. & gen. mgr. . . Hallcrafters-Kansas City appoints John Liss gen. mgr.; Marshall T. McGuineas named adv. mgr. of Chicago, Milwaukee & Kansas City distributing branches . . . J. E. Miller, Pittsburgh (Philco) names Gilbert Katz adv. mgr.

RETMA opens west coast regional office in Los Angeles' Ambassador Hotel, telephone Dunkirk 5-2179. Joseph J. Peterson, ex-Caldwell-Clements, is mgr.

Topics & Trends of TV Trade: Premium selling is at a 20-year peak today and should continue to figure more prominently in TV-appliance merchandising as an effective means of combatting evils of discount houses. That was theme of address this week by Admiral adv. v.p. Seymour Mintz to N. Y. Premium Show at Hotel Astor—citing success of his company in last few years in giving away premiums to consumers as incentive to purchase, and he added about one-tenth of Admiral's \$20,000,000 ad budget for 1953 will be spent on premiums.

He said experience has shown that customer usually is so satisfied with receiving a useful premium with purchase of TV receiver or refrigerator that he doesn't try to negotiate a discount. Speaking of Admiral's premium experiences, he declared:

"During the 1952 political conventions Admiral dealers offered a set of 4 green glasses free to any person who came in and inspected our products. They gave away 2,000,000 glasses which meant that approximately 500,000 persons entered our dealers' stores. Many of them purchased an electric appliance before leaving." Other examples:

(1) Sales of combination TV-radio-phonos boomed during conventions last year, when a plug-in automatic record changer was given away with each purchase.

(2) More than 10,000 refrigerators were sold during a recent premium promotion in which a \$40 liquid blender was presented free to purchasers.

(3) A 600% increase in sales of 9-cu.ft. refrigerators resulted during a 60-day period this spring when 21-piece cutlery set was given away. At end of 4 weeks company had sold out its entire supply of this model.



Top 10 TV producers this year, accounting for 5,355,000 of expected 7,000,000 production, are "guesstimated" for *Retailing Daily* as follows by Edgar N. Greenebaum Jr., the Chicago financial consultant in electronics: Admiral, 900,000; Philco, 900,000; RCA, 900,000; Motorola, 600,000; Zenith, 500,000; Emerson, 375,000; GE, 375,000; Westinghouse, 350,000; Sylvania, 235,000; Crosley, 220,000. Greenebaum cautions that figures are "what we think they will produce, which does not necessarily mean they will sell this many sets." He adds that Admiral is also shooting for 100,000 from its Canadian subsidiary, not included in foregoing, which would constitute better than 25% of estimated Canadian 1953 total of 330,000.

More TV price adjustments were disclosed this week, Westinghouse raising lists on 11 unspecified TVs by \$10 each while Arvin boosted 2 consoles by \$20 each and reduced 5 low-end table models by \$20. Westinghouse TV-radio sales mgr. J. F. Walsh attributed rise to increased production costs, said distributors & dealers will get bigger discount, as result. Arvin TV-radio sales mgr. Paul W. Tanner said dealer discounts will be hiked 2% on 2 consoles increased this week.

Motorola has leased 2 plants now under construction on N. Cicero Ave. near North Ave., Chicago, to house its manufacturing, parts & service depts. now centered at 1015 N. Halstead St. and 1327 W. Washington Blvd. Move into new factories, which cover 150,000-sq. ft., starts in Oct. Halstead plant will be relinquished, but latter will be retained for microwave equipment manufacture and warehousing facilities.

RCA Victor selects 3 employees to take management courses at Harvard School of Business Administration as part of program of developing executive personnel. James B. Burke, mgr. of gen. purchasing div., materials dept., takes 3-month advanced management course. Wm. A. Wright, buyer in gen. purchasing div., and Raymond A. Wissolik, supervising production engineer at Cincinnati.

Financial & Trade Notes: TV-radio-phono makers showed average profit of 84% more in first half of 1953 than in corresponding period year ago, well above average national industrial earnings gain of 13%, according to *New York Times* survey of 663 manufacturing concerns. The unidentified 10 companies in TV-radio-records category showed profit of \$49,356,000, up from \$26,804,000 same period of 1952. Fourteen manufacturers of electrical supplies and equipment showed increase of 23% (\$121,718,000 vs. \$98,886,000), which the survey attributed largely to gains of 32% by GE, 13% by Westinghouse. Home appliances (12 companies) gained 17% (\$18,197,000 vs. \$15,594,000).

