

# Television Digest

with **ELECTRONICS** REPORTS

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**WHERE THE SETS ARE—AS OF APRIL 1, 1953:** Nine families out of 10 now own TV sets in 14 of America's major markets. In another 23 markets, TV's saturation, or "penetration" if you prefer, is more than 80%. Nation's 43 largest markets, with 7,984,500 homes, have total of 5,973,645 TVs, or very close to 80% saturation, and in only one of these markets -- 7-month-old Portland -- is the figure less than 50%.

These facts on the heavy concentration of TV sets in nation's most important markets are among many to be found in the completely revised and enlarged report on "Households and TV Sets in the First 312 Markets of the United States," prepared by big J. Walter Thompson advertising agency and published for first time as a Special Report, which goes to all subscribers with this issue. Television Digest collaborated with JWT by providing all station data up to April 1 deadline.

New up-to-the-minute tabulation revises and projects to April 1 the JWT agency's study of "The 162 Most Important Markets" in our TV Factbook No. 16 -- and adds 150 more markets, to include every TV city and all markets down to 25,000 population. Set ownership and household figures used in study do not purport to be TV station service areas -- which generally have much wider coverage radius and somewhat lower penetration figures -- but are trading areas as determined by U.S. Census Bureau. A valuable tool for timebuyers, telecasters and set makers, study shows:

(1) Estimated number of households in each of the 312 markets as of April 1, 1953. (2) Estimated number of TV receivers same date. (3) Ratio of TV receivers to households. (4) Percentage of total U.S. TVs represented in each market.

\* \* \* \*

The 312 markets cover 66.5% of all homes in U.S., with 84.9% of the TV sets. Tabulation shows the bigger markets generally have higher concentration of TVs. The 8 "A" markets (pop. over 2,000,000) have saturation of 82.6% and account for 40.6% of all TVs in country; the 35 "B" markets (450,000-2,000,000) have 74.8% saturation and 25.7% of sets; 72 "C" markets (150,000-450,000) 50.6% & 12%; 47 "D-prime" markets (50-150,000) 37.8% & 2.6%; 150 "D" markets (25,000-50,000) 27.3 & 4.1%.

There are now exactly 100 cities with TV stations -- and they include all 8 "A" markets, 34 of the 35 "B" markets, 35 of 72 "C" markets, 16 of the 47 "D-prime" markets, only 7 of the 150 "D" markets. Of the post-freeze stations, none are in "A" markets, 6 are in "B" markets, 11 in "C" markets, 14 in "D-prime" markets, 5 in the small "D" markets.

The 18 uhf stations now on air or testing are in 15 different markets which have total of 805,925 sets -- but not necessarily uhf sets. There are uhf stations in 5 "B" markets, 6 "C" markets, 4 "D" markets.

\* \* \* \*

Here's the TV story in the 8 "A" markets in order of their rank: New York, 3,348,624 TVs in 3,950,412 households, or 84.8% saturation; Chicago, 1,423,287 TVs

in 1,687,628 homes (84.3%); Los Angeles, 1,303,102 TVs in 1,578,216 homes (82.6%); Philadelphia, 963,892 TVs in 1,070,992 homes (90%); Detroit, 720,611 TVs in 888,275 homes (81.1%); Boston, 725,811 TVs in 821,778 homes (88.3%); San Francisco-Oakland, 428,498 TVs in 774,680 homes (55.3%); Pittsburgh, 518,125 in 638,865 homes (81.1%).

Credited with 90% saturation are these markets, in order of population rank: Philadelphia, 4th; Cleveland, 10th; Buffalo, 14th; Cincinnati, 15th; Indianapolis, 31st; Albany-Troy-Schenectady, 35th; Columbus, 37th; Rochester, 40th; Dayton, 42nd; Toledo, 47th; Omaha, 50th; Syracuse, 53rd; Wilmington, 73rd; Trenton, 84th. Trenton is only "90% market" which does not have TV station of its own.

These markets with 87% or more can be expected to hit 90% saturation in next few months: sixth-ranking Boston with 88.3%; 12th, Baltimore, 87%; 15th, Milwaukee, 87.6%; 33rd, New Haven-Waterbury, 89%; 36th, Bridgeport, 87.7% (its first station went on air this week); 88th, Erie, 89.2%; 98th, Binghamton, 87.1%.

Note: JWT market figures differ from NBC Research's (see p. 14 for March 1 count) in that they're confined to U.S. Census-defined market areas, or the trading areas immediately contiguous to cities listed, whereas NBC's purport to give sets-in-use within coverage area of NBC-TV affiliate in each of the cities.

**6 MORE ON AIR, POST-FREEZE TOTAL NOW 48:** Accelerated pace of new-station starters may be expected from now on -- 6 being recorded this week under our system of counting them as on-the-air as soon as they begin test patterns. This week, also, the first post-freeze CP to be surrendered came back from KGKL-TV, San Angelo, Tex. (Ch. 3).

WICC-TV, Bridgeport, Conn. (Ch. 43) began testing Sunday, March 29, with Federal's first uhf transmitter. Picture quality was reported excellent, with "calls coming in from distance of 60 mi." Zenith's eastern service mgr., Harry Tellis, who has watched all uhf starters, is quoted as saying picture is "best he has seen so far." It joins ABC-TV network, goes commercial April 12. Adam Young is rep.

KFDA-TV, Amarillo, Tex. (Ch. 10) reported tests of GE plant began March 30, following close upon KGNC-TV (Ch. 4) which started there March 11 (Vol. 9:11). Its mgr. is Leslie E. Smith, network is NBC-TV, national rep is Branham.

WLOK-TV, Lima, O. (Ch. 73) reported, via mgr. R.O. Runnerstrom, that it also began tests of GE plant March 30, goes commercial April 15. H-R Television is rep.

KFDX-TV, Wichita Falls, Tex. (Ch. 3) was April 1 starter, as reported last week (Vol. 9:13); it joins NBC-TV April 12. O.L. Taylor is rep.

WHP-TV, Harrisburg, Pa. (Ch. 55) also started April 1, its mgr. A.K. Redmond gleefully reporting uhf receiver sales "out of this world" and claiming 30,000 sets already sold in area. It starts on CBS-TV, begins regular programming April 15. Bolling is rep. Projected in big way, the station has 45x54-ft. main studio and 4 camera chains, will shortly have mobile unit. Equipment is RCA.

WPAG-TV, Ann Arbor, Mich. (Ch. 20) got its GE transmitter going at 1:18 a.m. April 3, according to wire from mgr. Edward F. Baughn. McGillvra is rep.

\* \* \* \*

These bring to 31 the number of stations going on air so far this year. Added to last year's 17, this means exactly 156 stations in operation -- besides the Mexican border outlets in Matamoros (Brownsville, Tex.) and Tijuana (San Diego).

Only other reports we had direct from CP holders at press time had WKST-TV, New Castle, Pa. (Ch. 45) and WKNX-TV, Saginaw, Mich. (Ch. 57) possibly turning on the juice this weekend; WCOV-TV, Montgomery, Ala. (Ch. 20) poised for tests Monday, April 6; KCJB-TV, Minot, N.D. (Ch. 13) due to start any moment. Others also aiming for April starts, listed here last week, had not reported at deadline.

Surrender of CP for KGKL-TV, San Angelo, Tex., followed request by FCC for information on financial ability of gen. mgr. Lewis O. Seibert, who has made deal to buy the AM station holding CP. This brought reply from Seibert to cancel CP.

Good break for Bridgeport's WICC-TV was AT&T's completion of network link simultaneously with its opening. Also getting interconnection same day was KVTV, Sioux City, Ia., which began testing March 9 (Vol. 9:11); and on April 1, KTNT-TV, Tacoma, which began Feb. 22 (Vol. 9:9), was interconnected with the Seattle-Portland radio relay. WICC-TV joined ABC-TV; KVTV & KTNT-TV linked with CBS-TV & DuMont.



### Households and TV Sets in

## The First 312 Markets of the United States

(Which Include the 100 Markets Having TV Stations in Operation or Testing as of April 1, 1953)

Market Data Compiled by J. Walter Thompson Company; Station Data by Television Digest

Asterisk (\*) Indicates Market Had One or More TV Stations in Operation Before "Freeze"  
Dagger (†) Indicates Market Acquired First TV Station After "Freeze" Was Ended in April, 1952

**EDITOR'S NOTE:** These figures bring up-to-date and expand report on "The 162 Most Important Markets of the U. S." as of January 1, 1953 published in Television Factbook No. 16. The study includes 150 additional markets and also takes into account more than 2,000,000 TV receivers purchased by the public in the United States during the first quarter of this year. Markets here given are as defined by the U. S. Census Bureau and by J. Walter Thompson Company; they do not coincide with station coverage areas, which invariably are considerably larger and for which additional data must be procured from individual stations. These figures are designed, as J. Walter Thompson Company states, to show where the TV sets are—not who reaches them.

### WHERE THE TV SETS ARE

**T**HIS REPORT was prepared to make it easier to answer questions about the potential penetration of TV into specific markets, including those markets not having a TV station of their own. It also shows the markets in which other media should be given strongest emphasis and helps planners determine whether sales and merchandising follow-through that stem from TV advertising is being directed to those markets where it will do the most good.

#### What This Report Is Not

Since the area covered effectively by TV transmitters extends beyond the market areas so defined in this report, the total coverage of sets reached by individual stations is not reflected in the figures of the individual markets. Information as to total coverage of individual stations should be obtained from the stations themselves.

Television stations existed in 100 markets as of April 1—and the number is increasing each week. And 36 of these markets gained their stations following the end of the "Freeze" on April 14, 1952. On the following pages of data, a single asterisk (\*) in front of the market number indicates that there were one or more pre-freeze TV transmitters within this market; a dagger (†) indicates that this market went on the air post-freeze, or after April 14, 1952. The entire 312 U. S. markets dealt with in this study account for 66.5% of the U. S. households.

Here is a summary of the number of television receivers estimated to be in households and public places in the United States on April 1, 1953:

	Estimated No. TV Receivers	% of U. S. Total
8 "A" Markets	9,431,950	40.6%
35 "B" Markets	5,973,845	25.6%
72 "C" Markets	2,791,536	12.0%
47 "D" Markets	598,910	2.6%
150 "D" Markets	951,630	4.1%
<b>Total 312 U. S. Markets</b> (442 counties)	<b>19,747,871</b>	<b>84.9%</b>
<b>Balance of U. S. Markets</b> (2631 counties)	<b>3,502,129</b>	<b>15.1%</b>
<b>Total U. S.</b> (3073 counties)	<b>23,250,000</b>	<b>100.0%</b>

#### More Than 83% of TV Receivers Are New

With the exception of the few thousand TV receivers that were demonstrated and sold at the New York World's Fair in 1939, the TV sets in use in the United States today were manufactured and sold during the post-war years. More than 83% of the sets were manufactured in 1950 and thereafter as shown in the accompanying table.

	Sets Manufactured
Pre-World War II	8,000
1946	6,476
1947	178,571
1948	975,000
1949	3,000,000
1950	7,463,800
1951	5,384,798
1952	6,096,279
1953 (1st quarter est.)	2,260,000
	<b>25,372,924</b>

#### Obsolescence and Multiple Set Ownership

Of the 25,300,000 receivers that have been manufactured, 23,250,000 are estimated to have been sold in the domestic market as of April 1, 1953. The useful life of a receiver is estimated to be approximately eight years. Obsolescence has not yet become a big enough factor to take into account. The second-hand TV receiver market has continued to be lively as owners of small screen sets replace them with newer models and the trade-ins move from dealer to new owner. Thus it can be assumed that all of the sets sold are still in operation.

Multiple ownership is not as yet great enough to consider in dealing with television receiver ownership or viewing patterns. The J. Walter Thompson Company Consumer Panel findings indicate that 1% or fewer TV homes have more than one receiver. Because of the relative insignificance of this figure and the unevenness of distribution of this condition, market figures have not been discounted for this factor.

#### January Data Revised and Augmented

The data on which these market estimates are based has been derived from a variety of competent sources, many

of which are confidential. The accuracy of these estimates has been authenticated by field investigation in selected markets, and the figures reported are believed to be highly accurate.

The present estimate includes much information which was not available for the Jan. 1 report. For the most part the new data indicated normal growth of set ownership in the various markets.

In several markets—notably Milwaukee, Wis. and Norfolk, Va.—the Jan. 1 receiver estimate has been shown by subsequent data to have been too low and this fact has been taken fully into account in the present estimate which shows increases for those markets not alone due to first quarter sales.

In several other instances, the Jan. 1 set ownership estimate proved to be too high and proper adjustment has been made in the April 1 figures. Thus the estimates for Atlantic City, N. J. and San Diego, Cal. are lower than those shown in the previous report.

Projections of data accumulated during the past year were made through the application of a formula based on historical performance. No market was credited with greater than a 90% ratio of TV receivers to households even though in some few cases there were indications of a somewhat higher figure.

An estimate of the number of households has been brought up to date as of Jan. 1, 1953. This estimate takes into consideration the varying degree of growth that occurred in individual markets during the decade 1940 to 1950.

The system of classifying markets used in this report appears in *Population and Its Distribution*, compiled by the J. Walter Thompson Company and published by McGraw-Hill. The first 162 markets are metropolitan markets each having one or more central cities with populations of 50,000 or over. These are arranged by convenient size groups with alphabetical designations as follows:

A markets—Metropolitan Areas with population over 2,000,000

B markets—Metropolitan Areas with population 450,000 to 2,000,000

C markets—Metropolitan Areas with population 150,000 to 450,000

D' markets—Metropolitan Areas with population 50,000 to 150,000

The next 150 smaller urban markets dealt with here are classified as "D" markets and are counties having one or more cities with a population between 25,000 and 50,000. The identity of the metropolitan areas and the counties that they include is established in the 1950 U. S. Census.

#### Ultra High Frequency (UHF) and Very High Frequency (VHF)

UHF channels are those numbered from 14 through 83. VHF channels are numbered 2 through 13. However, most TV receivers manufactured in recent years designed to receive signals from VHF stations can be adapted to bring in UHF stations. Modifications are made to the set and to the antenna at costs starting at approximately \$30.

It must be borne in mind that the potential audience delivered by the UHF station in a market that currently receives a VHF signal will be measured not by the total number of TV sets in the area but by the number of TV sets able to receive the UHF signal. Public interest in such conversion depends upon many local influences, such as the number of VHF channels that can be received with clarity in the market, the distance from the VHF originating market, the network affiliation of both the UHF and VHF station—not to mention pride and interest in the local station.

Every indication is that conversion is moving at a rapid rate. Specific information on the actual number of television receivers that can be reached by a given TV station, either VHF or UHF, must come from the station itself.

### 8 "A" MARKETS—Population Over 2,000,000

"A" Markets	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
*1. NEW YORK	Bronx, Kings, Nassau, N. Y., Queens, Richmond, Rockland, Suffolk, Westchester, N. Y.; Bergen, Essex, Hudson, Middle- sex,, Morris, Passaic, Union, Somerset, N. J.:	3,950,412	3,348,624	84.8%	14.403%
*2. CHICAGO	Cook, DuPage, Kane, Lake, Will, Ill.; Lake, Ind.:	1,687,628	1,423,287	84.3%	6.122%
*3. LOS ANGELES	Los Angeles, Orange, Calif.:	1,578,216	1,303,102	82.6%	5.604%
*4. PHILADELPHIA	Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa.; Burlington, Camden, Gloucester, N. J.:	1,070,992	963,892	90.0%	4.145%
*5. DETROIT	Macomb, Oakland, Wayne, Mich.:	888,275	720,611	81.1%	3.099%
*6. BOSTON	Essex, Middlesex, Norfolk, Suffolk, Mass.:	821,778	725,811	88.3%	3.121%
*7. SAN FRANCISCO- OAKLAND	Alameda, Contra Costa, San Francisco, San Mateo, Solano, Marin, Calif.:	774,680	428,498	55.3%	1.843%
*8. PITTSBURGH	Allegheny, Beaver, Washington, Westmoreland, Pa.:	638,865	518,125	81.1%	2.228%
Total 8 "A" Markets		11,410,846	9,431,950	82.6%	40.567%
Percent of Total U. S.		25.33%	40.567%		

**35 "B" MARKETS—Population 450,000-2,000,000**

"B" Markets	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
*9. ST. LOUIS	St. Louis City, St. Charles, St. Louis, Mo.; Madison, St. Clair, Ill.:	520,104	419,674	80.7%	1.805%
*10. CLEVELAND	Cuyahoga, Lake, Ohio:	448,244	403,419	90.0%	1.735%
*11. WASHINGTON	District of Columbia; Montgomery, Prince Georges, Md.; Arlington, Fairfax, Va. (Including Independent Cities of Alexandria and Falls Church, Va.):	451,170	368,503	81.7%	1.585%
*12. BALTIMORE	Baltimore City, Baltimore, Anne Arundel, Md.:	392,645	341,725	87.0%	1.470%
*13. MINNEAPOLIS-ST. PAUL	Anoka, Dakota, Hennepin, Ramsey, Minn.:	346,016	244,113	70.5%	1.049%
*14. BUFFALO	Erie, Niagara, N. Y.:	321,337	289,203	90.0%	1.243%
*15. CINCINNATI	Hamilton, Ohio; Campbell, Kenton, Ky.:	290,208	261,187	90.0%	1.123%
*16. MILWAUKEE	Milwaukee, Wisc.:	260,215	228,044	87.6%	.981%
*17. KANSAS CITY	Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.:	270,998	160,572	59.2%	.691%
*18. HOUSTON	Harris, Texas:	265,578	165,135	62.2%	.710%
*19. PROVIDENCE	Bristol, Kent, Newport, Providence, R. I.:	220,748	176,020	79.7%	.757%
*20. SEATTLE	King, Wash.:	254,735	145,305	57.0%	.624%
†21. PORTLAND	Clackamas, Multnomah, Washington, Ore.; Clark, Wash.:	247,546	66,068	26.7%	.284%
*22. NEW ORLEANS	Jefferson, Orleans, St. Bernard, La.:	210,594	114,880	54.6%	.494%
*23. ATLANTA	Cobb, De Kalb, Fulton, Ga.:	199,620	169,607	85.0%	.729%
*24. DALLAS	Dallas, Texas:	207,387	137,202	66.2%	.590%
†25. HARTFORD (NEW BRITAIN)	Hartford, Middlesex, Conn.:	182,489	127,982	70.1%	.550%
*26. NORFOLK-PORTSMOUTH-NEWPORT NEWS	Elizabeth City, Norfolk, Princess Anne, Warwick, Va. (Including Independent Cities of Hampton, Newport News, Norfolk, Portsmouth, So. Norfolk):	168,444	118,830	70.5%	.511%
*27. LOUISVILLE	Jefferson, Ky.; Clark, Floyd, Ind.:	177,534	131,169	73.9%	.564%
†28. DENVER	Adams, Arapahoe, Denver, Jefferson, Colo.:	186,220	98,291	52.8%	.423%
*29. BIRMINGHAM	Jefferson, Ala.:	163,015	99,244	60.9%	.426%
*30. SAN DIEGO	San Diego, Calif.:	190,691	136,226	71.4%	.586%
*31. INDIANAPOLIS	Marion, Ind.:	177,658	159,892	90.0%	.688%
32. WORCESTER	Worcester, Mass.:	157,827	124,052	78.6%	.534%
*33. NEW HAVEN-WATERBURY	New Haven, Conn.:	163,404	145,527	89.0%	.626%
†34. YOUNGSTOWN	Mahoning, Trumbull, Ohio; Mercer, Pa.:	153,496	98,243	64.0%	.422%
*35. ALBANY-TROY SCHENECTADY	Albany, Rensselaer, Schenectady, N. Y.:	160,219	144,197	90.0%	.620%
†36. BRIDGEPORT	Fairfield, Conn.:	153,166	134,309	87.7%	.578%
*37. COLUMBUS	Franklin, Ohio:	156,291	141,894	90.0%	.610%
*38. SAN ANTONIO	Bexar, Texas:	143,410	79,585	55.5%	.342%
*39. MIAMI	Dade, Fla.:	176,507	108,589	61.5%	.467%
*40. ROCHESTER	Monroe, N. Y.:	149,844	134,859	90.0%	.580%
*41. MEMPHIS	Shelby, Tenn.:	143,606	89,629	62.4%	.385%
*42. DAYTON	Greene, Montgomery, Ohio:	141,647	127,482	90.0%	.548%
†43. SPRINGFIELD-HOLYOKE	Hampden, Hampshire, Mass.:	131,887	83,189	63.1%	.358%
Total 35 "B" Markets		7,984,500	5,973,845	74.8%	25.69%
Percent of Total U. S.		17.72%	25.69%		
Total 43 "A" and "B" Markets		19,395,316	15,405,795	79.43%	66.261%
Percent of Total U. S.		43.05%	66.261%		



**72 "C" MARKETS—Population 150,000-450,000**

"C" Markets	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
44. ALLENTOWN-BETHLEHEM-EASTON	Lehigh, Northampton, Pa.; Warren, N. J.:	128,053	105,696	82.5%	.455%
45. AKRON	Summit, Ohio:	126,950	102,346	80.6%	.440%
46. TAMPA-ST. PETERSBURG	Hillsborough, Pinellas, Fla.:	146,039	8,390	5.7%	.036%
*47. TOLEDO	Lucas, Ohio:	122,322	110,089	90.0%	.473%
†48. WILKES-BARRE-HAZELTON	Luzerne, Pa.:	107,893	25,985	24.0%	.112%
49. FALL RIVER-NEW BEDFORD	Bristol, Mass.:	114,655	83,222	72.6%	.358%
*50. OMAHA	Douglas, Sarpy, Neb.; Pottawattamie, Iowa:	110,238	99,214	90.0%	.427%
*51. FORT WORTH	Tarrant, Texas:	121,409	75,348	62.0%	.324%
52. WHEELING-STEUBENVILLE	Brooke, Hancock, Marshall, Ohio, W. Va.; Belmont, Jefferson, Ohio:	102,798	44,674	43.4%	.192%
*53. SYRACUSE	Onondaga, N. Y.:	101,733	91,559	90.0%	.393%
54. KNOXVILLE	Knox, Blount, Anderson, Tenn.:	96,810	3,007	3.0%	.013%
*55. RICHMOND	Richmond City, Chesterfield, Henrico, Va. (Including Independent City of Colonial Heights, Va.):	96,767	63,659	65.7%	.274%
*56. PHOENIX	Maricopa, Ariz.:	109,159	50,511	46.3%	.217%
*57. OKLAHOMA CITY	Oklahoma, Okla.:	110,706	67,680	61.1%	.291%
58. CHARLESTON	Fayette, Kanawha, W. Va.:	89,909	42,016	46.7%	.181%
*59. NASHVILLE	Davidson, Tenn.:	94,686	43,707	46.2%	.188%
*60. JACKSONVILLE	Duval, Fla.:	93,688	57,808	61.7%	.249%
†61. HARRISBURG	Cumberland, Dauphin, Pa.:	88,434	42,351	47.8%	.182%
*62. JOHNSTOWN	Cambria, Somerset, Pa.:	78,407	61,782	78.8%	.266%
63. SAN JOSE	Santa Clara, Calif.:	94,654	57,915	61.1%	.249%
*64. GRAND RAPIDS	Kent, Mich.:	90,009	66,867	74.2%	.288%
*65. UTICA-ROME	Herkimer, Oneida, N. Y.:	83,483	61,324	73.4%	.264%
66. CANTON	Stark, Ohio:	86,055	62,238	72.3%	.268%
67. SAN BERNARDINO	San Bernardino, Calif.:	96,472	51,188	53.1%	.220%
68. SACRAMENTO	Sacramento, Calif.:	92,057	26,444	28.7%	.114%
69. FRESNO	Fresno, Calif.:	88,725	4,514	5.1%	.019%
†70. TACOMA	Pierce, Wash.:	85,699	37,662	43.9%	.162%
*71. SALT LAKE CITY	Salt Lake, Utah:	84,449	71,509	84.7%	.307%
72. FLINT	Genessee, Mich.:	82,387	47,793	58.0%	.206%
*73. WILMINGTON	New Castle, Del.; Salem, N. J.:	79,916	71,919	90.0%	.308%
74. SCRANTON	Lackawanna, Pa.:	71,678	25,509	35.5%	.110%
†75. READING	Berks, Pa.:	75,894	62,856	82.8%	.270%
76. DULUTH-SUPERIOR	Douglas, Wisc.; St. Louis, Minn.:	77,254	3,809	4.9%	.016%
*77. TULSA	Tulsa, Okla.:	84,411	54,399	64.4%	.234%
†78. PEORIA	Peoria, Tazewell, Ill.:	78,211	22,734	29.0%	.098%
79. CHATTANOOGA	Hamilton, Tenn.; Walker, Ga.:	72,888	12,384	17.0%	.053%
*80. HUNTINGTON-ASHLAND	Cabell, Wayne, W. Va.; Lawrence, Ohio; Boyd, Ky.:	70,677	46,103	65.2%	.198%
*81. LANCASTER	Lancaster, Pa.:	67,925	48,171	70.9%	.207%
*82. DAVENPORT-ROCK ISLAND MOLINE	Rock Island, Ill.; Scott, Iowa:	72,535	62,666	86.4%	.270%
†83. MOBILE	Mobile, Ala.:	69,339	20,293	29.3%	.087%

"C" Markets (Cont.)	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
84. TRENTON	Mercer, N. J.:	62,319	56,087	90.0%	.241%
*85. DES MOINES	Polk, Iowa:	73,785	45,248	61.3%	.194%
86. WICHITA	Sedgwick, Kan.:	76,866	5,147	6.7%	.022%
†87. SPOKANE	Spokane, Wash.:	74,301	28,320	37.9%	.122%
*88. ERIE	Erie, Pa.:	65,645	58,565	89.2%	.252%
†89. SOUTH BEND	St. Joseph, Ind.:	63,334	37,311	58.9%	.160%
†90. YORK	York, Pa.:	61,873	47,033	76.0%	.202%
91. STOCKTON	San Joaquin, Calif.:	63,836	26,499	41.5%	.114%
*92. CHARLOTTE	Mecklenburg, N. C.:	57,127	42,975	75.2%	.185%
93. LITTLE ROCK	Pulaski, Ark.:	60,675	5,818	9.6%	.025%
94. BEAUMONT- PORT ARTHUR	Jefferson, Texas:	61,678	10,743	17.4%	.046%
†95. EL PASO	El Paso, Texas:	52,719	28,340	53.8%	.122%
*96. GREENSBORO- HIGH POINT	Guilford, N. C.:	53,328	27,172	51.0%	.116%
97. BROCKTON	Plymouth, Mass.:	58,131	46,395	80.0%	.200%
*98. BINGHAMTON	Broome, N. Y.:	55,460	48,316	87.1%	.208%
99. FORT WAYNE	Allen, Ind.:	58,376	7,923	13.6%	.034%
100. SHREVEPORT	Caddo Parish, La.:	53,066	854	1.6%	.003%
*101. LANSING	Ingham, Mich.:	52,899	28,256	53.4%	.121%
102. COLUMBUS	Chattahoochee, Muscogee, Ga.; Russell, Ala.:	45,223	5,097	11.3%	.021%
103. MADISON	Dane, Wisc.:	49,053	6,194	12.6%	.026%
104. PORTLAND	Cumberland, Me.:	51,136	6,535	12.7%	.028%
105. GREENVILLE	Greenville, S. C.:	48,161	11,130	23.1%	.047%
106. CORPUS CHRISTI	Nueces, Texas:	49,392	4,125	8.4%	.017%
107. CHARLESTON	Charleston, S. C.:	45,937	3,782	8.2%	.016%
108. AUGUSTA	Richmond, Ga.; Aiken, S. C.:	44,759	3,231	7.2%	.014%
†109. AUSTIN	Travis, Texas:	46,575	15,343	32.9%	.066%
110. EVANSVILLE	Vanderburgh, Ind.:	50,784	3,640	7.2%	.016%
111. BATON ROUGE	East Baton Rouge Parish, La.:	48,642	12,802	26.3%	.055%
112. MANCHESTER	Hillsborough, N. H.:	47,907	33,575	70.0%	.144%
113. SAGINAW	Saginaw, Mich.:	45,316	22,311	49.2%	.096%
114. ROCKFORD	Winnebago, Ill.:	48,881	10,373	21.2%	.045%
115. SAVANNAH	Chatham, Ga.:	46,166	5,055	10.9%	.022%
Total 72 "C" Markets		5,518,724	2,791,536	50.6%	12.006%
Percent of Total U. S.		12.25%	50.6%		
Total 115 "A", "B" and "C" Markets		24,914,070	18,197,331	73.04%	78.268%
Percent of Total U. S.		55.29%	78.268%		

#### 47 "D" MARKETS—Population 50,000-150,000

116. LORAIN-ELYRIA	Lorain, Ohio:	44,548	32,406	72.7%	.139%
117. HAMILTON- MIDDLETOWN	Butler, Ohio:	43,472	37,344	85.9%	.161%
118. WINSTON-SALEM	Forsythe, N. C.:	42,119	20,900	49.6%	.089%
*119. ALBUQUERQUE	Bernalillo, N. M.:	46,469	18,326	39.4%	.079%
120. COLUMBIA	Richland, S. C.:	38,390	5,485	14.3%	.023%
†121. JACKSON	Hinds, Miss.:	40,351	7,904	19.5%	.034%
†122. ALTOONA	Blair, Pa.:	40,618	24,427	60.1%	.105%
123. MONTGOMERY	Montgomery, Ala.:	39,902	3,882	9.7%	.017%
124. RALEIGH	Wake, N. C.:	35,773	9,781	27.3%	.042%
125. MACON	Bibb, Houston, Ga.:	40,227	9,137	22.7%	.039%

"D" Markets (Cont.)	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
†126. ROANOKE	Roanoke, Roanoke City, Va.:	39,039	14,894	38.1%	.064%
127. PITTSFIELD	Berkshire, Mass.:	39,520	30,518	77.2%	.131%
†128. ATLANTIC CITY	Atlantic, N. J.:	41,710	29,530	70.8%	.127%
129. SPRINGFIELD	Sangamon, Ill.:	42,921	7,009	16.3%	.030%
130. WACO	McLennan, Texas:	40,750	5,201	12.8%	.022%
*131. KALAMAZOO	Kalamazoo, Mich.:	39,183	30,647	78.2%	.131%
132. ASHEVILLE	Buncombe, N. C.:	34,637	5,075	14.6%	.021%
†133. LINCOLN	Lancaster, Neb.:	38,034	17,715	46.6%	.076%
134. ORLANDO	Orange, Fla.:	39,936	2,400	6.0%	.010%
†135. GALVESTON	Galveston, Texas:	36,174	13,958	38.6%	.060%
136. SPRINGFIELD	Clark, Ohio:	34,589	27,800	80.3%	.120%
137. RACINE	Racine, Wisc.:	33,162	19,170	57.8%	.082%
138. JACKSON	Jackson, Mich.:	32,217	12,323	38.2%	.053%
139. TOPEKA	Shawnee, Kan.:	34,535	12,251	35.4%	.053%
140. TERRE HAUTE	Vigo, Ind.:	34,456	16,641	48.3%	.072%
†141. SPRINGFIELD	Greene, Mo.:	34,981	6,068	17.3%	.026%
142. CEDAR RAPIDS	Linn, Iowa:	33,563	8,299	24.7%	.036%
†143. SIOUX CITY	Woodbury, Iowa:	32,064	10,077	31.4%	.043%
144. DURHAM	Durham, N. C.:	27,781	14,240	51.2%	.061%
†145. LUBBOCK	Lubbock, Texas:	32,273	20,167	62.4%	.087%
146. LEXINGTON	Fayette, Ky.:	29,059	6,599	22.7%	.024%
147. WATERLOO	Black Hawk, Iowa:	31,014	4,529	14.6%	.019%
148. DECATUR	Macon, Ill.:	32,481	4,323	13.3%	.018%
†149. WICHITA FALLS	Wichita, Texas:	27,814	4,532	16.3%	.019%
†150. GREEN BAY	Brown, Wisc.:	27,776	4,586	16.5%	.020%
151. ST. JOSEPH	Buchanan, Mo.:	29,198	11,791	40.4%	.051%
152. GADSDEN	Etowah, Ala.:	27,498	8,864	32.2%	.036%
153. MUNCIE	Delaware, Ind.:	28,845	20,564	71.2%	.088%
†154. PUEBLO	Pueblo, Colo.:	26,203	6,005	22.9%	.025%
155. BAY CITY	Bay, Mich.:	26,230	9,215	35.1%	.040%
†156. LIMA	Allen, Ohio:	27,528	7,976	29.0%	.034%
†157. AMARILLO	Potter, Randall, Texas:	29,589	4,862	16.4%	.021%
158. OGDEN	Weber, Utah:	25,884	11,961	46.2%	.051%
159. KENOSHA	Kenosha, Wisc.:	23,376	17,111	73.1%	.073%
160. SIOUX FALLS	Minnehaha, S. D.:	22,190	1,695	7.6%	.007%
161. SAN ANGELO	Tom Green, Texas:	18,757	460	2.4%	.002%
162. LAREDO	Webb, Texas:	13,555	262	1.9%	.001%
Total 47 "D" Markets		1,580,391	598,910	37.8%	2.572%
Percent of Total U. S.		3.51%	2.572%		
Total 162 "A", "B", "C" and "D" Markets		26,494,461	18,796,241	70.94%	80.840%
Percent of Total U. S.		58.80%	80.840%		

### 150 "D" MARKETS—City Centers 25,000-50,000

163. BAKERSFIELD- EAST BAKERSFIELD	Kern, Calif.:	72,443	18,132	25.0%	.078%
164. RIVERSIDE	Riverside, Calif.:	59,791	30,410	50.9%	.131%
165. NEWBURGH	Orange, N.Y.:	44,960	28,411	63.2%	.122%
166. SPARTANBURG	Spartanburg, S. C.:	40,504	12,786	31.6%	.055%
167. BRISTOL	Sullivan, Tenn.; Washington, Va. (Including Independent City of Bristol, Va.):	40,369	2,843	7.0%	.012%



"D" Markets (Cont.)	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
168. NEW LONDON	New London, Conn.:	42,975	17,149	39.9%	.074%
†169. TUCSON	Pima, Ariz.:	47,131	8,728	18.6%	.038%
170. KANNAPOLIS	Cabarrus, Rowan, N. C.:	38,872	17,735	45.6%	.076%
171. POUGHKEEPSIE	Dutchess, N. Y.:	36,396	22,207	61.0%	.096%
172. YAKIMA	Yakima, Wash.:	43,396	623	1.4%	.003%
173. JAMESTOWN	Chautauqua, N. Y.:	42,969	25,568	59.5%	.110%
174. ANN ARBOR	Washtenaw, Mich.:	37,991	20,758	54.6%	.089%
175. SALEM	Marion, Polk, Ore.:	39,454	6,603	16.7%	.028%
176. EUGENE	Lane, Ore.:	42,930	355	0.8%	.002%
*177. BROWNSVILLE (Station in Matamoros, Mexico)	Cameron, Tex.:	33,460	3,828	11.4%	.016%
178. LAKELAND	Polk, Fla.:	39,260	2,030	5.2%	.009%
179. BLUEFIELD	Tazewell, Va.; Mercer, W. Va.:	31,396	3,456	11.0%	.015%
180. MUSKEGON	Muskegon, Mich.:	37,566	17,485	46.5%	.075%
181. BATTLE CREEK	Calhoun, Mich.:	36,677	24,981	68.1%	.107%
182. WEST PALM BEACH	Palm Beach, Fla.:	40,603	3,575	8.8%	.015%
183. PENSACOLA	Escambia, Fla.:	33,949	2,029	6.0%	.009%
184. EVERETT	Snohomish, Wash.:	38,192	11,671	30.6%	.050%
185. ROCKY MOUNT	Nash, Edgecombe, N. C.:	26,428	2,836	10.7%	.012%
†186. BANGOR	Penobscot, Me.:	29,565	4,046	13.5%	.018%
187. JOPLIN	Jasper, Newton, Mo.:	36,019	4,810	13.4%	.021%
188. CHAMPAIGN	Champaign, Ill.:	28,943	2,082	7.2%	.009%
189. NEW CASTLE	Lawrence, Pa.:	30,631	19,472	63.6%	.084%
190. ANDERSON	Madison, Ind.:	33,496	27,018	80.7%	.116%
191. WILLIAMSPORT	Lycoming, Pa.:	30,872	3,276	10.6%	.014%
192. DANVILLE	Pittsylvania, Va. (Including Independent City of Danville, Va.):	26,338	5,695	21.6%	.024%
193. TORRINGTON	Litchfield, Conn.:	30,455	17,156	56.3%	.074%
194. SANTA BARBARA	Santa Barbara, Calif.:	33,182	9,593	28.9%	.041%
195. ST. CLOUD	Benton, Sherburne, Stearns, Minn.:	23,762	7,275	30.6%	.031%
196. EAU CLAIRE	Chippewa, Eau Claire, Wisc.:	27,687	4,224	15.3%	.018%
197. FAYETTEVILLE	Cumberland, N. C.:	23,408	2,560	10.9%	.011%
198. TEXARKANA	Miller, Ark.; Bowie, Tex.:	29,043	715	2.5%	.003%
199. TUSCALOOSA	Tuscaloosa, Ala.:	23,433	5,302	22.6%	.023%
200. BELOIT	Rock, Wisc.:	28,526	4,353	15.3%	.019%
201. KINGSTON	Ulster, N. Y.:	28,770	9,155	31.8%	.039%
202. PORT HURON	St. Clair, Mich.:	28,129	16,090	57.2%	.069%
203. MANSFIELD	Richland, Ohio:	28,192	15,504	55.0%	.067%
204. OSHKOSH	Winnebago, Wisc.:	27,335	3,844	14.1%	.017%
205. ALEXANDRIA	Rapides, La.:	25,831	510	2.0%	.002%
206. LAKE CHARLES	Calcasieu, La.:	27,827	1,019	3.7%	.004%
207. CUMBERLAND	Allegany, Md.:	26,413	6,797	25.7%	.029%
208. DANVILLE	Vermilion, Ill.:	27,191	3,513	12.9%	.015%
209. ELMIRA	Chemung, N. Y.:	27,119	13,075	48.2%	.056%
210. WATERTOWN	Jefferson, N. Y.:	25,700	9,947	38.7%	.043%
211. CLARKSBURG	Harrison, W. Va.:	24,997	2,239	9.0%	.010%
212. ELKHART	Elkhart, Ind.:	27,041	10,176	37.6%	.044%
213. BILOXI	Harrison, Miss.:	23,291	7,081	30.4%	.030%
214. FT. LAUDERDALE	Broward, Fla.:	30,572	14,275	46.7%	.061%
215. LEWISTON	Androscoggin, Me.:	24,849	1,172	4.7%	.005%

"D" Markets (Cont.)	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
216. PORTSMOUTH	Scioto, Ohio:	24,201	13,972	57.7%	.060%
217. PROVO	Utah, Utah:	22,457	10,551	47.0%	.045%
218. APPLETON	Outagamie, Wisc.:	23,212	2,720	11.7%	.012%
219. LEBANON	Lebanon, Pa.:	23,793	15,413	64.8%	.066%
220. SHEBOYGAN	Sheboygan, Wisc.:	24,463	14,047	57.4%	.060%
221. WAUSAU	Marathon, Wisc.:	22,240	450	2.0%	.002%
222. ANNISTON	Calhoun, Ala.:	22,078	6,218	28.2%	.027%
223. HAGERSTOWN	Washington, Md.:	23,617	12,475	52.8%	.054%
224. MICHIGAN CITY	La Porte, Ind.:	23,785	15,176	63.8%	.065%
†225. LYNCHBURG	Campbell, Va. (Including Independent City of Lynchburg, Va.):	21,473	8,191	38.1%	.035%
226. BLOOMINGTON	McLean, Ill.:	23,494	2,470	10.5%	.011%
227. PINE BLUFF	Jefferson, Ark.:	21,989	1,571	7.1%	.007%
228. BREMERTON	Kitsap, Wash.:	25,740	15,716	61.1%	.068%
229. MONROE	Ouachita, La.:	22,938	293	1.3%	.001%
230. TYLER	Smith, Tex.:	22,447	2,463	11.0%	.011%
231. ZANESVILLE	Muskingum, Ohio:	22,696	10,016	44.1%	.043%
†232. COLORADO SPRINGS	El Paso, Colo.:	25,101	5,510	22.0%	.024%
233. LAFAYETTE	Tippecanoe, Ind.:	21,507	7,354	34.2%	.032%
234. DAYTONA BEACH	Volusia, Fla.:	26,875	2,715	10.1%	.012%
235. TEMPLE	Bell, Tex.:	20,659	2,174	10.5%	.009%
236. KANKAKEE	Kankakee, Ill.:	19,176	12,178	63.5%	.052%
237. FAIRMONT	Marion, W. Va.:	21,150	4,311	20.4%	.019%
238. DUBUQUE	Dubuque, Iowa:	19,262	3,420	17.8%	.015%
239. BOISE CITY	Ada, Idaho:	23,612	93	0.4%	—
240. NEWARK	Licking, Ohio:	22,482	15,049	66.9%	.065%
241. GREENVILLE	Washington, Miss.:	19,291	950	4.9%	.004%
242. AUBURN	Cayuga, N. Y.:	20,645	15,995	77.5%	.069%
243. RICHMOND	Wayne, Ind.:	21,128	12,870	60.9%	.055%
244. FOND du LAC	Fond du Lac, Wisc.:	19,597	5,697	29.1%	.024%
245. LA CROSSE	La Crosse, Wisc.:	19,912	976	4.9%	.004%
246. MANITOWOC	Manitowoc, Wisc.:	19,633	5,465	27.8%	.024%
247. BELLINGHAM	Whatcomb, Wash.:	22,040	1,735	7.9%	.007%
248. PARKERSBURG	Wood, W. Va.:	20,334	3,969	19.5%	.017%
249. MUSKOGEE	Muskogee, Okla.:	19,822	4,969	25.1%	.021%
250. QUINCY	Adams, Ill.:	20,264	1,901	9.4%	.008%
251. FORT SMITH	Sebastian, Ark.:	20,214	2,063	10.2%	.009%
252. MERIDIAN	Lauderdale, Miss.:	19,049	585	3.1%	.002%
253. ABILENE	Taylor, Texas:	20,239	540	2.7%	.002%
254. WILMINGTON	New Hanover, N. C.:	19,065	210	1.1%	.001%
255. CONCORD	Merrimack, N. H.:	18,230	5,523	30.3%	.024%
256. ROME	Floyd, Ga.:	17,197	7,547	43.9%	.032%
257. BURLINGTON	Chittenden, Vt.:	17,005	2,510	14.8%	.011%
258. MARION	Grant, Ind.:	19,384	8,347	43.1%	.036%
259. MORGANTOWN	Monongalia, W. Va.:	16,667	3,920	23.5%	.017%
260. JACKSON	Madison, Tenn.:	17,507	4,232	24.2%	.018%
261. JOHNSON CITY	Washington, Tenn.:	15,892	2,019	12.7%	.009%
262. AMSTERDAM	Montgomery, N. Y.:	18,494	11,657	63.0%	.050%
263. ITHACA	Tompkins, N. Y.:	16,514	7,341	44.5%	.032%
264. FARGO	Cass, N. D.:	16,569	176	1.0%	—
265. LAFAYETTE	Lafayette, La.:	16,103	924	5.7%	.003%