Olympic Radio reports net profit of \$21,115 (5¢ per share) on sales of \$7,628,352 in first 6 months, compared to loss of \$36,511 on sales of \$5,276,518 in first half of 1952. Pres. Morris Sobin told stockholders TV unit sales increased 13% over corresponding period last year, added first-half profit this year was reduced by expenditure of \$200,000 on research program. Working capital on June 30 amounted to \$2,867,740 vs. \$2,902,780 on Dec. 31, 1952. Inventories stood at \$5,594,221, with backlog of military contracts about \$20,000,000. Sobin said prospects for second half look "very favorable," added company is investigating program "to merchandise allied products through the present channels of distribution" starting next year to aid summer and spring sales, but didn't elaborate.

RCA appears to be headed for its best year, reports Sept. 10 *Wall Street Journal*, which reports speculation that directors before end of year may vote to pass some of increased profits to stockholders either as an increased dividend or an extra disbursement. In first 6 mo., profit was \$18,185,228 vs. \$11,299,930 year ago (Vol. 9:30). Sales of TV station equipment are booming and receiver sales are holding up, while record div. (under new v.p. & gen. mgr. Emanuel Sacks) has had best hot weather business in 9 years. Whereas records usually slump in summer, dollar sales first 7 months were up 38% from year before, July alone up 46%, Aug. up 40%, and fall expected to run 33-50% ahead. NBC-TV is also showing substantial gains, with radio holding its own (Vol. 9:34).

Wilcox-Gay Corp., parent of Majestic, reports record sales of \$9,118,886 for first half 1953, despite cancellation of \$1,250,000 in govt. contracts. Net income for period was \$198,735. For same 1952 period, sales were \$8,434,044, profit \$265,428. Pres. Leonard Ashbach reported high sales of civilian items, anticipated boost in second half due to "recent pickup in TV receiver sales" and new modestly priced hi-fi phonograph to be introduced in October with promotion in 16 magazines.

Avco, with no breakdown by products, reports net profit of \$3,163,343 (32¢ a share) on sales of \$312,728,859 in 9 months ended Aug. 31 compared to profit of \$6,647,079 (72¢) on sales of \$219,939,742 in corresponding period year ago. Smaller profit on greater sales volume is attributed by chairman Victor Emanuel to series of strikes in last 6 months, some of them still in progress.

Reeves Soundcraft Corp. and wholly-owned subsidiary Bergen Wire-Rope Co. had consolidated net profit before taxes of \$92,251 for 6 months ended June 30, and realized net long-term capital gain of \$343,270 before taxes on sale under prior option of Cinerama Inc. common stock to Cinerama Productions Corp., reports pres. Hazard Reeves. Reeves Soundcraft still owns 431,849 shares of common stock of Cinerama Inc.

IT&T and subsidiaries achieved consolidated gross income of \$203,724,412 in first half of 1953 vs. \$176,359,660 same period last year. Consolidated net, including that of newly merged manufacturing subsidiaries, was \$4,808,549 (\$1.37 per share) vs. \$4,500,515 (\$1.35).

Electronics Reports: Military spending for electronics and guided missiles is expected to continue its slow increase through June 1954—for remainder of fiscal year—despite fact that total defense outlays will decline during that period. That's sizeup as indicated in reports from Pentagon and Budget Bureau. Principal reason for increase in electronics spending is that many projects are only now leaving drawing-board and pilot production stage for full-scale output and delivery. Some electronic procurement will be decreased—for such expendable items as walkie-talkies—because, like ammunition, they are no longer being used up on the battlefields. Many of the large electronics production contracts have already been let, although Pentagon is expected to continue placing production orders in electronics and guided missile fields through the fiscal year.

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Faster and more accurate production of printed circuits is claim made by Emerson for "Autobrader," fully automatic component adjusting machine developed under senior engineer Jack Bayha. Machine abrades away resistor and capacitor material from printed circuit units to standardize their value to precise point required by designers, inspecting units both before and after abrasion and sorting good from bad pieces—all in "a matter of split seconds," according to exec. v.p. Dorman D. Israel.

NPA Electronics Div. moves next week to 4115-4121 Commerce Dept. Bldg. in anticipation of its integration into new Commerce Dept. business & defense services agency, now slated to be organized by Oct. 1.

Use of TV on battlefield, as demonstrated by Signal Corps, will be discussed at convention of National Alliance of TV & Electronic Service Assns. at Chicago's Morrison Hotel, Oct. 9-11.