"D" Markets (Cont.)	Counties	Estimated No. of Households Jan. 1, 1953	Estimated No. TV Receivers April 1, 1953	Ratio of TV Receivers to Households	Per Cent of U. S. Total
266. OWENSBORO.....	Daviess, Ky.:	16,176	1,324	8.2%	.005%
267. LAUREL.....	Jones, Miss.:	15,729	921	5.9%	.003%
268. GAINESVILLE.....	Alachua, Fla.:	16,197	2,507	15.5%	.010%
269. BILLINGS.....	Yellowstone, Mont.:	18,196	91	0.5%	—
†270. LAWTON.....	Comanche, Okla.:	16,734	2,905	17.4%	.012%
271. KOKOMO.....	Howard, Ind.:	17,255	13,343	77.3%	.057%
272. GALESBURG.....	Knox, Ill.:	17,455	9,170	52.5%	.039%
273. HUTCHINSON.....	Reno, Kan.:	17,777	2,038	11.5%	.009%
274. PETERSBURG.....	Dinwiddie, Va. (Including Independent City of Petersburg, Va.):	13,843	8,003	57.8%	.034%
275. GREAT FALLS.....	Cascade, Mont.:	16,634	141	0.8%	—
276. ENID.....	Garfield, Okla.:	16,840	7,399	43.9%	.032%
277. CHARLOTTESVILLE.....	Albemarle, Va. (Including Independent City of Charlottesville, Va.):	14,157	1,963	13.9%	.008%
278. SANDUSKY.....	Erie, Ohio:	16,649	10,815	65.0%	.046%
279. TALLAHASSEE.....	Leon, Fla.:	14,137	424	3.0%	.002%
280. RENO.....	Washoe, Nev.:	18,022	196	1.1%	.001%
*281. BLOOMINGTON.....	Monroe, Ind.:	13,687	6,992	51.1%	.030%
282. MARION.....	Marion, Ohio:	15,687	11,216	71.5%	.048%
283. LA GRANGE.....	Troup, Ga.:	13,753	5,099	37.1%	.021%
284. CLINTON.....	Clinton, Iowa:	15,508	9,710	62.6%	.042%
285. PADUCAH.....	McCracken, Ky.:	15,413	1,205	7.8%	.005%
286. COLUMBIA.....	Boone, Mo.:	13,824	568	4.1%	.002%
287. BUTTE.....	Silver Bow, Mont.:	15,416	131	.8%	—
288. ROCHESTER.....	Olmsted, Minn.:	13,925	3,256	23.4%	.014%
289. CHEYENNE.....	Laramie, Wyo.:	14,142	2,553	18.1%	.011%
290. OTTUMWA.....	Wapello, Iowa:	15,037	1,231	8.2%	.005%
291. HOT SPRINGS.....	Garland, Ark.:	15,508	193	1.2%	—
292. MASON SPRINGS.....	Cerro Gordo, Iowa:	14,377	1,353	9.4%	.006%
293. IOWA CITY.....	Johnson, Iowa:	12,563	2,596	20.7%	.011%
294. POCATELLO.....	Bannock, Power, Idaho:	13,282	179	1.3%	—
295. HATTIESBURG.....	Forrest, Miss.:	13,253	1,054	8.0%	.004%
296. FORT DODGE.....	Webster, Iowa:	13,539	6,992	51.6%	.030%
297. ALBANY.....	Dougherty, Ga.:	13,018	1,463	11.2%	.006%
298. PANAMA CITY.....	Bay, Fla.:	13,261	247	1.9%	—
299. ODESSA.....	Ector, Tex.:	14,687	406	2.8%	.002%
300. BURLINGTON.....	Des Moines, Iowa:	13,644	8,022	58.8%	.034%
301. NORMAN.....	Cleveland, Okla.:	11,231	3,596	32.0%	.015%
302. ROSWELL.....	Chaves, N. Mex.:	12,291	131	1.1%	—
303. WINONA.....	Winona, Minn.:	11,603	737	6.4%	.003%
304. VICKSBURG.....	Warren, Miss.:	12,084	726	6.0%	.003%
305. GRAND FORKS.....	Grand Forks, N. D.:	10,798	128	1.2%	—
306. SANTE FE.....	Santa Fe, N. Mex.:	10,154	757	7.5%	.003%
307. ATHENS.....	Clarke, Ga.:	10,047	5,427	54.0%	.023%
308. JEFFERSON CITY.....	Cole, Mo.:	9,659	700	7.2%	.003%
309. RAPID CITY.....	Pennington, S. D.:	10,970	95	0.9%	—
310. SALINA.....	Saline, Kan.:	11,124	455	4.1%	.002%
311. OAK RIDGE.....	Roane, Tenn.:	8,463	155	1.8%	—
312. KEY WEST.....	Monroe, Fla.:	8,260	177	2.1%	—
Total 150 "D" Markets.....		3,483,580	951,630	27.3%	4.087%
Percent of Total U. S. ....		7.73%	4.087%		
Total 312 "A", "B", "C", "D" and "D" Markets ..		29,978,041	19,747,871	65.86%	84.927%
Percent of Total U. S. ....		66.53%	84.927%		





**FCC ALSO LOOKING TO NTSC FOR COLOR:** Emergence of color is now largely up to NTSC -- the all-industry committee now conducting what it believes and hopes are final field tests of compatible system, to be completed in estimated 4-6 months.

It was clear last week that RCA's pitch for "immediate" adoption of system, which it has developed with rest of NTSC (Vol. 9:13), was unacceptable to both the House Commerce Committee and the all-industry committee.

And FCC chairman Paul Walker, appearing before House committee this week, rather sarcastically rejected RCA's proposal when he observed that "RCA has again announced the advent of the millenium in the field of color TV."

FCC is prepared to take NTSC's word, he said, that it needs 4-6 months more of field testing. "It would be futile to conduct a hearing now," he added, "while NTSC is working in a sincere effort to produce a satisfactory compatible system."

But FCC won't adopt NTSC system when NTSC says its ready, simply on NTSC's say-so. The "due process" of a formal hearing must be given, Walker stated, so that FCC can be absolutely sure system is "right".

If compatible system is satisfactory and there's no active opposition when it's presented to Commission, approval will come quickly, Walker promised. He said he thought FCC's part would take less than 6 months, maybe 2 or 3. Rep. O'Hara (R-Minn.) was dubious about lack of opposition. "As a country boy," he said, "I doubt that. The stakes are too high." He obviously was referring to patents and potential big business represented in the color development. To amusement of all, Walker came back with, "As a country boy, I agree with you."

The venerable commissioner, due to retire next June, handled himself well at House hearing, which Chairman Wolverton (R-N.J.) conducted on same calm note as all sessions week before. It's evident committee members generally approved Commission's attitude. But it's also evident the committee has changed the FCC's attitude toward compatible system from one of injured aloofness (because the industry wouldn't go for the incompatible system it adopted in 1950) to one of interested cooperation.

That will make a lot of difference in the months to come -- assuring industry a friendly approach without recriminations for mistakes of the past on both sides.

\* \* \* \*

Walker's 27-p. statement represented thinking of full Commission, obviously was extremely carefully prepared, and he was flanked by staff engineering and legal experts at all times. Statement was aimed to show that FCC was justified in picking CBS system at the time; that Commission's criteria for an acceptable system are still sound; that a compatible system always was and still is most desirable; that FCC has done nothing to hinder the development of a compatible system.

"Dual standards" permitting colorcasts of both field-sequential and compatible systems are a "snare and a delusion," he said. He denied any deal between FCC and NPA to impose ban on color set production, said FCC wasn't consulted. As for CBS system, he said FCC felt "morally obligated" to give it a chance, yet recognizes it cannot force industry to build the equipment.

Commission will neither scrap nor push CBS system, he said. If compatible system is satisfactory -- fine. If not -- "We will have before us the difficult policy question whether the public interest in making color available outweighs the temporary but substantial inconveniences which might result from the transition to the field-sequential system."

If FCC doesn't consider CBS system dead, officially, virtually everyone else does. No inquest is planned by Chairman Wolverton. When reporters asked if he's going to call in Justice Dept. to see what it found -- after being prompted by FCC -- about the effect of patents or a "conspiracy" to delay CBS color, he said:

"I don't see how the Justice Dept. can give us pictures. That's water over the dam." When does he expect color? "With the cooperation of FCC, I'm hopeful of a start by Christmas. But I'm not a technical man. I assume NTSC knows what it's talking about. It depends on the ability of the manufacturers." Sometime in the future, he said, he may call on manufacturers for a progress report.

If House committee isn't interested in an inquest into demise of CBS system,

Senators Tobey and Johnson apparently are. Tobey still says hearing is planned.

Next move of House committee, meanwhile, is April 14-15 junket to Princeton and New York. Morning of April 14, it will observe demonstrations by RCA in Princeton, afternoon by RCA in New York. CBS puts on show morning of April 15, Chromatic TV Labs in afternoon. Comr. Walker says staff will attend the series but commissioners won't. He said commissioners haven't been invited to any other demonstrations. Staff will continue to observe NTSC field tests, he said.

**TIME INC. BUYS SALT LAKE'S KDYL-TV:** Latest of the 7-figure TV-radio station deals (Vol. 9:13) -- purchase of Salt Lake City's KDYL-TV with KDYL for \$2,100,000 by Time-Life publishers -- underlines fact that relative newcomers to the broadcasting field are pitching as eagerly as the old-timers to gain footholds in TV.

Deal followed close on George Storer's \$2,400,000 purchase of WBRC-TV with WBRC, Birmingham, Ala., plus others we listed last week. Storer now has his 5 limit -- and you can assume Time Inc. won't be satisfied until it gets that many, too.

Salt Lake deal is very much like one for KOB-TV and KOB, Albuquerque, N.M., for which Time Inc. paid \$900,000 just year ago (Vol. 8:9), then sold half interest in operating company to resigned FCC chairman Wayne Coy, who became mgr.

G. Bennett Larson, presently mgr. of New York News' WPIX, will be 20% owner of new Utah corporation to be set up to operate Salt Lake stations. Larson engineered the sale, returns to city of his birth and radio station where he started 27 years ago. He's a Mormon, has reputation of being a top-hole TV-radio executive.

Fourteen stockholders, owning 20,000 shares, have agreed to sell their interests in the highly prosperous stations. Old-time broadcaster Sidney S. Fox, now 63, who founded KDYL-TV in July 1948, sells his 10,740 shares, stays on with stations in advisory capacity for 2 years at \$40,000 salary plus \$10,000 expenses per year. (The other stockholders, largely family, staff and counsel, are listed on p. 9.)

Representing Time Inc. in negotiations was Wes Pullen, special asst. to exec. v.p. Charles L. Stillman, who also handled Albuquerque deal. Transfer papers will be filed with FCC shortly. Unusual location of KDYL-TV transmitter atop 9000-ft. Mt. Vision in Oquirrh Range is said to give it 200-mi. radius, which encompasses 87% of population of Utah as well as parts of Idaho, Wyoming & Nevada for total 750,000 pop.

Note: You haven't heard last of Time Inc. in TV. It pulled famed March of Time documentaries out of theatres last year in favor of TV exclusively, after bank-rolling Crusade in Europe and Crusade in the Pacific series for TV. As one of its top executives put it: "We're sold on TV as a potent visual medium that fits into our philosophy of publishing."

**8 UHF CPs, WASTE IN HEARINGS SOUGHT:** Commission granted 8 CPs this week, all uhf, as it cast about for ways and means of hurrying decisions on the "big ones" -- vhf hearings in major cities. Hearings have been in progress since Oct. 1, 1952, but Commission has yet to grant its first CP after hearing. This week's grants bring total post-freeze CPs issued to 332.

Hoping to finalize Denver's Ch. 7 case as soon as possible, Commission set contestants for oral argument April 23. And next week it's due to wrestle with proposal that hearing priorities be changed to put at top of list the vhf hearings in cities which now have only one vhf station. Chances are Commission will turn down the proposal, which was initiated by Comr. Robert Bartley.

This week's CPs: Tulare, Cal., KCOK, Ch. 27; Alexandria, La., Barnet Brezner, Ch. 62; New Orleans, La., WMRY, Ch. 26 & WBOK, Ch. 32; New Brunswick, N.J., Home News Publishing Co., Ch. 47; Rochester, N.Y., Genesee Valley TV Corp., Ch. 27; Lewistown, Pa., WMRF, Ch. 38; Marion, Va., WMEV, Ch. 50.

Sidelights on non-AM grantees: Alexandria grantee Barnet Brezner is a general contractor. Publishers of New Brunswick Home News, headed by Elmer B. Boyd, own several other New Jersey newspapers. Rochester grant was first to Schine theatre interests who also own WPTR, Albany, a TV applicant.

Another possibility for quicker CPs hinges on action FCC will take in Ch. 46 Sacramento case (Vol. 9:12). Contestants filed "joint petition for simultaneous dismissal and grant." Applicant Jack Gross is ready to dismiss, and John Poole asks



for immediate grant before new competing application can be filed. FCC's Broadcast Bureau advised Commission that it can either grant petition or return Poole's application to processing line, but it pointed out that Poole can be granted immediately if that's what FCC wants, because he's qualified. If Commission grants petition and gives Poole the CP, you can expect plenty of similar developments in other hearings.

Two more mergers were effected this week in hope CPs would follow. In Baton Rouge, owners of WLCS dropped application for Ch. 2, with agreement they can purchase 50% of WJBO, when it gets CP, while selling WLCS. In Fresno, the principals of KYNO dismissed bid for Ch. 47, signed agreement permitting their purchase of 35% interest in CP that J.E. O'Neill is now free to acquire.

**AFTERMATH OF THE 'PROTEST' DECISION:** Ramifications of that "protest" decision by FCC last week (Vol. 9:13) are going to be tremendous. Acting very quickly on the protest filed by WSAY, Rochester, against shared-time grant on Ch. 10 to WHEC & WVET, Commission granted the protest, set grantees for hearing on date to be specified later, holding up indefinitely construction of the stations.

Hearing will be held on charges by WSAY that WHEC (owned by Gannett newspapers) will probably buy out WVET after a "decent interval" and create a "concentration of the media of mass communications in a single entity." WSAY says that it didn't have enough notice that WHEC & WVET, previously competitors for Ch. 10, had amended and were free for grant. WSAY says FCC reported the amendment only 40 hours before CP was granted. It also says it hadn't filed for Ch. 10 itself, on earlier date, because it had difficulties in finding proper antenna site.

FCC's action in Rochester case opens door to protests even wider than action in Grand Rapids-Muskegon case (Vol. 9:13). And it shouldn't be forgotten that protests apply to all FCC authorizations granted without hearing, not merely to CPs for new stations. Thus, modifications of CPs to increase power or antenna height, for example, are in jeopardy for 30 days after grant -- longer if FCC decides hearings are required. Commission, which fought adoption of the "protest" section 309(c) by Congress, says: "I told you so."

**FCC--AND WASHINGTON'S 'BUSINESS CLIMATE':** With Senate confirmation of new FCC member John C. Doerfer April 2, after unanimous approval by Interstate Commerce Committee, a reassessment of Commission tends to indicate that it's blending quite well into a "Washington climate" that's certainly more favorable to businessmen than it has been for the last 20 years. It looks like FCC won't be any glaring exception to Administration's friendlier attitude toward business; in fact, even before the elections, it was apparent that the dominant "crackdown" philosophy had pretty well disappeared.

Though it may disagree on details, the TV-radio-electronics industry has had no serious quarrel with FCC since end of freeze, just year ago. The Commission has been so anxious to make up for 4 years wasted during freeze (largely in fruitless quest for color) that its primary preoccupation has been to get stations on the air -- which everybody in industry wants. Its success is attested to by fact that, as of this writing, 332 new stations have been authorized, of which 48 are already on the air, with more being added each week.

Closer liaison with the whole electronics industry, heretofore kept at arm's length if not actually scorned by some commissioners and staff, may be expected from now on. But much depends on the new chairman, whoever he may be.

Knowledge that Chairman Walker's tenure ends next June 30, when his term expires, plus preoccupation with TV processing, has had great deal to do with shelving of many projects. And mere fact new chairman will be Republican is no ironclad guarantee of an FCC-industry "love feast" -- for it's recalled that ex-Comr. Jones, an ex-GOP Congressman from Ohio, and far more of a Republican in the political sense than are Comrs. Hyde and Sterling, was just as rough on the industry during the color imbroglio as was ex-chairman Wayne Coy, a New Dealer.

For parallel illustration, look at Congress. Nothing could be more diametrically opposed than the attitudes of the Senate's fiery Sen. Tobey and the House's calm and placatory Rep. Wolverton -- both Republicans.

Designation of Comr. Hyde as chairman, urged by many, would doubtless augur

continued good FCC-industry relationships, likely improve them. A newcomer as chairman is an unknown quantity. That goes for Mr. Doerfer, if he should be named.

Mr. Doerfer, 48, comes to FCC with excellent record, most of it in public office. He worked as part-time accountant, 1929-34, while attending Marquette U law school, then practiced law 1934-40. He was city attorney of West Allis, Wis., Milwaukee suburb, 1940-49 -- a non-partisan job. From 1949 to present, he has been chairman of Wisconsin Public Service Commission.

Thus he's not a businessman, has been a regulator rather than one of the regulated. He built fine record of fairness in Wisconsin, so same is expected here. He left excellent impression during this week's hearing on confirmation -- straightforward, careful, agreeable. Wisconsin's Gov. Kohler praised him to skies, told how other members of Public Service Commission weren't even talking to one another until Doerfer took over and invigorated the demoralized state agency. Wisconsin Senators Wiley and McCarthy also endorsed him.

Illustrative of his attitude was his refusal to commit himself on educational channel reservation policy, though Sen. Bricker (R-O.) pressed him to do so. He said simply he was unfamiliar with the issues, must reserve judgment. He doesn't strike us as a "hatchet man" -- called in to fire, hire and reshuffle staff -- if that's what new Administration has in mind.

\* \* \* \*

Brief hearing April 1 really didn't produce much, served largely as forum for Senators to air views on pet theories, notably educational TV. Sen. Bricker was all for extending reservations automatically beyond June 2. Sen. Johnson (D-Colo.) reiterated his belief FCC should require commercial stations to set aside specific time for educational use; that educational institutions shouldn't have channels all to themselves. Sen. Butler (R-Md.) also argued against reservations.

Sen. Tobey (R-N.H.), chairman, wound up that discussion by saying FCC would be called in "to enlighten the committee," later set April 16 date. Johnson got in word for more money for Commission -- for more examiners to hasten TV hearings. "Congress, not the FCC, is to blame," he said, "for some of these delays."

Senators got laugh at Tobey's expense because of his frequent appearances on TV. When Doerfer remarked that he didn't have a set, Tobey said: "You're missing something." Whereupon Bricker motioned toward Tobey and said, smilingly: "We have a prominent actor here." Everybody guffawed while Tobey grinned and blushed.

Doerfer isn't a Republican in the "Old Guard" sense. He said his family was Democratic, that he veered to Republicans when Roosevelt attempted to pack Supreme Court, later stumped for Wendell Willkie. One doesn't register as Democrat or Republican in Wisconsin, he said; his biographical sketch reads "member of no political party." Asked if President Eisenhower had named him as a Republican, he suggested question should be addressed to President, but admitted his "thinking is Republican."

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**D**UMONT'S FIRST uhf transmitter, 5-kw destined for WGLV, Easton, Pa. (Ch. 57), offshoot of *Easton Express'* WEEX-FM, should be leaving the factory any day now—and the Easton enterprisers may actually get station going before end of month. Thereafter, at least a half dozen more such transmitters, already ordered and almost ready, will be delivered as rapidly as possible. DuMont has been extremely active in vhf but as yet hasn't delivered any uhf.

RCA this week completed delivery of all 10 uhf transmitters scheduled for March. Last one—to WKJF-TV, Pittsburgh (Ch. 53)—left Camden March 31. During April, 10 more are scheduled for delivery but only these 3 shipments have as yet been announced: WTVE, Elmira, N. Y. (Ch. 24); WFTV, Duluth, Minn. (Ch. 38); KCTY, Kansas City (Ch. 25)—all due to go out week of April 6. Also scheduled for shipment next week by RCA is vhf to KRDO-TV, Colorado Springs, Colo. (Ch. 13).

An RCA uhf scheduled for delivery March 30 to WEHT, Henderson, Ky. (Ch. 50), opposite Evansville,

Ind., has been held up at request of customer due to construction delays. Originally, call letters were WSON-TV, and plan was to get it going by May 1 (Vol. 8:48).

KOB-TV, Albuquerque, N. M. (Ch. 4), jointly owned by Time Inc. and ex-FCC chairman Wayne Coy, plans joint transmitter project atop 10,655-ft. Sandia Crest with local grantee KGGM-TV (Ch. 13), which last reported it plans to get started by Sept. 15 (Vol. 9:12). They will have separate transmitters but share building, tower, maintenance personnel, etc. KOB-TV will also build new studio structure. Unusually good transmission site is 11 mi. due north of city, peak rising 4250-ft. above average terrain, said to be one of highest sites in the country.

\* \* \* \*

Reports on other upcoming new stations in our continuing survey:

Minnesota-Iowa Television Co., grantee last week of Ch. 6 in Austin, Minn., has ordered DuMont transmitter, already has RCA antenna, is presently building small



studio at transmitter site, has target date of June 15, reports gen. mgr. L. L. McCurnin of KAUS, one of group of radio stations holding stock in project. New call letters are being sought. Pearson will be rep.

KRDO-TV, Colorado Springs, Colo. (Ch. 13), has RCA assurances of transmitter delivery in May, figures on test patterns by mid-June, should go commercial July 1, reports mgr. Joe Rohrer. Ground has been broken for combined TV-radio building, due for completion in about 3 months. Colorado Springs' first station, KKTU (Ch. 11), went on air last Dec. 7.

KFXJ-TV, Grand Junction, Colo. (Ch. 5), located midway between Denver and Salt Lake City, plans RCA equipment, begins construction April 15 but anticipates test patterns won't start for about 8 months. Accordingly, president Rex Howell plans formal opening May 1, 1954. Hal Holman Co. is AM rep.

WMAZ-TV, Macon, Ga. (Ch. 13), has completed construction plans, expects DuMont equipment for July delivery, will begin tests about Sept. 1, reports gen. mgr. Wilton Cobb. Base rate will be \$200. Katz will be rep.

KVOS-TV, Bellingham, Wash. (Ch. 12), building its own transmitter equipment (Vol. 9:5,7), now reports May 1 target date and owner Rogan Jones is presently in east to select rep, etc. Besides boasting own home-made composite equipment, station has published lowest rates on record yet for any TV station, old or new—\$90 per Class A hour, \$54 half hour, \$36 for 15 min., \$18 one min., \$9 for 10-sec.

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WNOV-TV, York, Pa. (Ch. 49), previously promised for April, now is scheduled for September, according to mgr. Lowell Williams, delay being attributed to slowed delivery of transmitter. DuMont 1-kw transmitter has been promised for August shipment, with 5-kw unit ordered toward end of year. Addition to transmitter house, to contain TV studio, is to start this month, and steel for 350-ft. TV tower has already arrived.

KBMT, Beaumont, Tex. (Ch. 31), won't get going in early April, as previously promised (Vol. 9:9) and John Summerfield, member of management committee, now says "we are unable at this time to estimate an exact date." CP is one of 3 obtained by Jacob A. Newborn, for which GE equipment was reported ordered. Mr. Summerfield states KETX, Tyler, Tex. (Ch. 19), is still due on air in June, and WTVS, Gadsden, Ala. (Ch. 21), in September.

Indianapolis grantee John L. Ramp (Ch. 26), investment broker and head of Marion Radio Corp., licensee WBAT, Marion, Ind., reports from his offices in Circle Tower, Indianapolis, that he hopes to get station on air by September or earlier. Equipment has not yet been ordered, construction plans completed, or call letters or rep chosen.

KEDD, Wichita, Kan. (Ch. 16), has moved forward target date for test patterns to June 1, plans full 12-kw GE transmitter in commercial operation by July 1, according to Stanley H. Durwood, gen. mgr. of Durwood Theatres, Kansas City, grantee.

WFAM-TV, Lafayette, Ind. (Ch. 59), has received RCA equipment, is now installing with aim of testing April 15 and programming from May 1, reports O. E. Richardson, president. Rambeau will be rep.

WLOU-TV, Louisville (Ch. 41), plans to use AM studio & transmitter building but hasn't yet ordered equipment. "Sometime in 1954" is probable starting date reported by owner R. W. Rounsaville, who headquarters at his WQXI, Atlanta, one of several radio stations he owns. Forjoe will be rep.

WAYS-TV, Charlotte, N. C. (Ch. 36), reports gen. mgr. F. M. Fitzgerald, has ordered some DuMont equipment and, though no construction plans have yet been completed, proposes to start next Sept. 30. Bolling will be rep.

Oklahoma City uhf outlet (Ch. 25) granted in February to owners of KWCO, Chickasha, Okla., hasn't selected call letters yet or ordered equipment, but 50% owner Philip D. Jackson says construction will start in April and target date is Aug. 20.

**Personal Notes:** Leo Resnick, with FCC for 13 years, last 6 as an examiner, author of initial decision on ABC-UPT merger, has resigned to open own law offices in the Occidental Bldg., Washington; telephone National 8-9320 . . . Harry P. Warner has resigned from Washington law firm of Segal, Smith & Hennessey to open law offices in Evans Bldg.; telephone National 8-2150. He will specialize in TV-radio, copyright and trademark matters . . . W. G. Richardson named director of engineering, Canadian Broadcasting Corp., succeeding Gordon W. Olive, who at 55, after 31 years service, is retiring to operate a stock farm in the Thousand Islands district of Ontario . . . John W. Steen, Washington counsel, elected to board of directors of Westinghouse Radio Stations Inc. . . . Donald A. Stewart, ex-DuMont Network film syndication coordinator, onetime mgr. of its WDTV, Pittsburgh, appointed distribution mgr. for DuMont TV transmitter div. . . . George W. Fuerst, ex-ABC-TV, named NBC-TV spot sales rep in San Francisco, succeeding Carl Nielsen, resigned . . . Lee Gorman Jr. moves from gen. sales mgr. to gen. business mgr., WABI-TV & WABI, Bangor, Me.; Walter L. Dickson, chief engineer, promoted to technical operations mgr. . . . Thaine Engle, ex-WBAP, Fort Worth, named NBC-TV supervisor of audience promotion; Ridgway Hughes, ex-*McCall's Magazine*, named TV-radio sales promotion mgr., both reporting to Jacob A. Evans, adv. & promotion director . . . Dan Klugherz, ex-Young & Rubicam, appointed CBS-TV film production mgr. . . . Carol Levine appointed film mgr., WPIX, replacing Tony Azzato, now eastern mgr., Standard Television . . . Dan Hunter, ex-RCA Labs, Princeton, joins KGMB-TV, Honolulu, as chief engineer; James Von

Striver, ex-KRON-TV, San Francisco, named video engineer . . . Burt Harris, ex-Western TV Productions, Denver, ex-WDTV, Pittsburgh, joins KKTU, Colorado Springs, as production mgr. . . . Jack Curry, ex-KMOX, St. Louis, named sales promotion mgr., WBBM-TV, Chicago, assisted by Lee Salberg, ex-WBKB . . . Charles Sanford, musical director of NBC-TV's *Your Show of Shows*, wins *Music Business Magazine's* annual Clef Award, "Oscar" of popular music industry . . . Harold Hackett, ex-MCA v.p. in charge of TV-radio, named exec. v.p., Official Films Inc., now expanding into live packaging field . . . Alvin Kabaker, v.p. in charge of Hollywood office, Dancer-Fitzgerald-Sample, named TV-radio v.p. in N. Y., succeeding Adrian Samish, resigned . . . Lee Morris, ex-CBS and WPAT, heads new TV radio dept., Reidl & Freede Inc., Paterson, N. J. . . . Don Tomkins, ex-president of Tomkins & Weil Productions, named TV-radio director of Grant Adv., Chicago, succeeding Harry Holcombe, resigned . . . Les Blumenthal promoted to business mgr., TV-radio dept., Wm. H. Weintraub agency, Lee Currin asst. business mgr. in charge of time-buying; Carlos Franco, gen. mgr., has resigned.

Ralph P. Worden, 58, who retired 2 years ago as WGAR public affairs director and was one of Cleveland's pioneer radio news editors and onetime radio editor of *Cleveland News*, died April 1 in a Cleveland hospital following a heart attack.

Truman Brizee, 48, sales mgr. of WHAM-TV, Rochester, died April 1 after a long illness. He is survived by his wife, 7 children and parents.



**Station Accounts:** New Jersey manufacturing companies are sharing with Paper Box Makers Union and Laundry Workers Intl. Union, both AFL, the sponsorship of *America Speaks*, labor-management discussions, on WOR-TV, Sat. 10:30-11 a.m., with adman Don Passante as moderator and newsman John B. Hughes as permanent panelist, thru Passante Adv. Agency . . . Ethyl Corp. has contracted with Screen Gems Inc. for *The Big Playback*, 26 films to be produced in association with Telenevs Inc., with Bill Stern recounting favorite moments in sport, to be placed in 35 markets from May 15, thru BBDO, N. Y. . . Sinclair Refining Co., introducing new Power-X gas and Extra Duty motor oil this month, using TV in 17 cities along with radio in 84 cities and 363 newspapers, thru Morey, Humm & Johnstone, N. Y. . . DuPont to sponsor *Norman Brokenshire, the Handyman*, United Artists TV films, on WNAC-TV, WCAU-TV, WMAR-TV, WBNS-TV, KGUL-TV, thru BBDO . . . Bank of the Manhattan Co. to sponsor *Happy Felton's Knothole Gang* on WOR-TV, half hour before both day and night home games of Brooklyn Dodgers; jointly sponsoring games will be Schaefer Beer and Lucky Strike thru BBDO . . . Camel and Cavaliers sponsor comedian Joe E. Brown for 15-min. before and 10-min. after all Yankees games on WPIX; he replaces Joe DiMaggio, sponsored last season by Philip Morris. Frankie Frisch will do 10-min. after Giants' games, sponsored by Lincoln-Mercury Dealers. Games themselves are sponsored by Ballantine, with Mel Allen & James Woods . . . Among other advertisers reported using or preparing to use TV: Holiday Frosted Food Co., thru Weightman Inc., Philadelphia; Schapiro's California Valley Wine Co., thru Ben B. Bliss & Co., N. Y.; Wilson & Co. (Beef Luncheon meat), thru Ewell & Thurber Assoc., Chicago; Wafex Inc. (Wafex wafers appetite satient), thru Kenneth Rader Co., N. Y.; Taylor-Reed Corp. (Q-T instant frosting), thru Chas. W. Hoyt Co., N. Y.; Melville Shoe Corp. (Thom McAn shoes), thru Anderson & Cairns, N. Y.; E-Z Est Products Co. (E-Z Est Speedit tarnish remover), thru Beaumont & Hohman, San Francisco; Food Specialties Inc. (Appian Way pizza pie), thru Chambers & Wiswell, Boston; Micro-Moisture Controls Inc. (Weather-Guard convertible top rain control), thru David J. Mahoney Inc., N. Y.; Pepperidge Farms Inc. (bread), thru Kenyon & Eckhardt, N. Y.; Grinnell Lithograph Co., thru Randolph & Elliott Co., N. Y.

**Network TV-Radio Billings**  
February 1953 and January-February 1953  
(For January report see *Television Digest*, Vol. 9:10)

CBS-TV is pushing NBC-TV hard for first place in network time billings, according to Publishers Information Bureau report for February released this week, revealing their billings that month were less than \$100,000 apart and for Jan.-Feb. only about \$500,000 apart. February TV billings by all 4 networks were \$15,920,028, down from January's \$17,275,360 but about \$1,100,000 ahead of Feb. 1952. On the radio side, CBS maintains its consistent lead, with \$4,670,089 in Feb. vs. NBC's \$3,812,983. But month for network radio was also lower than same month of 1952 and about \$1,200,000 below January. The complete PIB tables:

NETWORK TELEVISION				
	February 1953	February 1952	Jan.-Feb. 1953	Jan.-Feb. 1952
NBC	\$ 6,820,529	\$ 6,813,549	\$14,378,977	\$14,072,856
CBS	6,744,928	5,103,043	13,874,154	10,177,686
ABC	1,481,032	2,148,467	3,085,924	4,168,928
DuMont	873,539	748,544	1,856,333	1,465,692
<b>Total</b>	<b>\$15,920,028</b>	<b>\$14,813,603</b>	<b>\$33,195,388</b>	<b>\$29,885,162</b>

NETWORK RADIO				
	February 1953	February 1952	Jan.-Feb. 1953	Jan.-Feb. 1952
CBS	\$ 4,670,089	\$ 4,788,507	\$ 9,826,493	\$ 9,949,904
NBC	3,812,983	3,994,018	8,073,538	8,351,371
ABC	2,538,663	3,177,970	5,213,285	6,479,449
MBS	1,638,075	1,600,399	3,424,209	3,299,681
<b>Total</b>	<b>\$12,659,810</b>	<b>\$13,560,894</b>	<b>\$26,537,525</b>	<b>\$28,080,405</b>

NETWORK TELEVISION—January-February 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$1,604,892	\$ 7,129,226*	\$ 982,794*	\$ 7,558,448*	\$17,275,360*
Feb.	1,481,032	6,744,928	873,539	6,820,529	15,920,028
<b>Total</b>	<b>\$3,085,924</b>	<b>\$13,874,154</b>	<b>\$1,856,333</b>	<b>\$14,378,977</b>	<b>\$33,195,388</b>

NETWORK RADIO—January-February 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	3,812,983	12,659,810
<b>Total</b>	<b>\$5,213,285</b>	<b>\$9,826,493</b>	<b>\$3,424,209</b>	<b>\$8,073,538</b>	<b>\$26,537,525</b>

\* Revised as of March 31, 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 of comparisons & trends.

**Network Accounts:** U. S. Time Corp. (Ingersoll watches) bought first half of *Easter—Then and Now* on CBS-TV, Easter Sunday 1-2 p.m., thru Hirshon-Garfield—but New York Easter Parade coverage by networks was sharply curtailed and modified from last year's coverage, which was criticized for disorganization and "camera-crashers." ABC-TV offered cooperative sponsorship 1-2 p.m.; NBC-TV was sustaining 12:30-1:30 p.m.; DuMont carried "parade" films in evening only . . . Falstaff Brewing Co. to sponsor New York-Washington opening-day baseball game April 13 on ABC-TV, thru Dancer-Fitzgerald-Sample . . . Singer Sewing Machine Co. will sponsor *Four Star Playhouse* every Thu. 8:30-9 p.m., instead of current alt. Thu., starting Sept. 24, on CBS-TV; agency is Young & Rubicam . . . Minute Maid Corp. (orange juice) buys Thu. 5:15-5:30 p.m. portion of *Gabby Hayes Show*, starting June 11, on NBC-TV, Mon.-Fri. 5:15-5:30 p.m., thru Ted Bates; Quaker Oats Co. sponsors Mon. & Fri., with Wed. cooperatively sponsored, Tue. sustaining . . . Pet Milk Co. starts *Original Amateur Hour* April 25 on NBC-TV, Sat. 8:30-9 p.m., thru Gardner Adv. . . Kaiser-Frazer buys 52 portions of *Today* on NBC-TV, weekdays 7-9 a.m., thru Wm. H. Weintraub . . . Saturday Evening Post drops *Keep Posted* on DuMont, Tue. 8:30-9 p.m., but Rountree-Spivak program continues under title of *The Big Issue* . . . Summer replacement for *Your Show of Shows* on NBC-TV, Sat. 9-10:30 p.m., will be *Saturday Night Revue*, featuring

Hoagy Carmichael and new young comedians; no sponsors yet announced . . . Arthur Godfrey will originate all his programs from Miami Beach for 5 days, beginning April 13, on CBS-TV, including April 15 water show production from beach, Wed. 8-9 p.m. . . General Foods set to sponsor Bob Hope on NBC-TV on regular basis, date and time not yet announced . . . Procter & Gamble (Tide) announces it's not renewing *Red Skelton* show on NBC-TV, though it will retain Sun. 7-7:30 p.m.

CBS-TV has published Rate Card No. 9, effective April 1, listing 100 affiliates, increasing "must" group to 33 (now including KGUL-TV, Galveston-Houston; KTNT-TV, Tacoma-Seattle; WHBF-TV, Rock Island). Class C rate is extended from 1 to 2 p.m. local time, Class B applying 2-6 p.m.

Leading National Advertisers Inc., 441 Lexington Ave., N. Y., has just published 100-p. book titled *National Advertising Investments*, showing 1952 expenditures, by company and product, in magazines, magazine sections, network radio, network TV.

Listing more than 10,000 films available for TV, together with sources of film for TV, new 7th edition of *TV Film Program Directory*, in 2 volumes (633 pp.), was issued April 7 by Broadcast Information Bureau, 535 Fifth Ave., N. Y.



**Telecasting Notes:** "Growing unrest and disquietude among key agency executives" is discerned by *Variety's* perceptive George Rosen (April 1) because of the "business only" status to which agencies are being relegated by new production techniques. Accordingly, some are quitting to go into "show biz." Writes Rosen: "The agency boys who once played key roles in solidifying broadcasting's stature as a show biz medium are now confined to buying outside packages (mostly from networks) and taking orders for station time. [Now] only a bare handful of radio and TV shows come out of the agencies [and] the emergence of vidpix as a major commercial component in TV (in most cases the product of outside indie producers on the Coast) hasn't exactly contributed toward making the agency director's life a happy one" . . . United Broadcasting Co., Chicago, recording & transcriptions, changes name to United Film & Recording Studios because, says president Wm. L. Klein, of growing demand for TV features and commercials . . . Trend of times headline in April 1 *Variety*: "TV Takes Adv. Leadership Away from Dailies, Radio in Cleve. Area"—and the story spells it out, too . . . Betty Hutton, thru Wm. Morris Agency, signing for 26 NBC-TV programs—in line with intensely competitive policy of networks to tie up name stars . . . Big-do on NBC-TV Sun., April 26: Maurice Evans in 2-hour production of *Hamlet*, sponsored 3:30-5:30 p.m. in lieu of Hallmark's usual *Hall of Fame*, with Ruth Chatterton and Sarah Churchill supporting . . . ABC simulcasting star-studded *Metropolitan Opera Jamboree* Mon., April 6, 8:30-9:30 p.m., continuing on radio only to 10 p.m. . . . Longest political telethon ever scheduled on WATV, Newark, starting noon April 16 and continuing to 3 a.m. April 17; principal is State Sen. Malcolm Forbes, GOP candidate for governor . . . Indianapolis Speedway races May 30 won't be telecast, but 5 local radio stations will combine for continuous account, sponsored by Indiana Ford Dealers Assn. . . . WTMJ-TV, Milwaukee, got new tower to full height of 1017-ft. March 26, excluding antenna and beacon . . . DuMont's WABD appoints Avery-Knodel as national rep in all markets outside N. Y. . . . WFBM-TV, Indianapolis, March 1 raised Class A hour rate from \$600 to \$800, min. from \$120 to \$150 . . . April 1 rate increases: WAFM-TV, Birmingham, Class A hour from \$400 to \$500, min. from \$80 to \$100; WBEN-TV, Buffalo, hour \$700 to \$800, min. \$115.50 to \$140; KPRC-TV, Houston, hour \$600 to \$700, min. \$120 to 140 . . . More base rates of new and upcoming stations: WHYN-TV, Holyloke, Mass., hour 250, min. \$50; WTVI, Belleville, Ill., hour \$400, min. \$100; WTVU, Scranton, Pa., hour \$200, min. \$40; KCBD-TV, Lubbock, Tex., hour \$200, min. \$20; KWFT-TV, Wichita Falls, Tex., hour \$200, min. \$40; WPAG-TV, Ann Arbor, Mich., hour \$150, min. \$30.

Stockholders in Salt Lake City's Intermountain Broadcasting & Television Corp. (KDYL-TV, KDYL & KDYL-FM), sold to Time Inc. for \$2,100,000 (see p. 4), includes besides president S. S. Fox (10,740 shares) the following with their shareholdings: Jesse F. Loeb, 4100 shares; Mr. & Mrs. Fred Provol, 3450; Harold E. Wallace, 315; C. W. Rawlings, 300; James M. Baldwin, 200; G. A. Provol 200; Marcel Drucker, 200; Philip G. Lasky, 115; Chris Greenhagen, F. C. Eckhardt & Maude McQuarrie, 100 each; L. A. Loeb, 50; August Greenhagen, 20; Margaret Greenhagen, 10. Messrs. Wallace and Rawlings are attorneys, the latter having been new mgr. G. Bennett Larson's Sunday school teacher when Larson was a boy in Salt Lake City. Baldwin is chief engineer, who built the stations; George A. Provol, commercial mgr.; E. J. Drucker, sales director; Connie Eckhard, film buyer. Mr. Lasky, now mgr. and part owner of KPIX, San Francisco, has held his stock since he was commercial mgr. of KDYL as a youth, some 20 years ago.

**SENATOR TOBEY** this week summoned FCC to closed hearing April 16 before his Interstate & Foreign Commerce Committee for first-hand report on progress of educational TV. Tobey's aide said "entire picture" of educational TV will be discussed—and it's safe bet that reservation of channels beyond June 2 will dominate discussion.

Political pressure is now being exerted in big way to keep channels clear for non-commercial use. Following appeals of New York Gov. Dewey & New Jersey Gov. Driscoll (Vol. 9:13), governors of 14 southern states joined this week in urging FCC to extend reservations "for at least 2 years," noting that legislatures in 8 of the states won't act on educational TV funds until 1955.

American Assn. of University Women this week asked FCC to extend reservations 5 years "in the public interest," citing need for "great deal of study, preparation and financing."

Commission hasn't yet tipped its hand on subject, but it's pretty much acknowledged that it's basically sympathetic to educational TV. This week, for example, it set for rule-making proposal by Western Massachusetts Educational TV Council for addition of Ch. 82 in Amherst and Ch. 80 in North Adams, both for educational use.

Other educational TV developments this week: (1) CBS-TV and Columbia U's Citizenship Education Project will jointly distribute instruction manuals to schools and universities on history and background of Coronation June 2 and network's plans to cover it, for correlation with classroom instruction in history. (2) American Council on Education appointed educational TV committee, headed by John C. Adams, president of Hofstra College, after receiving \$25,000 grant from Ford Foundation. (3) Dr. Harry J. Skornia, ex-radio director, U of Indiana, named exec. dir., National Assn. of Educational Broadcasters.