Dr. Louis T. Rader, mgr. of engineering, appointed gen. mgr. of GE specialty control dept., Schenectady, responsible largely for industrial electronic, regulator and aircraft control equipment.

Aerovox combines its Wilkor resistor and Hi-Q ceramic capacitor operations into Hi-Q division, moving Wilkor from Cleveland to the 3 Hi-Q plants at Olean & Franklinville, N. Y. and Myrtle Beach, S. C.

Among officers' and directors' stock transactions reported by SEC for July: Irving B. Babcock sold 700 Avco, holds 10,097; Samuel Yamin bought 200 Decca Records, holds 288; Max Abrams trusts bought 1000 Emerson (June) and he now holds 186,240 personally and through trusts; Leicester W. Fisher bought 1000 General Instrument, holds 1599; Leon A. Kolker sold 3500 General Precision Equipment, holds 2500; Joseph A. Zock sold 300 General Precision Equipment (June), holds 7100; Geoffrey A. Ogilvie bought 200 IT&T, holds 305; Paul F. Swantee bought 100 IT&T, holds 100; Charles C. Moskowitz bought 1000 Loew's Inc., holds 5500; Y. Frank Freeman bought 400 Paramount Pictures, holds 800; Russell L. Heberling bought 100 Philco, holds 500; Charles B. Jolliffe bought 100 RCA, holds 600; Gwilym A. Price sold 1000 Westinghouse, holds 4350; Decca Records bought 74,400 Universal Pictures (June & July), holds 544,575.

Dividends: Emerson Radio, 10¢ regular and 5¢ extra payable Oct. 15 to stockholders of record Oct. 5; American Phenolic Corp., 25¢ Oct. 30 to holders Oct. 14; General Instrument Co., 25¢ Oct. 16 to holders Oct. 5.

I-T-E Circuit Breaker Co. reports net income of \$1,237,255 on sales of \$32,964,796 in first 6 months of 1953, compared with \$1,332,418 on \$32,197,270 in 1952 period.

Servomechanisms Inc. reports first half sales of \$6,817,001, profit of \$183,716 (24¢ a share) vs. \$5,108,767 and \$179,040 (24¢) for first half 1952.

Willys Motors' uhf station "package" (Vol. 9:30) will sell for about \$100,000, with first delivery tentatively scheduled second quarter 1954. Three more deliveries are planned for third quarter 1954, TV mgr. A. R. Bitter tells us. Package includes Willys-made 1-kw transmitter, as well as complete studio equipment and antenna, to be made for Willys by "a number of other companies in the field." Although arrangements aren't complete, it's expected camera chain will be made by Dage Electronics Corp., Beech Grove, Ind., incorporating vidicon tube (Vol. 9:29). Also included in package will be film chain, console, etc. With most of "bugs" ironed out, prototype model is now being readied for FCC approval. Then it's slated for delivery to Mt. Pleasant (Mich.) Ch. 47 applicant WCEN (Paul A. Brandt). Transmitters will be manufactured by Willys' electronics div., 6225 Benore Rd., Toledo. George W. McGee is div. mgr.; Thomas Bender, transmitter design engineer; Richard Gibson, purchasing agent. Merchandising and distribution plans are now being formulated. Willys Motors is subsidiary of Kaiser Mfg. Co.

Five applications for new TV stations this week, together with 14 dismissals, bring total pending FCC action to 469. Of this week's applications, 4 were by principals who previously filed for channels in same or neighboring cities: Hatfield, Ind., Ch. 9, by WVJS, Owensboro, Ky., which relinquished CP for its Ch. 14; Durham, N. C., Ch. 73, by WSSB, which once had application for Ch. 46; Petersburg, Va., Ch. 8, two applications by Petersburg TV Corp. (Thomas G. Tinsley, principal owner) and Southside Virginia Telecasting Corp. (WSSV, principal owner), each with list of new minority stockholders. Also filed this week was application for San Francisco's Ch. 2 by group headed by oilman Edwin W. Pauley. [For further details about foregoing applications, see *TV Addenda 17-L* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Dispute over football TV restrictions flared up anew this week on eve of season's first big "college football Saturday." Justice Dept. said it was "stepping in" controversy over NCAA's grid dimouts, but offered no explanation. Anti-trust officials have been watching situation for last 2 seasons, have deferred action pending outcome of current anti-trust case against National Football League. Sparking this week's flareup was request by Oklahoma Board of Regents that Notre Dame-Oklahoma game at Norman, Okla. be carried on all TV stations in state. NCAA's TV committee had given permission for Oklahoma City's WKY-TV to carry it since rules permit televising "local" games when they're sellouts. It turned down requests to let game be carried on KOTV, Tulsa, and KSWO-TV, Lawton.