Elaborating on network regulation ideas, at request of House Interstate & Foreign Commerce Committee (Vol. 9:8, 11), FCC chairman Paul Walker supplied statement saying that the FCC believes "the entire network situation is one that should be the subject of a comprehensive investigation by either Congress or the Commission [which may prove it] to be advisable to enact further legislation giving the Commission direct regulatory authority over radio and TV networks, an authority which it does not presently enjoy. However, at the same time we expressed our opinion that with this kind of direct regulatory authority the licensing of network organizations would probably neither be appropriate nor necessary." As for charging fees for licenses and applications, Commission says whole matter of fees awaits word from President Eisenhower, via Budget Bureau. But if fees are to be levied, Commission recommends "a system of flat and generally uniform filing fees, comparable to those used in the Federal courts. Such a system would provide added revenue to the Govt., though it undoubtedly would not put the Commission on a self-sufficient basis."

FCC now seeks \$7,100,000 for fiscal 1954 in President Eisenhower's revised budget, \$900,000 less than that requested in President Truman's budget (Vol. 9:2) but \$691,540 more than was appropriated last year. Figures were disclosed in report of hearings held by House Independent Offices Subcommittee, just released. Broadcast activities were allotted \$1,495,000, compared with \$1,610,699 in Truman budget and \$1,126,552 last year, and employes budgeted for broadcast function were reduced from average of 276 to 256. Proposed network study was eliminated entirely, but no cut was made in either TV or FM activities. House will probably pare budget still further as it has in past, although FCC still argues that it has insufficient personnel to handle backlog of applications and hearings and that it would take "3, 4 or 5 years" to catch up on TV backlog alone with present force.

SOME "UNKNOWN" about uhf coverage are pointed up by engineer John P. Taylor, RCA engineering products advertising mgr., in current (Jan.-Feb.) issue of RCA's *Broadcast News*. Interpreting RCA Service Co. measurements made at York, Atlantic City and South Bend, he says they follow very closely the pattern of Portland (Vol. 8:46)—indicating that "for flat or gently rolling terrain the FCC [field intensity] curves give a good indication of median signal levels to be expected at various distances." But he adds that while "coverage reports to date give every reason for optimism regarding the quality of the service that will be provided by uhf stations," there are several things about uhf coverage that have not yet been "proved":

(1) What happens beyond horizon, at distances beyond 35-40 mi.? Will FCC's curves hold good?

(2) What happens at very high and very low antenna heights? "We have a feeling that below 400 ft. the performance will fall below [FCC predictions]—may, in fact, be quite disappointing. Conversely, above 1000 ft. it may be better than the curves would indicate."

(3) Calculation of height "above average terrain" (between 2-10 mi. from transmitter) may lead to "fallacious conclusion." Curve based on 2-10 mi. terrain would be useless in predicting coverage beyond 10-mi. point; for example, there might be mountain ridge 11 mi. from transmitter, shutting off all signal.

(4) "Don't underestimate shadows." They cause dead spots—"and at present we don't know whether any power will bring the signal up to usable" in deep hollows. "The moral, of course, is to do everything possible to get the antenna high enough to look into these hollows."

Article concludes with reminder that most important factor in coverage is "service to people" rather than size of area. "The best antenna site is the one that provides coverage to the most homes—not the one that offers coverage of the largest area."

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"Du-mitters" are being shipped, DuMont reports, to quite a few non-telecasters or CP holders. It's name it gives to closed-circuit transmitters, with complete camera chains, which are used for local demonstration purposes. Last week, DuMont shipped one to KOLT, Scottsbluff, Neb., whose operators haven't yet decided whether they want to apply for community's Ch. 10 or 16 allocations, meanwhile want to "play around" with TV techniques. Another was shipped to appliance dealer in Huron, S. D.

TV station planning and construction occupies 40 pages of Jan.-Feb. issue of RCA's *Broadcast News*, including article on "What & How to Build" by architect Rene Brugnoli & engineer Ben Adler, and detailed description, with floor plans and photos, of *Philadelphia Bulletin's* new WCAU TV-radio center, by WCAU engineering v.p. John G. Leitch.

Though last commercial FM station in St. Louis, KXOK-FM, is discontinuing operations (Vol. 9:11), 2 non-commercial FM outlets remain — Board of Education's KSLH and Lutheran Church's KFUE-FM in suburban Clayton. Rev. H. H. Hohenstein, director of latter, says station "remains on the air and plans to do so indefinitely."

DuMont's continuous-motion flying-spot film scanner, which created sensation at 1952 NARTB convention (Vol. 8:14), will be shown in final version at this year's convention in Los Angeles. DuMont says unit is much improved, promises 60-90 day delivery with "plenty" available.

Next RCA clinic for TV technicians, 16th in series, is set for May 4-7 in Los Angeles' Ambassador Hotel for convenience of engineers attending April 28-May 1 NARTB convention.

First 50-kw transmitter will be installed in Empire State Bldg. for WOR-TV by Standard Electronics Corp., Claude Neon Inc. subsidiary, when new 20-kw transmitter is combined with Standard 20-kw amplifier already owned by station. Standard Electronics announced this week it plans to deliver transmitter this month, completing installation by end of May. Using 3.2-gain Ch. 9 antenna now being designed by engineer Andrew Alford, station is slated to have 150-kw ERP, maximum for the antenna height. Standard will display 1-kw uhf transmitter at NARTB convention next month, hopes to deliver first one by June and has scheduled 12 for last half of this year. By end of year it hopes to have 15-kw uhf amplifier. Company also estimates it will produce four 5-kw vhf transmitters this year and 8-10 of its 20-kw amplifiers, one of which is slated to go to WAFM-TV, Birmingham, next week. Other power increases reported this week, plus channel shifts: WJAR-TV, Providence, shifts from Ch. 11 to Ch. 10, from 30 kw to 200 kw, on May 1; KSD-TV, St. Louis, with amplifier on hand, is now installing antenna to hike power from 16 kw to 100 kw; KMTV, Omaha, is due to get 25-kw amplifier and new antenna April 15; WLWT, Cincinnati, is scheduled to receive 25-kw amplifier next week; WOOD-TV, Grand Rapids, has set Dec. 31 for shift from Ch. 7 to Ch. 8, power hike from 28.5 kw to 316 kw.

SMPTE convention, to be held at Los Angeles' Statler Hotel at same time as NARTB convention, April 27-May 1, will feature as opening speaker Mitchell Wolfson, owner of WTVJ, Miami, and operator of Florida theatre chain. April 28 session will be devoted to TV and will include papers on subscription TV by International Telemeter's Louis N. Ridenour & George W. Brown, TV optics by RCA's Otto H. Schade, NTSC color by GE's Ira J. Kaar, closed-circuit TV & sound recordings by film producer W. A. Palmer, San Francisco. Morning sessions April 28 will be held at CBS-TV's Television City and will include description and tour of studios by CBS's Richard O'Brien & Les Bowman, and papers on kine-recording camera by John H. Battison, National Radio Institute, Washington, and on TV station film operations by consulting engineer R. A. Isberg, Palo Alto, Cal.

Facsimile photo and news transmission is now being offered to TV stations by International News Service. Using leased wires and facsimile system developed by Hogan Laboratories, INS machines deliver news bulletins along with pictures—transmission being faster than wire-photo because no processing is required on receiving end. First station to subscribe to service is Baltimore's WBAL-TV, but at least 5 others are said to be on waiting list. INS facsimile service actually began in January when NBC-TV started the news picture service on its early morning *Today* (Vol. 9:3).

Touring TV "road companies"—enabling sponsors to buy live variety programs for local markets—will be offered by group of former ad agency men, headed by ex-Biow asst. TV-radio director James Beach, with ex-Geyer v.p. George Duram as sales mgr. Project is doing business as TV Roadshows Inc., 253 E. 50th St., N. Y. Productions, starting this summer, will be half-hour packages delivered to cities specified by sponsor every fourth week. Sponsor must buy minimum of 6 at price ranging from \$6300 for markets with 600,000 sets or less to \$12,901 for markets with 3,000,000 or more sets.

Relaxed operator requirements for AM & FM stations, permitting remote control of transmitters of less than 10-kw power (Vol. 9:5, 10), will go into effect April 15, following FCC dismissal this week of IBEW petition for reconsideration.



**'DON'T LET THE TALK OF COLOR DIVERT YOU':** Speculation about color TV and its impact, real or fancied, on the current market continues to give the industry's chief worriers new cause to fret -- but the anxiety is beginning to be tempered by the realization that sooner or later the problem must be faced. And there's even room for belief that, over the long haul, color will prove highly beneficial to all levels of the industry.

There's bound to be some adverse effect on buying, to be sure, whether the industry gets green light this year or next. But more than balancing this near-term prospect is fact that the bountiful new-station markets won't be greatly affected; folks are still flocking to buy TV -- and new stations are now going on the air at the rate of several per week (see p. 2).

Outspoken Allen B. DuMont still feels, as he told House committee last week, that color is 5-10 years away as far as mass market is concerned. To backstop his view, this week he sent DuMont dealers a big poster quoting his statement and reproducing Newark News article headlined "Delays Seen in Color TV."

Purpose of poster is patently to offset effect of color chatter on purchases by consumers, particularly during this second quarter, when business normally begins to lose momentum and when, as one big manufacturer told us, "the dealer grabs for any reason why he shouldn't stock up."

Assuming sales will be hurt somewhat by color talk, question still remains: how much? Obviously, the longer-delayed and longer-drawn-out the FCC proceedings on the subject, the more sales will be hurt. As one distributor put it: "Increased talk of color TV will probably hurt the industry for about 60 days because people just read headlines and not the whole story in a newspaper."

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The industry still looks to 7,000,000-or-better TV production & sales year, while radio sales boom -- and is now particularly intent on big job of selling uhf, color notwithstanding. From NARDA's ex-president, the peripatetic Mort Farr, came this sound advice this week to his fellow dealers:

"Don't let talk of color divert you from the main job of selling uhf."

He was speaking in Reading, Pa., before Berks County Electric Dealers Assn., and ventured his own opinion that color is at least 3 years away. Reading was rife with dealer complaints that color headlines will hurt their business.

"Go out and sell aerials, sell converters, sell strips," he advised. "There is plenty of business around and you certainly have the basis to sell uhf. Here in Reading your stations are, and will be, using only the latest type of equipment, the like of which is not in stations in the major cities."

He told them not to be hesitant about selling uhf as a permanent segment of the industry. "It's not another FM," he said. "It's here to stay."

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TV production last week went over 2,000,000 mark for the 12 weeks of 1953 thus far reported by RTMA -- and it's still going strong, especially compared to last year, when it took 5 months to achieve that total.

Production totaled 172,329 (13,253 private label) week ended March 27, up from 160,683 preceding week and 167,279 March 13. Factory inventories also went up, totaling 188,230 compared to 177,199 preceding week.

Radios totaled 303,770 (147,282 private), still booming but down from 2-year high of 327,332 preceding week. Inventories were 390,507, up from 383,597 March 20. Week's radios: 78,880 home sets, 42,162 portables, 51,159 clock, 131,569 autos.

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Percy L. Schoenen, president and a founder of Olympic Radio, retires from company after April 27 stockholders meeting, following out plans he made when he sold most of his stock in latter 1951 to Fox, Wells & Co.

First major tube maker to announce 24-in. picture tube (Vol. 9:11), Sylvania says new size will be available in "limited production quantities" in late spring, sample quantities being available to TV manufacturers now.

**Topics & Trends of TV Trade:** Lots of talk about consumer credit controls this week—with all signs pointing to legislation granting the Govt. standby authority to reimpose them. Senate Banking Committee, considering possibility of authorizing new standby price & wage controls power, heard testimony from 2 Administration spokesmen urging that similar authority to reimpose consumer credit restrictions be included.

Federal Reserve Board chairman Wm. McChesney Martin said that while FRB has no plans to reimpose credit controls now, there may be emergencies when it would be helpful to supplement general fiscal and credit policies by more direct restraints, such as measure similar to deceased Regulation W.

Elbert P. Tuttle, Treasury gen. counsel who testified on behalf of Secretary Humphrey, ill, said Congress should give FRB sole authority to decide if and when consumer credit controls should be reimposed, noting "a substantial expansion of consumer credit" in last year or so.

Ralph A. Young, FRB research & statistics director, spelled out the increase, declaring total of consumer credit outstanding has increased by approximately \$3 billion since 1951, adding he thought it will rise even further in next 12 months due to increase in auto financing.

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**Reorganization of defense agencies**—as proposed by Gen. Eisenhower and becoming effective June 2 unless vetoed by either house of Congress—will give permanent status to Office of Defense Mobilization, making it only body charged with present and future mobilization policy and planning. National Security Resources Board will be abolished and its planning functions will go to ODM, along with Munitions Board's stockpiling functions. Other govt. plans call for abolition of NPA by July 1, its industry divisions—including Electronics Div.—to be integrated into Commerce Dept. Electronics Div. has staff of 22, which will be cut to 15 by April 30. At its peak it had over 90.

**Reorganization of RTMA** to provide broader service to military & industrial electronics manufacturers, involving possible change in organization's name (Vol. 9:6), will be considered at RTMA board meetings April 15-17 in Los Angeles' Ambassador Hotel. Board approved plan "in principle" at New York meeting Feb. 6. Board will be host to 150 California electronics manufacturers at luncheon & panel discussion April 15, will meet jointly with RTMA of Canada following 2 days.

**Add uhf converters:** Continuous-tuning external converters soon to be introduced by David Bogen Co., 29 Ninth Ave., N. Y. (\$42.50 list), and Turner Co., Cedar Rapids, Ia.

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**Distributor Notes:** Admiral appoints Alexander Distributing Inc., Springfield, Mass.; Major Appliance Distributors Inc., Charlotte, opens Raleigh branch . . . Carolina Appliance Co. (Motorola), Charlotte, appoints Richard G. Glasgow sales mgr., succeeding C. L. Lannin, resigned . . . DuMont appoints Nash-Kelvinator Sales Corp., St. Louis, replacing Mayflower Sales Corp., now CBS-Columbia . . . Hallicrafters appoints Georgia Appliance Co., Atlanta (Walter Tripp, pres.); Burford Distributing Co., St. Petersburg, Fla. (S. S. Burford, pres.) . . . CBS-Columbia appoints Graybar, Chattanooga . . . Tele-Sound Distributors (Capehart), Buffalo, names Alan J. Zander sales mgr. . . Crosley New York names Gabriel Ashley district mgr. . . Emerson names Wholesale Distributing Co., Shreveport, La. (Jacob Greenberg, pres.) . . . Kaye-Halbert opens factory branch at 219 Ninth St., San Francisco (Phil Rudden, mgr.); appoints Capital Electronics & TV Supply Co., Sacramento . . . Andrea names Ego, C.A., Caracas, Venezuela . . . Stromberg-Carlson names Nash-Kelvinator Sales Corp., Oakland, Cal.

**Trade Personals:** Henry F. Argento, asst. v.p. & asst. gen. mgr. of Raytheon power tube div., Waltham, goes to Chicago as v.p. & gen. mgr. of Raytheon Television & Radio Corp.; Harold C. Mattes continues as exec. v.p. . . Maj. Gen. Wm. Henry Harrison, president of IT&T, elected to board of trustees of Manhattan College, which gave him honorary degree in 1950 . . . Willard E. Henges, Graybar president, elected director of Sun Chemical Corp. . . George L. Wilcox elected sales v.p., Westinghouse International . . . Thompson H. Mitchell, exec. v.p., elected president of RCA Communications Inc., succeeding Gen. H. C. Ingles, who retired April 1 at 65 . . . Daniel E. Noble, Motorola v.p., named technical consultant to Hugh W. Long & Co., Elizabeth, N. J., mutual fund advisors and underwriters . . . Marvin Hobbs, ex-electronics advisor to Munitions Board chairman John D. Small, now director of engineering, Harvey Wells Electronics, Southbridge, Mass., named v.p. & director . . . David J. Hopkins, Emerson sales & adv. director, named chairman of TV-radio manufacturers' & distributors' div. for 1953 Cancer Crusade . . . John W. Averill promoted to Stromberg-Carlson purchasing agent, succeeding David Rogers, resigned . . . Virginia Van Nostrand, ex-General Mills, joins Admiral as supervisor of branch home economists . . . Philip H. Fisher, ex-Grayson-Robinson, appointed Wilcox-Gay treas., replacing H. Everett Smith, resigned . . . J. T. Dalton, ex-N. Y. mgr., Zenith, transferred to Los Angeles, replacing Clarence Pagel, retired; Thomas M. Doyle, ex-Albany, named St. Louis regional mgr., succeeding M. J. Toohill, now central sales mgr. . . Gordon R. Rahmes promoted to northern N. J. sales mgr. for replacement tubes, GE tube dept., Clifton, N. J. . . Nathaniel M. Marshall promoted to TV equipment sales mgr., General Precision Laboratory Inc., Pleasantville, N. Y. . . E. S. Willis promoted by Erie Resistor to head new industrial sales dept. . . Jerome M. Hollander, ex-DuMont, joins Radio City Products, New York, as senior engineer . . . Gustav Hofeller appointed gen. mgr., Spirling Products Inc., Hicksville, N. Y. (antennas, electronic accessories) . . . Charles Condikey named DuMont receiver div. southwestern sales mgr., Dallas . . . Jack Grand, president of Grayburne Corp., elected chairman of Granco Products Inc., Long Island City . . . Harry C. Crawford elected president, Radiart Corp., subsidiary of Cornell-Dubilier.



**Trade Miscellany:** National Electronic Service Affiliates Inc., 4014 18th Ave., Brooklyn, is new group formed recently to coordinate work of leading electronics service organizations in country in effort to cut down on use of engineers for routine servicing . . . Dynamic Electronics-New York Inc., in bankruptcy petition in New York Federal Court, lists assets of \$1,007,105, liabilities of \$1,137,406 . . . RCA Victor Ltd. plans new 52,000-sq. ft. building in Toronto, to cost \$500,000 . . . Emerson breaks ground for 3-story building to add 100,000-sq. ft. to its Jersey City plant . . . GE changes name of receiver dept. to radio & TV dept. . . Sparton boosts TV-radio production capacity 30% at Jackson, Mich. plant by adding 103,000-sq.-ft. of space previously used for storage . . . National Union Radio's employes at Hatboro, Pa. plant voted, 315 to 166, against affiliating with IUE . . . Simpson-Sears Ltd., big Canadian chain, plans to follow Sears Roebuck's private brand merchandising pattern, with TVs & refrigerators among first items to be so offered . . . Philadelphia area TV sales by 19 companies totaled 16,871 units in Feb. vs. 16,064 same 1952 month; Jan.-Feb. total was 33,071 vs. 34,511 . . . "Brand Names Day" in Upper Darby, Pa., April 15, honors NARDA ex-president Mort Farr as an "outstanding retailer of the community."

**Merchandise Mart,** Chicago, announces plans for "Merchants of America—Hall of Fame."



**Financial & Trade Notes:** Though Motorola's sales in 1952 were 25% above 1951, earnings declined 3%, with higher taxes largely responsible, says president Paul V. Galvin in annual report. Profits were \$7,012,700 (\$3.62 a share on 1,935,131 shares outstanding) on sales of \$168,734,653 compared to \$7,240,452 (\$3.74) on sales of \$135,285,086 in 1951. Fourth quarter sales were \$61,700,000, highest in company's history, said Mr. Galvin, predicting 35% increase to \$225,000,000 in 1953. Net working capital stood at \$38,007,247 on Dec. 31, increase of \$8,156,244 over preceding year.

Mr. Galvin credited TV with the "largest segment of sales," adding: "The year 1952 reconfirmed that TV has earned perhaps the leading position in the scale of economic values for Americans." He said he thought color is still "some years in the future, and even when it does arrive there will be a continued large market for black-and-white TV because it will be more seasoned and less costly."

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Raytheon had net earnings of \$3,267,000 (\$1.43 a share on 2,174,942 common shares outstanding) for 9 months ended Feb. 28, up 190% over corresponding period year ago, president C. F. Adams Jr., attributing spurt to big increase in military orders—current backlog totaling about \$185,000,000. Profit was on sales of \$130,027,000 compared to \$1,125,548 (44¢ on 2,170,942 shares) on sales of \$74,045,690 year ago. For fiscal year's third quarter ended Feb. 28, profit was \$1,355,000 (60¢) on sales of \$51,240,000 vs. \$408,000 (16¢) on \$28,698,000 corresponding period year ago.

Admiral stockholders meeting, called at Chicago offices April 9, will be asked to ratify action of board in granting restricted stock options for 24,000 shares of capital stock to 8 officers at 26½, or 95% of market value last Sept. 10 when options were granted. Options for 3000 shares each were granted to L. D. H. Baker, Wallace C. Johnson, Frank J. Kazda, Cy S. Rossate, Frank H. Uriell and Seymour Mintz, vice presidents; George E. Driscoll, secy.; Vincent Barreca, pres., Canadian Admiral. Proxy notice for meeting discloses these 1952 remunerations paid to officers and directors, with their stockholdings: Ross D. Siragusa, chairman & pres., \$125,300 (786,891 shares owned or held beneficially, out of 1,965,230 outstanding); John B. Huarisa, exec. v.p., \$125,250 (89,442 shares); Frank H. Uriell, v.p. & gen. counsel, \$52,800 (1250); Lynn C. Park, treas., \$33,550 (24,920).

Dividends: Motorola, 37½¢ payable April 15 to stockholders of record March 31; Warner Bros. Pictures (new), 30¢ May 5 to holders April 15; Emerson, 10¢ April 15 to holders April 6; Audio Devices, 3¢ March 30 to holders March 19; American Phenolic, 25¢ April 24 to holders April 10; RCA, 50¢ May 25 to holders April 17.

Allied Electric Products Inc., which owns Sheldon Electric Co. (CR tubes), reports net income of \$145,986 on sales of \$2,109,917 for quarter ended Jan. 31. Earnings for first 9 months of fiscal year (to Jan. 31) were \$216,759.

Wells-Gardner 1952 net income was \$459,976 on sales of \$16,301,043 after Federal income taxes of \$510,000, compared with \$451,447 on sales of \$12,758,749, after Federal taxes of \$285,000 in 1951.

Arvin reports net income of \$2,209,733 (\$2.48 a share) on sales of \$64,289,781 for 1952, compared with \$2,691,063 (\$3.02) on sales of \$63,997,212 for 1951.

Stewart-Warner reports 1952 sales of \$122,552,000, net income of \$4,234,000 (\$3.30 a share), compared with 1951 sales of \$103,269,000, net income of \$4,105,000 (\$3.20).

American Phenolic earned net income of \$1,279,290 (\$3.19 a share) in 1952 vs. \$941,868 (\$2.35) in 1951.

Indiana Steel Products Co.'s A. D. Plamondon Jr., recently deposed as president by board majority pending control fight at stockholders meeting set for April 23 (Vol. 9:11, 13), was staunchly supported in April 2 letter to stockholders signed by Glen McDaniel, ex-RTMA president, now a New York attorney and RTMA gen. counsel. Letter brands as "nonsense" charges by board majority that Plamondon ran Indiana Steel as "one man dictatorship," quotes statements from these RTMA associates and Indiana Steel customers endorsing Plamondon, currently president of RTMA, particularly for his efforts in Washington during recent cobalt-nickel shortage: Dr. W. R. G. Baker, GE; Max Balcom, Sylvania; Paul Galvin, Motorola; Larry Hardy, Philco; Matt Little, Quam-Nichols; Leslie F. Muter; Robert C. Sprague, Sprague Electric. Board majority, led by chairman Paul R. Doelz, Minneapolis investment banker, is backed by several company executives, including sales v.p. Robert F. Smith and manufacturing v.p. John H. Bouwmeester, who are being proposed as directors in lieu of Plamondon and secy-treas. Anthony R. Kirsch. Real motive for fight against Plamondon, according to industry scuttlebutt, is to pave way for sale or merger of company, industry's biggest manufacturer of permanent magnets; Minneapolis-Honeywell and Westinghouse Air Brake have been mentioned. This week, Indiana Steel's annual report was released, signed by Chairman Doelz and noting that Plamondon and Kirsch "ceased to be officers March 24, 1953." It showed 1952 net income of \$306,564 (\$2.16 per share after Federal income taxes of \$582,000) as against \$586,326 in 1951 (\$4.12 after taxes of \$1,250,000). Decline was attributed to 19% lower sales volume due largely to forward buying in 1951 and to large customer inventories at end of 1951. Report to shareholders from Plamondon, dated March 27, added that net income for 2 months ended Feb. 28 was \$79,388 (56¢) after providing for Federal taxes and that net sales and backlog of orders continue at high level.

\* \* \* \*

Among officers' and directors' stock transactions reported by SEC for Jan. 11-Feb. 10: Judson S. Sayre bought 12,500 Avco (Oct. & Jan.), holds 13,500; John W. Dixon bought 108 Clevite, holds 1508; Wm. G. Laffer bought 108 Clevite, holds 1604; Henry W. Luetkemeyer bought 100 Clevite, holds 1398; Allen B. DuMont bought 100 DuMont pfd., holds 2200; Benjamin Abrams bought 1200 Emerson (Dec.), holds 296,539 personally and through trusts & foundations; John W. Belanger bought 100 GE (Oct. 1951), holds 1133; Anthony R. Kirsch bought 100 Indiana Steel Products, holds 100; Richard A. O'Connor sold 1500 Magnavox, holds 56,682; Richard A. Wilson bought 200 Magnavox, holds 200; H. W. Brown sold 2000 Muntz TV, holds 6573; Reidar Waaler bought 750 Remington Rand common (Oct.), 100 pfd. (Aug.), holds 2001 common, 174 pfd.; D. Van Alstyne Jr. sold 200 Servomechanisms for partnership (Dec.), holds 500 personally and through partnership; Gwilym A. Price sold 400 Westinghouse (Dec.), holds 5000; A. W. Robertson sold 100 Westinghouse, holds 900.

Standard Coil Products reports net income of \$2,861,290 (\$1.95 a share) on record sales of \$65,990,177 for 1952, compared with \$2,487,944 (\$1.69) on sales of \$40,302,526 in 1951. Working capital at end of 1952 amounted to \$10,598,612, increase of \$5,078,423 over 1951 figure. President Glen Swanson said sales of company's 12-channel vhf turret tuner in 1952 were second highest in history, and that there is "substantial backlog" of orders for new 82-channel detent tuner (Vol. 9:9) now in production.

General Precision Equipment Corp. sales rose 82% to \$54,326,849, yielding net income of \$1,255,278 (\$1.88 a share on 646,087 shares) after taxes of \$1,700,000 in 1952, compared with \$596,546 (99¢ on 601,087 shares) on sales of \$29,872,429 in 1951.



## Count of TV Sets-in-Use by Cities

As of March 1, 1953

Estimates are sets within .1 Mv/m contours (60 mi.),  
excluding overlaps, as established by NBC Research.

**M**ARCH 1 sets-in-use count, as reported by NBC Research, went to 22,551,500, up 596,400 from Feb. 1 (Vol. 9:10)—with only one new-station market added, Springfield-Holyoke, accredited 10,220 sets. Again NBC, the only source of such area-by-area figures, omits areas where it has no affiliation of own, this time 11 in number. Again, this emphasizes crying need for all-inclusive, all-industry-sponsored compilations, preferably under aegis of NARTB and RTMA (Vol. 9:5, 10).

Readjustments from Feb. 1 figures are noteworthy in the NBC compilation, Baltimore being marked down 51,000. Largest additions includes New York & Chicago, 50,000 each; San Francisco, Pittsburgh & Charlotte, 30,000 each; Detroit, 25,000; Atlanta, 20,000; Philadelphia, 17,000; Los Angeles, Cleveland & Wilkes-Barre, 15,000 each; Boston, 14,000; Huntington, 12,000; Davenport-Rock Island, Greensboro & South Bend, 11,000 each; Peoria, 10,500; Lansing, Providence, Seattle, Indianapolis, 10,000 each.

(For additional market data on TV areas, see our April 4 Special Report on *The First 312 Markets of the United States*.)

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	140,000	New Haven.....	1	354,000
Atlanta.....	3	310,000	New Orleans.....	1	158,000
Atlantic City.....	1(†)	7,000	New York.....	7	3,400,000
Austin.....	1	21,500	Norfolk.....	1	162,000
Baltimore.....	3	410,000	Oklahoma City.....	1	153,000
Binghamton.....	1	95,000	Omaha.....	2	175,000
Birmingham.....	2	155,000	Philadelphia.....	3	1,217,000
Bloomington.....	1(a)		Phoenix.....	1	56,800
(see Indianapolis)			Pittsburgh.....	1	610,000
Boston.....	2	1,029,000	Portland.....	1(†)	71,800
Buffalo.....	1(b)	344,000	Providence.....	1	294,000
Charlotte.....	1	258,000	Richmond.....	1	157,000
Chicago.....	4	1,460,000	Roanoke.....	2	50,100
Cincinnati.....	3	375,000	Rochester.....	1	177,000
Cleveland.....	3	740,000	Rock Island-Davenport		
Columbus.....	3	258,000	(see Davenport-Rock Island)		
Dallas.....	2	265,000	Salt Lake City.....	2	88,700
Fort Worth.....	1		San Antonio.....	2	124,000
Davenport-			San Diego.....	1	139,000
Rock Island.....	2	190,000	San Francisco.....	3	600,000
Dayton.....	2	222,000	Schenectady.....	1	261,000
Denver.....	2	115,000	Seattle.....	1(f)	243,000
Detroit.....	3(c)	823,000	South Bend.....	1(†)	31,000
Erie.....	1	105,000	Springfield-		
Grand Rapids.....	1(d)	209,000	Holyoke.....	2(†)	10,200
& Kalamazoo			St. Louis.....	1	490,000
Greensboro.....	1	116,000	Syracuse.....	2	184,000
Houston.....	1	221,000	Toledo.....	1	225,000
Huntington.....	1	165,000	Tulsa.....	1	96,000
Indianapolis.....	1(a)	390,000	Utica.....	1	85,000
& Bloomington			Washington.....	4	444,000
Jackson, Miss.....	1(†)	13,200	Wilkes-Barre.....	1(†)	45,000
Jacksonville.....	1	109,000	Wilmington.....	1	128,000
Johnstown.....	1	190,000	Youngstown.....	2(†)	26,000
Kalamazoo.....	1(d)		<i>Non-Interconnected Cities</i>		
(see Grand Rapids)			Albuquerque.....	1	19,200
Kansas City.....	1	281,000	Bangor.....	1	6,000
Lancaster.....	1	183,000	Brownsville		
Lansing.....	1	132,000	(Matamoros,		
Los Angeles.....	7	1,410,000	Mexico).....	1(e)	11,100
Louisville.....	2	189,000	El Paso.....	2	19,500
Memphis.....	1	195,000	Mobile.....	2	21,700
Miami.....	1	131,000	Peoria.....	1(†)	18,000
Millwaukee.....	1	417,000	Spokane.....	2	24,700
Minneapolis-			All Others*.....		41,000
St. Paul.....	2	354,000	Grand Total.....		22,551,500
Nashville.....	1	107,000			

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 250,083 up to Jan. 31, 1953, according to Canadian RTMA (Vol. 9:9). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Jan. 31: Windsor 53,615, Toronto-Hamilton 100,741, Niagara Peninsula 34,605, Montreal 44,503, other areas 16,619. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

**W**ILLIAM ZECKENDORF, big New York City real estate operator and a director of ABC before merger with UPT, heads applicant companies filing with FCC this week for Ch. 20 in Cedar Rapids, Ia. and Ch. 38 in La Crosse, Wis.; he's 68% stockholder, with attorney George Becker holding 28% and public relations man Robert P. McDevitt (Pendray & Co.) as v.p. Only 2 other applications were filed this week—for Baton Rouge, La., Ch. 2, by WJBO-Manship interests, planning later to sell half interest to WLCS principals, who withdraw competitive application; for Kearney, Neb., Ch. 13, by KGFV. There were 7 dismissals this week. These bring to 634 total applications still pending (218 for uhf). [For further details about foregoing applications, see *TV Addenda 16-M* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

First privately-owned TV stations in Canada were recommended this week by Canadian Broadcasting Corp. board—tantamount to grant of Ministry of Transport, which issues licenses. Thus CBC's monopoly will end, though it continues to ban stations in cities where it has them itself (Toronto & Montreal) and where it is itself building (Ottawa) or proposes to build (Winnipeg, Halifax, Vancouver). The proposed private grantees are in Hamilton, Ont., Ch. 13, Niagara Television Ltd. (comprising CHML, CKOC & CJXH-FM); London, Ont., Ch. 10, CFPL; Windsor, Ont., Ch. 9, CKLW; Sudbury, Ont., Ch. 5, CKSO; Quebec City, Ch. 4, CHRC & CKCV, 50%, and Famous Players Canadian Corp., 50%; St. John, N. B., Ch. 4, CHSJ; Sidney, N. S., Ch. 4, CJCB. Famous Players' request for Ch. 6 in Kitchener, Ont. was turned down because of possible overlap with other stations.

First TV program magazine of its kind, the new *TV Guide*, made appearance on newsstands April 1—5x8-in., profusely colored, with week's program schedules inserted on localized basis. It guarantees 3,000,000 circulation at outset, the sum of local editions being published in 12 major TV cities. Triangle Publications (Walter H. Annenberg) is publisher; Merrill Panitt, managing editor; Harold B. Clemenko, managing editor in charge of local editions; Roger Clipp, business mgr. (on leave from WFIL-TV); James T. Quirk, promotion-research director; Michael J. O'Neill, adv. director; Lee Wagner, asst. to publisher. Debut was being announced this week in heavy spot TV campaign.

Proof that TV delivers the goods: Running out of flashbulbs while covering last week's televised House Un-American Activities Committee hearings in Los Angeles, *Herald-Express* photographer penciled note reading "I need No. 5 bulbs" and held it toward TV camera. Newspaper's city room has TV set, and the bulbs were sent out immediately.

NARTB secy. C. E. (Bee) Arney already established in Hotel Biltmore, Los Angeles, arranging for convention there April 28-May 1.

- (a) Bloomington separately 220,000. Indianapolis separately 331,000.
- (b) Does not include sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 54,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 170,000. Kalamazoo separately 169,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
- (f) New station in Tacoma went on air Feb. 22.
- (†) Uhf sets.
- (\*) Cities not listed here but having stations testing or in commercial operation as of March 1, 1953 are Altoona, Reading & York, Pa.; Lubbock & Wichita Falls, Tex.; Lincoln, Neb.; Lynchburg, Va.; New Britain, Conn.; Tucson, Ariz.; Colorado Springs, Colo.; Tacoma, Wash. Also not listed is Honolulu (where NBC estimates 13,000 sets-in-use as of March 1, but does not include them in total).

# Television Digest

with **ELECTRONICS** REPORTS

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April 11, 1953

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**BIRMINGHAM NEWS BUYS WAFM-TV WITH WAPI:** Another 7-figure TV-radio station deal was closed this week -- Birmingham News Co., operating WSGN in the Alabama metropolis and holder of CP for uhf Ch. 42 there, agreeing to buy WAFM-TV (Ch. 13) and to take over leasehold on 10-kw WAPI (CBS basic). Purchase price was announced as "in excess of \$1,500,000" but it's understood whole deal involves \$2,400,000, or exactly same price which George Storer paid several weeks ago for Birmingham's WBRC-TV with WBRC (Vol. 9:13). Newspaper firm had previously sought to buy those stations.

Uhf CP for WSGN-TV will now be dropped, and radio station WSGN (ABC) will be sold. Newspaper company also owns WHBS, Huntsville, which it presumably will retain because it also publishes the Huntsville Times. It's not a TV applicant there.

Sellers are Edward L. Norton, ex-member of Federal Reserve Board, owner of about 75%, and pioneer broadcaster Thad Holt, 25%, who founded TV outlet in mid-1949 and who for about 20 years have held WAPI lease from U of Alabama, Alabama Polytech and Alabama A. & M., which newspaper company takes over and which has 15 years to run. Norton also recently sold his controlling interest in WMBR-TV & WMBR, Jacksonville, Fla., for \$2,470,000 to the Washington Post (Vol. 8:51).

Birmingham News Co. stations are managed by Henry P. Johnston, whose title is exec. v.p. of firm publishing Birmingham News (evening) and Post-Herald (morning) but who has identified himself with its radio operations for many years. He will run the new TV-radio operation. His WSGN-FM and the Norton-Holt FM station (WAFM) have long shared tower at mountain site known as Radio Park, where WAFM-TV is also located, and this property is included in the purchase.

Note: Still more sales deals seem to be cooking -- but one that was rumored this week, possible purchase by Storer of half interest in WTVJ, Miami, was denied by principal Sidney Meyer, theatreman and co-equal owner with brother-in-law Mitchell Wolfson, who runs station. They admitted approaches have been made, but said all offers (including Storer's) were turned down. This week, Storer filed formal application for transfer of WBRC-TV with WBRC, in which it was disclosed that the Storer Broadcasting Co., now operating 4 TV and 7 AM stations, earned \$1,458,173 net profit after taxes in 1952, which compared with \$1,539,260 in 1951.

**7 NEW STATIONS UNDER WAY, TOTAL NOW 163:** You can add 7 more starters to roster of U.S. telecasting stations, on basis of our system of dating them as on-the-air from time they begin test patterns. Four got going last week end, and this week brings 3 more to make 55 post-freeze starters (38 since Jan. 1) and U.S. total 163. These are the newest to report they've started:

WKST-TV, New Castle, Pa. (Ch. 45) began tests with RCA transmitter April 4, is offering patterns daily 3-5 & 8-9 p.m., goes commercial shortly. It's third uhf in Youngstown area. President is Sam Townsend, mgr. A.W. Graham, rep Meeker.

KCJB-TV, Minot, N.D. (Ch. 13) started with commercial programs immediately from April 4, following 8 months of audience buildup via closed circuit shows. Its



DuMont transmitter was ready to telecast just 6 weeks after grant. Owner John Boler reports extraordinary interest among Canadian dealers-distributors. Weed is rep.

KRTV, Little Rock, Ark. (Ch. 17) started programming Sun., April 5. Co-owners are Ft. Smith publisher Donald Reynolds, Texas broadcaster Kenyon Brown and chain theatremen E.H. Rowley. Equipment is GE. National rep is Pearson.

WKNX-TV, Saginaw, Mich. (Ch. 57) began sporadic tests of RCA plant near midnight April 5, opens formally April 17, sixth anniversary of its AM. Chief owner Wm. J. Edwards reports coverage exceptionally good -- "ours is a natural topography for uhf, like South Bend." Town is in saucer-shaped valley with rising perimeter, and excellent pictures were reported up to 48 mi., with one report 63 mi. In Lansing fringe area, Saginaw is now enjoying boom sales of converters, antennas, etc. Mgr. is Howard Wolfe, commercial mgr. Robert Chandler, national rep Gill-Perna.

WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23), RCA-equipped, began testing at 4:45 a.m., April 7, joined NBC-TV immediately to bring first competition into Miami area. It's owned chiefly by Ft. Lauderdale News interests. Gen. mgr. and part owner is Noran E. (Nick) Kersta, NBC's first TV operations chief. Weed is national rep.

WEEU-TV, Reading, Pa. (Ch. 33) turned on interim GE transmitter April 9, is going commercial April 15 with NBC-TV & ABC-TV programs, gets 12-kw GE plant in May. Mgr. Thomas E. Martin reports "quality excellent". It's city's second uhf, competes with WHUM-TV (Ch. 61), which is CBS-TV. Headley-Reed is national rep.

WTVO, Rockford, Ill. (Ch. 39), which said it would start in latter March but wouldn't hasten tests until everything was "just right", wires that its STA permits start Sunday, April 12 -- and, in light of careful preparations, can be counted on to make it. So it can be added, too. Chicago theatremen Elmer Balaban, who with brother Harry and the Dubinsky theatre family owns station, has been supervising the installation. H. William Dubinsky has been designated gen. mgr., Hal Froelich station mgr., Herbert Eckstein chief engineer. Dubinsky and Froelich are local boys, latter formerly with KOTV, Tulsa, and Adam Young rep firm. Weed is national rep.

\* \* \* \*

Due to start momentarily, according to dope from the stations and equipment folk are WLBC-TV, Muncie, Ind. (Ch. 49); WFAM-TV, Lafayette, Ind. (Ch. 59); KCBD-TV, Lubbock, Tex. (Ch. 11) -- with possibility also of WAFB-TV, Baton Rouge, La. (Ch. 28) and WCOV-TV, Montgomery, Ala. (Ch. 20). Also previously promised for April are KUHT, Houston (Ch. 8 educational); KTYL-TV, Mesa, Ariz. (Ch. 12, Phoenix area); KELO-TV, Sioux Falls, S.D. (Ch. 11); WDAY-TV, Fargo, N.D. (Ch. 6); possibly others.

[For latest reports on other upcoming stations, see p. 8.]

**6 CPs, BUT 3 MORE STOPPED BY PROTESTS:** FCC see-sawed this week, granting 6 CPs but stopping construction plans of 3 more grantees under its wide-open policy on "protests" (Vol. 9:13-14). Week's 3 vhf & 3 uhf CPs make total outstanding 338.

The vhf CPs: Cedar Rapids, Ia., WMT, Ch. 2; Cadillac, Mich., Sparton Bcstg. Co., Ch. 13; Great Falls, Mont., KMON, Ch. 3.

Week's uhf CPs: Fresno, Cal., J.E. O'Neill, Ch. 47; Providence, R.I., New England Television Co., Ch. 16; Greenwood, S.C., WCRS, Ch. 21.

Grantees who must postpone construction pending hearings on protests are KSBW-TV, Salinas, and KMBY-TV, Monterey, Cal., shared-time grantees on Ch. 8, and WCIG-TV, Ch. 46 CP-holder in Durham, N.C. Protest against first 2 was filed by S.A. Cisler and Grant Wrathall, partners who hold CP for KICU (Ch. 28) in Salinas. AM station WSSB protested the Durham grant.

\* \* \* \*

Sidelights on this week's grants: Cadillac, Mich. CP-holder is Sparks-Withington Co., manufacturers of Sparton TV-radio sets, onetime applicant for uhf in home town of Jackson, Mich., later withdrawing. It plans to start during November. J.E. O'Neill, Fresno, is a large-scale farmer who is also president of the American Automobile Assn.; his competitor for channel, KYNO, withdrew last week under agreement permitting it to purchase 35% of grant. New England Television Co. is owned one-third each by jewelers George Gerber & Samuel Hamin and auto dealer John Dunne.

More consolidations and the like this week: WMAY, Springfield, Ill., dis-



missed, joining WTAX on Ch. 2; WTCN & WMIN, St. Paul, amended to share Ch. 11; KGU & KPOA, Honolulu, dismissed Ch. 4 applications since they plan to buy KONA (Ch. 11); WOKO, Albany, dropped Ch. 41 application under agreement permitting it to buy 50% of competitor WROW.

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

\* \* \* \*

Where liberalized FCC "protest" policy is going to lead, is anyone's guess. Total of 6 CPs are now held up, other 3 besides this week's being WVET-TV & WHEC-TV, shared-time grantees for Ch. 10 in Rochester, and WTVM (Ch. 35), Muskegon, Mich. No protest has been denied yet. They're being granted almost automatically, stopping construction plans and subjecting grantees to hearings which may drag on for months. Commission hopes to schedule hearings quickly and get them over in a hurry -- but we've yet to see that happen with any TV hearing.