Thrilling spot news coverage, far more dramatic than in newspapers, was provided Sept. 23 by CBS-TV & WGN-TV, which trained their cameras on woman who perched on 20th-floor ledge of Chicago's Tribune Tower more than hour in suicide attempt before being rescued when distracted by sight of pet dog; CBS, whose WBBM-TV cameras were trained from studio window across street, fed to network, while WGN-TV, in whose building action took place, filmed it for later showing.

Defendants in anti-trust suit to compel 12 leading motion picture makers to release their 16mm films to TV and other non-theatrical outlets (Vol. 8:30,36) were given until Oct. 15 to answer suit in Los Angeles Federal Court.

Power increases: RCA this week shipped 10-kw transmitters to KFOR-TV, Lincoln, Neb. (Ch. 10) and KSL-TV, Salt Lake City (Ch. 5). GE shipped 12-kw unit to KETX, Tyler, Tex. (Ch. 19).

Revival of interest in theatre TV by exhibitors seems to be under way, as result of success of Marciano-La Starza title bout Sept. 25, and no doubt due in some measure to flagging interest in 3-D—which has turned out not to be the salvation the theatremen expected. Heavyweight fight was shown in 45 theatres in 35 cities, and early reports indicated heavy crowds. Preceding day, N. Y. Supreme Court Justice Irving L. Levey refused to grant International Boxing Club injunction banning round-by-round fight summaries on New York's WOV (Vol. 9:38). Judge said it was all right to summarize each round right after it happened, so long as it's "in the past tense, not a blow-by-blow." Large number of radio stations summarized fight round-by-round, probably many more than would have done it if IBC hadn't gone to court. In another important theatre-TV development, sales promotion firm of Cappel, MacDonald & Co. announced it is offering weekly live theatre-TV boxing to theatres every Tuesday, beginning Oct. 27, under arrangement with International Boxing Guild, rival of IBC. Theatres are expected to present fights as "second feature." Company also plans entertainment programs via theatre TV, under commercial sponsorship like home TV. It expects to spend \$5,000,000 promoting theatre TV, with \$1,000,000 slated for first year. Leo Rosen, ex-Fabian Theatres theatre-TV consultant, is in charge of theatre TV for firm.

Height vs. power, for achieving greatest coverage with least interference, drew comment from FCC chairman Rosel Hyde at ANA Chicago convention this week. When one advertiser on TV panel questioned need of buying time on smaller stations "when some stations cover 175 miles," Hyde smilingly called attention to fact that co-channel spacing is only 170 mi. in some parts of country; that new stations will tend to reduce long-distance reception. Then, he said, "We haven't issued any policy statement, but it appears that you can get more coverage with less interference by adding height than by increasing power." Regarding vhf vs. uhf coverage, he said, "We believe that the allocation provides opportunity for adequate coverage by all stations."

Summer viewing—replacements vs. year-round shows—is analyzed in Advertest survey of N. Y. audience of 11 shows which continued through summer and 11 which used replacements. Of programs continuing through summer: (1) Summer audience was 28% smaller than winter audience. (2) 31% of winter audience didn't watch in summer. (3) 97% of summer audience also watch in winter, and 3% are new viewers. Of shows with replacements: (1) Replacement audience was 37% smaller than winter program. (2) 59% of winter audience didn't watch replacement. (3) 65% of replacement audience also watch in winter, 35% are new viewers. Survey also found 2% fewer people watched TV daily this summer than last.

Theatre-TV discussion, led by AT&T long lines engineering chief F. A. Cowan, will highlight 74th semi-annual convention of Society of Motion Pictures & TV Engineers in New York's Hotel Statler, Oct. 5-9. Reports at convention will deal with TV films and new developments in movie industry. Keynote speaker will be news commentator Henry J. Taylor. SMPTE's annual Samuel L. Warner award will be presented to Dr. W. W. Wetzel of Minnesota Mining & Mfg. Co. for his contributions to development of magnetic sound recording tapes.

TV has replaced checkers and cards as off-duty pastime for firemen, according to UP interview with Chicago fire commissioner Michael J. Corrigan, who laments: "I don't know of a station in the city that doesn't have a TV set. You can't find a good pinochle player for love or money these days. Even the old-timers sit around and watch that darn machine."