Congressional legalists frown on FCC's sudden and complete policy reversal. FCC was aiming to deny virtually all protests, fight them through courts, until it ran up against vigorous opposition from Attorney General Brownell. Pendulum has now swung to complete opposite, and communications experts in Congress have voiced the feeling that FCC should have found a happy medium.

**THE UHF MARKETS: READING, PENNSYLVANIA:** Can uhf give good coverage to a vast area -- or is it limited, technically and economically, to "community" service?

To what extent can high power and lofty antenna make up for rugged terrain?

TV industry is looking to Humboldt Greig's WHUM-TV, Ch. 61 in Reading, for answers to these questions -- but full answers aren't yet available. Complete wide-area coverage is not now being provided by the station, but Greig insists that technical adjustments -- principally antenna tilting -- will provide such coverage.

This most highly publicized uhf starter since Portland's pioneer KPTV has tallest tower (1000 ft.) and greatest power (260-kw ERP) of any uhf station -- in addition to being one of best-equipped. Engineered by leading high tower exponent A. Earl Cullum Jr., it has GE's first 12-kw uhf transmitter.

WHUM-TV claims as its primary area a circle with 60-mi. radius in heavily populated eastern Pennsylvania -- encompassing Harrisburg, York, Lancaster, Easton, Bethlehem, Allentown, Williamsport, Wilkes-Barre, Lebanon. This area's total population (2,675,100) is greater than that of San Francisco metropolitan area.

Within the circle there are already one vhf & 3 uhf stations on air, 2 more uhf testing, and much of the population can pick up good signal from Philadelphia's 3 vhf and Wilmington's one, just outside the circle. Another half-dozen uhf outlets are slated to go on air within the circle by summer, and an additional 6 uhf channels are allocated within the area, all applied for.

For the seventh in our series of surveys of the uhf markets, we made 2 separate trips to WHUM-TV's claimed area, in 2 teams of 2 men each. First trip was a "grand circle" tour. We drove a complete circuit around area, trying to keep about 35 air mi. from transmitter at all times -- considerably within the 60-mi. coverage radius claimed by station. On our itinerary were the cities of Harrisburg, Berwick, Hazleton, Allentown, Bethlehem, Lancaster and smaller communities in between. We drove through terrain varying from flat to rugged, and all along the route we stopped and talked to dealers, distributors and viewers, and looked at TV pictures.

Then this week we followed up with visit to Reading itself. And here is the WHUM-TV story to date, as we saw it:

As the first high-powered uhf station, WHUM-TV has had its share of troubles -- and is still having some, which Greig freely admits.

Belated start was the first setback. From time it got CP last September (Vol. 8:36), WHUM-TV ran continual barrage of publicity, promising December debut. Station's remote truck was popular attraction at every county fair in eastern Pennsylvania, gave demonstrations in every town of over 20,000. Publicity saturated the entire area; if ever a station was pre-sold, WHUM-TV was.

Came December and there was no picture on Ch. 61. But 2 other eastern Penn-

sylvania uhf stations -- in York and Wilkes-Barre -- came on air and stole some of the glory. WHUM-TV's start was held up until Feb. 10 by delays in equipment and other technical difficulties. Meanwhile, the public and even dealer enthusiasm generated by the big promotional push had been blunted. "That late start cost us \$50,000 in promotion," laments Greig.

Disappointment No. 2 came when station got on air -- arising from factors common in new uhf areas: (1) early technical troubles, and (2) inadequate receiving antenna installations. Reception was reported from isolated spots at great distances, but there apparently were big holes within its announced coverage area.

Most serious technical difficulty is only now being cleared up, says Greig. He says engineers checked antenna carefully, found it overshooting entire area. The complicated job of electrically tilting antenna has begun, and full tilt of .8 of a degree was scheduled to be completed by this week end. Station engineers think this will make huge difference -- expect to lay down much greater signal over whole area.

Transmitter is putting out its full 12 kw, after several weeks of low power. Indeed, when measuring equipment was installed last week, engineers found that it had been delivering 14 kw.

\* \* \* \*

Bearing in mind that our tour was made before Greig reported antenna tilt problem, here's situation as we saw it at various points 35 mi. from transmitter.

Southern half of WHUM-TV's coverage circle already gets fair-to-excellent vhf pictures from stations in Philadelphia and/or Lancaster and Wilmington. York and Harrisburg also are served by their own uhf stations (Harrisburg's WHP-TV is now testing). However, it is in these already well-served areas -- such as Harrisburg, Lancaster, Bethlehem and Allentown -- where WHUM-TV seems to come in best.

This is the level part of the area, and there are very few mountains or high hills between these cities and WHUM-TV's antenna. We saw good pictures in this sector, but we also heard some complaints about poor reception.

In the mountainous northern half of the circle, many communities are without good TV pictures, and would readily convert to uhf to receive strong, clear signal. But in this section, reception of WHUM-TV was extremely spotty. In places like Berwick, Hazleton and Bloomsburg, we found most viewers watching Philadelphia stations, Wilkes-Barre's WBRE-TV (Ch. 28) or community antenna signals.

We noted plenty of enthusiasm about upcoming local uhf stations -- and it's likely that WHUM-TV will get its biggest push in this area when these stations go on air, stimulating purchases of uhf sets and converters.

Nowhere did we find that people were "afraid" of uhf. Public seemed generally willing to convert -- provided they're assured that uhf can give them better pictures than the ones they're now watching -- or pictures consistently as good as they get from their community antenna systems.

There's more than one way to build circulation, and live-wire WHUM-TV is missing no bets. The community antenna projects which honeycomb the mountainous sections of eastern Pennsylvania provide particularly fertile field. Greig is inviting -- even helping -- community operators to pick up and convert his signal.

He has already supplied Ch. 61 receiving antennas and GE converters to 40 of them, he says, but most haven't completed installation. We ran across one such project in Sunbury which is already feeding WHUM-TV programs to its subscribers.

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City of Reading itself isn't a "new" TV area. Good pictures are available from Philadelphia, 50 air mi. away, with normal outdoor conical antenna. By adding rotor, some homes also get Lancaster and Wilmington. A look at Reading's rooftops appears to bear out J. Walter Thompson agency's estimate of 82.8% saturation (62,860 sets) in metropolitan area (Vol. 9:14). How many are converted to uhf? It's anybody's guess, but dealers say rate of conversion is modest.

TV set sales in Reading are high for this time of year -- but certainly no gold rush. The boom came in December and January, sales falling off in February. Local trade blames slower-than-expected set business on: (1) the letdown that set in when station failed to make on-air date; (2) the usual installation and reception



difficulties (many customers being stung by the "indoor antenna" bug); (3) the heavy penetration of sets already in area; (4) wait-&-see attitude on part of public.

City is basically a converter market, because of the high penetration of vhf sets -- and most dealers feel lucrative trade-in market won't begin in earnest for a year or so. Others, like big Pomeroy's dept. store -- now planning gala "World's Fair of TV" -- have decided it's up to them to supply the promotional push that will turn the tide. Conspicuous by their absence are the big new TV stores and out-of-town dealers who have invaded so many of the new-station cities.

Physically, WHUM-TV's plant and equipment are excellent. Its TV studios (together with 250-watt WHUM-AM) occupy all 4 floors of the city-owned Tower Hotel, famed landmark atop Mt. Penn, high above city. Transmitter and 1000-ft. tower are atop 1650-ft. mountain at Summit Station, some 20 mi. northwest of city. Station has 3 camera chains, including 2 remote-controlled GPL cameras, and mobile unit.

Combined TV-AM operation has staff of 55, is continually playing host to visiting engineers, broadcasters and agency men. A basic CBS-TV affiliate, station carries more than 40 hours weekly of sponsored network time and 28 hours of live local programming, about 50% sponsored. Program day begins at 11 a.m.

Everyone's looking to Reading's second station to give uhf circulation big lift. Reading Eagle's WEEU-TV (Ch. 33) turned on test patterns this Thursday, hopes to start programming (NBC-ABC) next week. It has GE 100-watt transmitter, will put out 1.7 kw from tower atop Mt. Penn, near WHUM-TV studio, is due to get 12-kw in May.

Interestingly, WEEU-TV is keying promotion to "community station" angle -- emphasizing that it will serve Reading area from studios in heart of town. But the public's attitude is show-me, and there's been no rush to buy in anticipation.

**SPONSORS SQUAWKING—BUT AREN'T QUITTING:** Despite grumbling of sponsors and admen about the high cost of TV, particularly of top-flight and big-name programs, this fact persists -- bulwarked by steadily increasing billings of networks and stations even as more stations take to the air weekly:

There isn't going to be any mass exodus from the medium. Though costs of production are going up and some sponsors can't afford to be on TV, neither can they afford not to be, judging from what was said at recent ANA convention at Hot Springs and what will doubtless be said again by AAAA at White Sulphur Springs, April 23-25.

There will be much gnashing of teeth by the prophets of doom -- but there'll also be some more prudent evaluations of alternatives to high costs.

Nearly all sponsors of consequence agree they must stay with TV in light of its proven effectiveness as a sales medium. They feel they cannot allow competitors to take over the TV spotlight, the choice hours, while they sit on the sidelines. They can only hope costs will come down, controllable by themselves to some extent.

Position of advertisers was pretty well summed up by one quoted in April 6 Sponsor Magazine, replying to question whether he planned to quit TV. He replied: "Of course not. Did we quit magazines and newspapers when they jumped rates on us? Everything's going up, except maybe nighttime radio. In TV we're getting better coverage than last year at a lower cost-per-thousand sets."

Assuming total costs rising and that some sponsors are hurting, what are the alternatives? Admen and networks alike are looking to such devices as (1) Increased use of alternate-week and participating sponsorships. (2) More animation & film, less use of live commercials. (3) Lower-budget shows, utilizing cheaper talent.

Networks had able defenders at ANA parley in CBS president Frank Stanton and NBC president Frank White. Both cited established truism that costs will come down as more stations go on air. Stanton showed that cost-per-thousand sets (time & talent) has been declining steadily due to increased saturation; in 1949, 30-min. CBS-TV night show cost \$4.74 per thousand; in 1950, \$2.96; in 1951, \$2.70; in 1952, \$2.39.

Stanton foresaw 100 major TV markets, 35,000,000 TV homes by mid-1955. But he predicted cost-per-thousand will hold at today's level, permitting advertiser to gain access to millions of added homes at no increase in cost per impact.

Note: For forecast of 1953 TV time sales, and review of 1952 statistics, see Telecasting Notes, p. 14.

**Personal Notes:** Henry Grossman, assistant to CBS-TV operations v.p. Frank Falknor, appointed director of operations for TV, with network, film service, production, technical and new effects operations all now reporting to him . . . James B. Tharpe, sales mgr., DuMont transmitter division, announces realignment of sales setup, creating 4 major districts, each headed by commercial broadcast equipment mgr., as follows: Lewis G. Radford Jr., eastern; Herbert Bloomberg, central; Thomas B. Moseley, southern; Robert J. Myers, western . . . Ewart M. Blain, ex-CBS-TV, named sales director of new WEEU-TV, Reading (Ch. 33); David J. Miller Jr., ex-Philco & WPTZ, is chief engineer, and Roy Swinamer, ex-WPTZ, production mgr. . . . George Arms, ex-KSAC-TV, Manhattan, Kan. (CP), named program mgr. of upcoming non-commercial KUHT, Houston (Ch. 8), due on air soon . . . Joe Spadea, Detroit mgr. of CBS-Radio network sales, becomes mgr. of Detroit office of Henry I. Christal Co., April 15 . . . Edward J. DeGray promoted to CBS-Radio station relations director, replacing Wm. A. Schudt, now v.p. for station relations . . . Johnny Sever promoted to program director WLWA, Atlanta, succeeding Roger Van Duzer, resigned . . . Lawrence Webb, ex-WJW, Cleveland, named national sales mgr. of WLOK & new WLOK-TV, Lima, O., which began operation March 30 (Vol. 9:14) . . . Bob Mohr promoted to sales mgr., KTLA, Los Angeles; Joseph Coffin, ex-KLAC-TV, named director of sales development . . . Dan Seymour, recently producer & announcer of *We, the People*, named v.p. in charge of programming, TV-radio dept., Young & Rubicam . . . William A. Chalmers, ex-Kenyon & Eckhardt and Grey Adv., elected v.p. & TV-radio director, Campbell-Ewald, Detroit . . . George Zachary, TV-radio production chief, Lennen & Newell, has resigned to join new agency, Platt, Zachary & Sutton, formed from former Platt-Forbes and including Felix Sutton, ex-Grey Adv. . . . Floyd Holm, Compton agency v.p., Hollywood, transferred to New York, effective July 1, as asst. to Lewis Titterton, v.p. for TV-radio; James Sebourne named Hollywood TV-radio director . . . Joseph F. St. Georges, ex-St. Georges & Keyes, N. Y. ad agency, joins WOR-TV as promotion mgr. . . . R. Hill Carruth, ex-KTTV, heads TV-radio dept., Carson-Roberts Inc., Los Angeles . . . Bill Tuttle, president of United TV Programs, has resigned to form own film package firm, is succeeded by Gerald King . . . Frances Sprague, NBC chief librarian, has resigned, will probably be succeeded by her asst. Mildred Joy . . . Bennett Kaye named v.p. and Albert Borde TV-radio director, Richard I. Hirsch & Co., N. Y. . . . Robert E. Stuart, ex-Lannan & Sanders, Dallas, named Dallas office mgr., O. L. Taylor & Co. . . . Joseph G. Fisher, ex-sales mgr., WENR-TV, joins Free & Peters, Chicago . . . Welbourn Kelley, ex-NBC, named Munich program mgr. of Radio Free Europe . . . Richard Connelly, ex-Young & Rubicam, succeeds Frank Young as NBC director of press.

Dr. Frank G. Kear, of consulting engineers Kear & Kennedy, took reporter for *New Yorker* to top of Empire State Bldg., for which he's consultant, to show him the TV-FM "tower built on top of a tower"—and it makes interesting layman's story in April 11 issue. Dr. Kear apparently explained to newsman's satisfaction "why the darned thing [doesn't] blow away [and] never will." Dr. Kear made point that more stations can be added to the 5 TV, 3 FM now using tower jointly and that several new vhf & uhf tenants are expected.

New Buffalo-Cleveland 5-hop microwave, proposed in application filed with FCC by AT&T this week, is due for completion late this year, will carry 2 TV channels in each direction at start. It's part of east-midwest "round robin," not yet completed, which will permit the effect of reversing direction of transmission between cities on route.

ONE MAJOR FILM producer completely reorienting operations toward TV—while retaining production for theatres virtually as a sideline—is Republic Pictures, whose president Herbert J. Yates told stockholders meeting last week that "we see a bigger profit market in films for TV than in pictures for the theatre."

Terming TV a "bigger field than the theatre," Yates revealed that Republic will take heavy plunge into TV film production this year. It's already producing first series of 13 TV films in London "because it's so much cheaper over there."

Republic was first major producer to release big block of old features to TV (Vol. 8:51-52), through its Hollywood TV Service Inc. Yates said that in the first 15 months of its existence, Hollywood TV Service grossed \$4,000,000. "We anticipate collecting \$3,000,000 this year," he added.

Foreign TV stations are also expected to be important source of revenue. "When they have commercial TV in England, Italy, West Germany and South America, I wouldn't even consider an offer of \$25,000,000 for our old pictures," said Yates.

Republic has been profiting from TV in 2 other fields: (1) As owner of one of New York's biggest film processing laboratories, it has been averaging \$12,500 profit a week for last 7-8 months from TV film processing alone, and has built new Hollywood TV film lab which will open May 1. (2) Rental of Republic's Hollywood studios to TV producers is bringing a "very satisfactory income."

As to 3-dimension films, Yates doesn't see eye-to-eye with the rest of movie industry. "This high-pressure campaign is born of hope and wishful thinking," he declared, as he advised industry to "stop deluding itself that 3-D adds anything to the screen."

While most of film industry is plugging 3-D as "the answer to TV," telecasters don't seem to be quaking in their boots for fear that millions of viewers will desert their living rooms and take up permanent residence in movie palaces. In fact, many in TV industry see 3-D as obsoleting the 2-D oldies for theatre showing—thereby hastening release to TV of the big studios' backlogs. All of the major studios have scheduled heavy number of theatre re-runs of oldies for this summer, perhaps with idea of wringing last theatrical dollar out of them before turning them over to TV.

CBS-TV "Worldwide Newsfilm Dept."—maintaining crews in U. S., Europe & Asia—inaugurates daily service May 1. It's claimed to be "largest news gathering service in TV," will work with regular news staff, supplement News & Public Affairs Dept., but operate as separate unit. CBS-TV also plans to syndicate complete news film service to TV stations sometime in future. Dept. mgr. is E. C. (Ned) Buddy, ex-Cinema Productions Ltd., Canada, and a former foreign editor for Paramount and Pathé Newsreel; operations mgr. is Karl MacIlvaine, chief engineer of CBS-TV recordings.

Continued experimental booster operation in Lawrenceburg, Tenn., by WSM-TV, Nashville (Vol. 8:50), has been requested of FCC by town's Chamber of Commerce, dealers, et al. They also ask removal of restrictions on operating hours, now limited to 3 days weekly. Booster's authorization expires April 17, and WSM-TV hasn't yet requested extension. Commission isn't likely to relax restrictions on operating hours, if WSM-TV chooses to continue experiments, because it's always fearful of encouraging public's purchase of sets on basis of experimental operations. WSM-TV president J. H. (Jack) DeWitt Jr. will present paper on booster at NARTB engineering conference in Los Angeles, April 28-May 1.



**Station Accounts:** Big league baseball season, starting April 13, finds all cities due to get regular telecasts except St. Louis, Pittsburgh & Milwaukee, all one-station cities, latter now home of National League Braves. Fact that games eat up afternoon hours is offset by sponsorships not only of games but adjacencies . . . Lineup of game sponsorships in American League: *N. Y. Yankees* home games, by Ballantine on WPIX, week-end games going also to WNHC-TV, New Haven; *Boston Red Sox*, Atlantic Refining, Narragansett Brewing & Chesterfield rotating on WBZ-TV & WNAC-TV, some games being piped to WJAR-TV, Providence; *Washington Senators*, National Brewing, 47 home and 23 away games on WTTG, and American Brewing, 46 games on WAAM, Baltimore; *Chicago White Sox*, Hamm Brewing & Chesterfield on WGN-TV; *Detroit Tigers*, Goebel Brewing, 35 games on WJBK-TV; *Cleveland Indians*, Pfeiffer Brewing, WXEL, some games going to WHIO-TV, WSPD-TV & WTVN; *Philadelphia Athletics*, Atlantic Refining, Adam Scheidt Brewing & Chesterfield rotating on WCAU-TV, WFIL-TV & WPTZ . . . In National League, *N. Y. Giants*, Chesterfield, WPIX; *Brooklyn Dodgers*, Schaefer Brewing & Lucky Strike on WOR-TV, week-end games also to WNHC-TV; *Chicago Cubs*, Hamm Brewing & Chesterfield on WGN-TV; *Cincinnati Reds*, Burger Brewing, 26 home games on WCPO-TV, piped also to WHIO-TV, WLWC, WSAZ-TV; *Philadelphia Phillies*, Atlantic Refining, Adam Scheidt & Chesterfield rotating on WCAU-TV, WFIL-TV & WPTZ . . . Among minor league games to be telecast: *Baltimore Orioles*, Gunther Brewing, 25 games on WMAR-TV; *Tulsa Oilers*, Hamm Brewing, 7 games on KOTV . . . Miller Brewing Co. buys exclusive TV-radio sponsorship rights to *Milwaukee Braves* games, station not yet disclosed; WCAN & upcoming WCAN-TV (Ch. 25), due on air in July, reports it has offered more than \$1,000,000 for TV-radio rights to all games for 5 years . . . KKTV, Colorado Springs (Ch. 11), which began operating last Dec. 7 (Vol. 8:49) reports imposing array of spot sponsorships, mainly placed out of Denver; other placements

include Gooch Foods Inc. (macaroni), thru Potts, Calkins & Holden, Kansas City; Bulova, thru Biow, N. Y.; Shaler Co. (Rislon), thru Hoffman & York, Milwaukee; Vice-roys, thru Ted Bates, N. Y.; Dentyne, thru Dancer-Fitzgerald-Sample, N. Y.; Oldsmobile, thru D. P. Brother, Detroit . . . Eastman Kodak reported planning to go into TV, thru J. Walter Thompson Co.; it's already furnishing local dealers with spot films . . . Lever Bros., for new Lux Liquid for washing dishes, about to start TV-radio spot campaign, thru J. Walter Thompson, N. Y. . . . Warner Bros. using TV spots heavily for N. Y. premiere of its first 3-D feature *House of Wax*, thru Blaine Thompson . . . American Stores Co., grocery chain, buys daily *Lunch with Uncle Pete*, 12:15-12:45 p.m. on WPTZ, Philadelphia—one of biggest time sales in local history . . . Gordon Baking Co. (Silvercup Bread) extends *Rootie Kazootie*, now on WABC-TV, to stations in Chicago, Detroit, Toledo, South Bend . . . Among other advertisers reported using or preparing to use TV: Bowman Biscuit Co., thru Ball & Davidson, Denver; Bell Brands Food Ltd. (potato chips), thru McCann-Erickson, Los Angeles; Frawley Corp. (Paper-Mate pens), thru Erwin, Wasey & Co., Los Angeles; American Maize Products Co. (Amazo instant dessert), thru Kenyon & Eckhardt, N. Y.; Flo-Ball Pen Corp., thru BBDO, Los Angeles; FR Corp. (photographic equipment), thru Wexton Co., N. Y.; Servel Inc. (Ice-Maker refrigerator), thru Hicks & Greist, N. Y.; Jacoby-Bender Inc. (JB watch band), thru Lewin, Williams & Saylor, N. Y.; Henry Heide Inc. (candy), thru Kelly, Nason Inc., N. Y.; Odell Co. (Trol hair tonic), thru Lewin, Williams & Saylor, N. Y.; Kretschmer Corp. (Wheat Germ), thru Gleason Adv., Detroit; W. P. Fuller & Co. (paints, glass), thru N. W. Ayer, San Francisco; Jordon Refrigerator Co. (freezers), thru Gresh & Kramer Adv., Philadelphia; Morton Packing Co. (frozen meat pie), thru Ted Bates, N. Y.; Gaby Co. (suntan lotion, deodorant stick), thru Feigenbaum & Wermen Adv., Philadelphia; Land-O-Nod Co. (mattresses & bedding), thru Harold C. Walker Adv., Minneapolis.

**Network Accounts:** Old Gold may introduce new king-size cigarette when it sponsors return of Fred Allen to TV for first time in 2 years as m.c. of *Judge for Yourself*, starting on NBC-TV in Sept., Tue. 10-10:30 p.m., thru Lennen & Newell. Audience-participation program will have amateur judges trying to come up with same opinion of new talent as professional judges. It replaces Herb Shriner's *Two for the Money*, also sponsored by Old Gold, which moves in Sept. to CBS-TV, Sat. 9-9:30 p.m. . . . Plymouth buys *American Album*, changing name to *Plymouth Playhouse*, starting April 26, on ABC-TV, Sun. 7:30-8 p.m., thru N. W. Ayer; program is network's major venture to corral new writing & acting talent to back up featured "name" stars (Vol. 9:11), and sponsorship, starting with third program in series, is said by ABC-TV to be one of its biggest sales since merger with UPT . . . Simmons Co. & International Silver Co. buy alt. sponsorship of half-hour *My Favorite Husband*, starting in Sept. on CBS-TV, time to be announced, thru Young & Rubicam; Simmons will drop its co-sponsorship with Andrew Jergens Co. of *It's News to Me* on CBS-TV, Sat. 10:30-11 p.m. . . . General Foods Corp. will sponsor *Bob Hope* in 10 appearances on NBC-TV, starting in Sept., every third Tue. 8-9 p.m., thru Young & Rubicam; Buick is expected to sponsor *Milton Berle* 26 weeks in that time period, thru Kudner; other 3 weeks may be filled by Robert Sherwood plays, sponsor not yet disclosed . . . 5 Day Laboratories (5 Day deodorant pads) buys *Break the Bank*, starting on NBC-TV June 23 as summer replacement for half of Milton Berle time, Tue. 8:30-9 p.m., thru Grey Adv. . . . Procter & Gamble to sponsor ventriloquist Paul Winchell

in new program, starting on NBC-TV in Sept., Sun. 7-7:30 p.m., replacing *Red Skelton Show*, thru Benton & Bowles; Winchell quits *What's My Name?* on NBC-TV, Mon. 8-8:30 p.m., but program remains under sponsorship of Speidel Co. (jewelry) and Crosley.

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"Are radio networks doomed?" asks *N. Y. Herald Tribune* syndicate columnist John Crosby. He doesn't answer question, but he does say "the position of the networks [has] deteriorated steadily ever since I took this job 7 years ago," and gives these reasons: (1) The trend toward taping top shows. (2) "TV has stolen network radio's audience to such a degree that no one can afford the huge prices they once paid." (3) "There are no new ideas in network radio and it's hard to find anyone who will even listen to new ideas if there were any." He adds that more and more listeners are turning to independent stations, which "are slanting their appeals in a way which cannot be imitated by TV. The things that radio can do better—music, news controversy, municipal affairs—are by nature susceptible to local rather than national origination."

Sigma Delta Chi, national journalism fraternity, this week announced that winners of its 1952 awards for distinguished reporting included WBNS-TV, Columbus, for public service programs; NBC-TV cameramen Charles & Eugene Jones, for documentary on Turkish-Russian frontier; AM station WMT, Cedar Rapids, Ia., for series *Politics Is Your Business*; Clifton Utley, NBC Chicago commentator, for broadcast on Iranian situation. Also, all TV networks received special mention for coverage of national political conventions.

**H**OUSTON'S KUHT (Ch. 8), expected to be first educational TV station to take to the air, is still awaiting delivery of Federal transmitter, still hoping for April 20 tests and May 4 dedication, reports president W. W. Kemmerer of oil-rich U of Houston. But the dates are uncertain, depending on arrival of transmitter, albeit plant is otherwise ready. Meanwhile, Dr. Kemmerer, at April 13 ceremony in Houston, will accept from Emerson Radio's Benj. Abrams a check for \$10,000, first of 10 such awards to be made by that company to the first ten educational stations to go into operation.

Our continuing survey of upcoming new stations this week discloses that another non-commercial educational outlet, U of Southern California's KUSC-TV, Los Angeles (Ch. 28), underwritten by the Allen Hancock Foundation, has also been delayed beyond its promised April debut date. Having ordered DuMont transmitter, it reports cancellation because of failure to deliver on time; instead, it's to get the 1-kw RCA transmitter being exhibited at NARTB convention in Los Angeles April 28-May 1. But it may have to wait for antenna and filterplexer and, though studio and equipment are otherwise all ready, it's not expected to get on air much before June.

Kansas State College's KSAC-TV, Manhattan, Kan. (Ch. 8), one of first educational stations to be authorized by FCC (July 24, 1952), has been denied an appropriation by state legislature, and so is holding all plans in abeyance. "Of course, we do not know what may happen to our present channel allocation," said a spokesman, "but it is our expectation that we will take appropriate steps to try to have this allocation maintained for future use for educational purposes."

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RCA ships 3 more uhf transmitters week of April 13— to WISE-TV, Asheville, N. C. (Ch. 62); WICA-TV, Ashtabula, O. (Ch. 15); WLEV-TV, Bethlehem, Pa. (Ch. 51). This week, it added WTPA, Harrisburg, Pa. (Ch. 7) to shipments announced last week (Vol. 9:14), bringing to 7 the April total to date. At least 3 more are promised before end of month to equal March shipments of 10.

WTAO-TV, Cambridge, Mass. (Ch. 56), headed by Frank Lyman Jr., president of Harvey Radio Labs, Boston, expects to get started as Boston area's first uhf sometime in September, according to trade reports. AM station WTAO's mgr. Frederic S. Bailey has been designated TV mgr.

Raytheon broke into TV microwave field April 9, showing off two new pieces of equipment to industry and press at Washington's Hotel Statler: (1) "Microlink," for remotes and studio-transmitter links, selling for \$8950. (2) "Magnalink," for intercity networking and long-distance remotes, at \$12,050. "Microlink" operates in 6875-7125 mc band, comprises 4 suitcase-type cases and 2 parabolas, total weighing less than 200 lbs. Raytheon claims "Microlink" is most portable equipment of its kind and stresses advantages of multiplexed picture and sound which eliminates wire connections for sound required by some makes of equipment. "Magnalink" is said to be most powerful gear of its type, radiating 7-10 times more than other equipment, powered by magnetron putting out 50 watts, boosted to 50 kw by 10-ft. parabola. It was used as single-hop relay over 140-mi. path during Yucca Flats A-bomb tests. It operates in 1990-2110 mc band, also multiplexes picture and sound. Equipment was developed under direction of brilliant, young (28) engineer Sidney Topol.

Uhf and film panels at NARTB convention in Los Angeles April 28-May 1 will be headed, respectively, by Herbert Mayer, owner of first commercial uhf station KPTV, Portland, Ore., and holder of CPs for 3 more, and Paul Adanti, v.p. of WHEN, Syracuse. Other uhf panel

KTVH, Hutchinson, Kan. (Ch. 12), planning studios also in Wichita, 40 mi. distant, expects to be ready to begin tests with full RCA 316-kw ERP from 750-ft. tower on June 10, to start commercial service July 1 and studio operation Aug. 1, according to president W. D. P. Carey. Station has signed CBS-TV, expects to get other networks also. H-R Television has been named rep.

KTVF, Eugene-Springfield, Ore. (Ch. 20), originally assigned KSPF call, has ordered DuMont equipment and should get on the air about Oct. 1, according to W. Gordon Allen, president and chief owner of KGAL, Lebanon, Ore., and one-third owner of KGAE, Salem. No rep yet named.

WGVL, Greenville, S. C. (Ch. 23), is now slated for Aug. 1 debut, using RCA equipment and old WMRC-FM plant and tower atop Paris Mt., 1142 ft. above average terrain. Investment securities dealer Edgar N. Morris, president of grantee company, this week announced that Ben K. McKinnon, ex-WBTV, Charlotte, has been appointed gen. mgr., taking over duties April 1. Emil Sellars is chief engineer. No rep yet designated.

WMEV-TV, Marion, Va. (Ch. 50), hasn't yet ordered equipment nor set target date, but Donald Cooke is announced as rep by v.p. Robert C. Wolfenden. It's also disclosed that stockholder John D. Lincoln is president of local Lincoln Industries, which makes TV cabinets among other furniture, with Leon D. Belville, secy., also in the manufacturing firm.

WKNY-TV, Kingston, N. Y. (Ch. 6), has ordered RCA equipment, reports president Joseph K. Close, has secured option on transmitter site, aims to get on air next fall, Mceker-TV will be rep.

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From Canada came direct reports this week on several of the first 7 private grantees just authorized (Vol. 9:14). They're only now calling for tenders on equipment, some intending to look the field over at NARTB convention exhibits at Los Angeles April 28-May 1.

CFPL-TV, London, Ont. (Ch. 10), owned by *London Free Press*, hopes to place transmitter order by April 15, plans 500-ft. guyed tower, aims for November debut, has already chosen Weed & Co. as U. S. sales rep.

CKSO-TV, Sudbury, Ont. (Ch. 5) will wait until summer before building, hopes to get on air by "fall of 1954" and has also chosen Weed as U. S. sales rep, with All-Canada Radio Facilities handling Canadian representation, according to gen. mgr. W. J. Woodill.

members: James B. Tharpe, DuMont; Frank P. Barnes, GE; Martin Silver, Federal; E. C. Tracy, RCA; Alan C. Tindal, WWLP, Springfield, Mass.; Kenyon Brown, KRTV, Little Rock, Ark. Other film panel members: E. H. Ezzes, Motion Pictures for TV; John H. Mitchell, Screen Gems; Ralph W. Nimmons, WFAA-TV, Dallas; Lee Ruwitch, WTVJ, Miami; Harold P. See, KRON-TV, San Francisco; Gerald King, United TV Programs; Robert W. Sarnoff, NBC-TV; Peter M. Robeck, Consolidated TV Sales; John L. Sinn, Ziv.

NARTB engineering conference in Los Angeles is scheduled to include following papers in addition to those previously reported (Vol. 9:9): "3-D Television—A Progress Report," by Alex Quiroga & Glen Akins, ABC; "Transistors," Robert M. Ryder, Bell Labs; "TV Film Scanner," Ernest H. Traub, Philco; "Diesel Electric Standby Units," R. V. Bradley, Caterpillar Tractor Co.; "Progress in Studio Lighting," Charles Shevlin, Century Lighting Inc.

New "Studio Zoomar," to be demonstrated at NARTB convention by Television Zoomar Corp., sells for \$5900, fits all makes of cameras, operates with 3 other lenses on turret. Characteristics: speed F:2.8, weight 6 lbs., length 1 ft., zoom range 2½-in. to 7½-in. (which "corresponds to 9 times areal magnification change").



**TV COULD BE HEADED FOR RECORD YEAR:** First quarter production of 2,265,000 TVs lends statistical force to predictions of some industry leaders that we're headed for bigger 1953 than record 1950 (7,463,800 sets). Everybody's sure that this year will, at very least, readily surpass the 6,096,279 output of 1952, second highest.

Current rate of output is well ahead of 1950 when 1,605,200 sets were produced in first 3 months; or 1951, when first-quarter production was 2,199,669; or 1952, with 1,324,831.

Thirteenth week of year, ended April 3, saw 149,735 sets produced (12,381 private label) as against 172,329 preceding week, bringing 5-week March to 812,908, according to RTMA weekly reports. That's subject to revision; but, added to the 719,234 reported for Jan. and 730,597 for Feb., quarter's total is about 2,265,000.

Factory inventories advanced to year's high of 204,648 as of April 3, up from 188,230 the preceding week.

April 3 week's radio output was 309,306 units (153,399 private) compared with 303,770 week before. Factory inventories were 432,638, up in week from 390,507. The week's radios: 77,181 home sets, 47,218 portables, 50,273 clock, 134,634 auto.

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How TV set sales got off to flying start first quarter is indicated in RTMA report showing 1,777,195 sets were sold at retail first 2 months -- 640,073 in Jan., 537,122 in Feb. Retail radio sales, exclusive of auto radios, totaled 922,253 for the 2 months -- 414,726 in Jan., 507,527 in Feb. March figures are due in month.

This week also, RTMA issued report on TV-radio factory billings for 1952, showing year's 6,096,279 TVs billed at \$1,298,847,000 (average, \$172 per set) and year's 10,934,872 radios at \$249,847,000 (average, \$23). This compares with 1951 factory billings of \$956,986,000 for 5,384,798 TVs (average, \$177) and \$315,936,597 for 12,627,362 radios (average, \$24).

**WHAT'S IN STORE IF KOREA PEACE COMES?** No big cutbacks in military electronics production are in prospect soon, even if there's peace in Korea.

That's general feeling among defense electronics officials as well as those industry topkicks who keep in close touch with the situation. Without exception, though, they qualify their opinions with the observation that all bets are off if Congress goes hogwild in trimming military budget. Briefly, here is how they sum up the prospects for the near future:

Electronics gear and aircraft will probably be last to feel any cutbacks or "stretchout", since they're most complicated and hard-to-produce -- as well as about most important -- "hard goods" in defense program. Output of these items can't be turned on and off with mere push of a button; their production goals haven't nearly been reached, they require long and detailed planning and engineering -- and our preparedness dictates that they must be ready, Korea or no.

Orders for electronic end products have long "lead time". Many contracts already in effect call for delivery in year or two. Thus, regardless of what transpires, electronics plants should be busy on defense items for some time to come.

As to "stretchouts" in military production target dates -- the electronics industry already has lived through several of them, with no apparent ill effects. A truce could bring a further stretchout, but its biggest effects would probably be felt in fields other than already-stretched-out electronics.

But Congress is boss, and biggest fear in Govt. and industry is that the pressure for balanced budget and reduced taxes could become so great that the lawmakers may invite disaster by cutting arms budget below danger line.

Much of electronics industry doesn't like military orders and would rather be producing for civilian use. Profit margins on defense items are extremely slim.

Some companies are losing money fulfilling contracts made in 1949 and 1950, and say they would be quite happy to be cut back or "stretched out".

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If "peace" comes, what will be its impact on civilian markets? Most economists now reject oft-expounded theory that fear of layoffs and deflation will panic public into a buying strike. Their views are bulwarked by recent Associated Press survey which reached conclusion that America's economy is pretty healthy and "can stand on its own feet in a peaceful world."

There's still some thought, though, that consumer spending may slow down if people get worried about their jobs and income. "More Goods Than Buyers in Sight", reports U.S. News & World Report -- but as yet the slackening isn't apparent in the TV trade as a whole, thanks to new markets, though this is normally the time for seasonal slowdown in demand as people turn more and more to outdoor entertainment.

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Only real danger to American economy, if peace comes in Korea, is "an unjustified psychological reaction" that might result in "widespread retrenchment in anticipation of reductions in Govt. demand larger than actually develop." So says report this week by staff economists of Joint Congressional Economic Committee prepared at request of Sen. Flanders (R-Vt.), an engineer and businessman. Economists and technicians throughout the Govt. were consulted in preparation of report.

The govt. economists found outlook good "in spite of the bearishness of the stock market" and said a Korean truce "should not alter the present prospect for continued high levels of production and employment combined with stable prices."

They foresaw no fundamental change in our long-term policy vis-a-vis Soviet Russia, and argued that this policy "should continue to be based on long-run needs for defense as well as for stability and growth without psychological waves of speculative buying or selling everytime some Soviet move occurs."

Even if full truce is concluded, reduction in Korean costs alone would not warrant a change in business or consumer expectations or any significant cuts in private spending, the report states. Nor is it likely, it adds, to change previous estimates that fiscal year spending will range between \$70 & \$80 billion in 1954 and between \$60 & \$70 billion the following year.

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**Trade Personals:** Thomas F. McDonnell, wartime business mgr., MIT Radiation Labs, now gen. mgr. of Workshop Associates (Gabriel Co.), succeeding Gardner Greene, resigned; Dr. John Ruze, from Cambridge Research Center, director of Needham Labs, and John Martin, ex-chief development engineer of BBC, London, now director of research . . . Sarkes Tarzian, head of electronics firm bearing his name, founder of WTTV & WTTS, Bloomington, Ind., elected president of Bloomington chamber of commerce; his firm employs some 2000 persons in little college town, has under construction new 250,000-sq. ft. tuner assembly plant . . . Raymond C. Cosgrove, ex-president of Crosley, ex-RTMA president, named management consultant to National Co., Malden, Mass., recently concentrating on amateur equipment and formerly manufacturing TVs; company's new president is Charles C. Hornbostel, with Wm. A. Ready moving to chairman . . . George R. Sommers, ex-Sylvania TV-radio tube div. sales mgr., joins Food Machinery & Chemical Corp. as director of marketing, machinery divisions . . . Clendenin J. Ryan has resigned as director of IT&T to run for governor of New Jersey . . . Karl H. Carstens, ex-State Distributing Co., Milwaukee, appointed to new post of dealer cooperative adv. mgr., Magnavox . . . John Mihalic Jr., ex-chief industrial engineer of Nashville plant, named works mgr. of Crosley's Richmond, Ind. plant, replacing Robert W. Duncan, now asst. to gen. works mgr. at Cincinnati . . . Joseph E. Kelley promoted to northeast renewal sales mgr., RCA Victor tube dept., Boston, replacing Ted Martin Jr., now

southeast renewal sales mgr., Atlanta . . . Benjamin J. Katz named director of promotion dept., Jerrold . . . V. W. Wittman, Sylvania Washington sales mgr., appointed Raleigh, N. C. sales mgr. . . Caleb A. Shera, Hallicrafters credit mgr., promoted to new position of distributor sales counselor . . . Martin F. Bennett, asst. eastern regional mgr., RCA Victor, appointed west coast regional mgr., with v.p. & western mgr. Harold R. Maag assuming broader responsibilities and reporting directly to operating v.p. Charles Odorizzi.

Electronics industry's post-Korean expansion approved by Govt. under rapid tax write-off program totaled \$308,667,136 as of April 1, divided among 776 individual projects. This is about 78% of ODM's expansion goal of \$396,000,000 for electronics by end of 1953. Breakdown of industry's tax amortization certificates: end equipment, 309 projects involving total expenditure of \$154,844,595; tubes, 144 projects, \$107,351,279; components, 280 projects, \$46,471,262.

George K. Throckmorton, 68, onetime president of old RCA Mfg. Co., and executive v.p. of RCA Radiotron Co., and 1937-42 exec. v.p. of RCA, died in Clearwater, Fla., April 4, after short illness. He was president of E. T. Cunningham Inc., big tube maker, when it was merged into RCA.

Gano Dunn, 82, president of J. G. White Engineering Corp. and RCA board member, died April 10 in New York.



**Topics & Trends of TV Trade:** "Who owns 'em" is just as important as "where the sets are," so far as marketeers are concerned—and so Market Research Corp. of America's new study released this week offers some pertinent statistics to the trade to implement NBC's latest monthly sets-in-use census (Vol. 9:14) and J. Walter Thompson's households-with-TV survey (Special Report of April 4). Research firm, located at 122 E. 42nd St., New York, noted that 6,000,000 families were added to TV during 1952 and showed how the cumulative total of 19,500,000 TV homes to January 1953 is divided by regions, city size, economic class, education, occupation, size of family, presence of children. Here's the summary:

	% of Total Families in Each Market Division		
	Jan. 1952	Jan. 1953	% Increase
United States Total	31	44	40
<b>Regions:</b>			
Northeast	50	65	30
South	14	24	71
North Central	31	46	48
Mountain & Southwest	11	27	145
Pacific	30	43	43
<b>City Size:</b>			
Farm	9	18	100
Under 2500	11	22	100
2500 to 50,000	13	26	100
50,000 to 500,000	31	47	52
500,000 & Over	59	75	27
<b>Economic Class:</b>			
High	38	55	45
Upper Middle	35	50	43
Lower Middle	33	45	36
Low	20	29	45
<b>Education:</b>			
Grammar School	26	38	46
High School	38	53	39
College	30	45	50
<b>Occupation:</b>			
Professional & Executive	36	53	47
Clerical, Sales & Service	34	49	44
Crafts, Skilled Labor	41	56	37
Laborer & Operator	35	47	34
Farmer	9	16	77
<b>Size of Family:</b>			
1 & 2 Members	22	34	55
3 Members	35	47	34
4 & 5 Members	38	54	42
6 Members & Over	32	47	47
<b>Presence of Children:</b>			
5 Years & Under	41	54	32
6 Thru 12 Years	40	55	38
13 Thru 20 Years	33	47	42
No Children	23	35	52

Consumers spent more at retail on appliances, including TVs, than for purchase of new passenger autos last year, first time it's happened, according to April *Television Retailing*. All told, about \$11 billion was spent on TV-appliance merchandise, including servicing, compared to \$9.1 billion spent for 4,300,000 new passenger autos produced last year (Vol. 9:9) but not including servicing. TV-radio, at \$4.3 billion (with servicing), comprised largest individual category of appliance expenditures; refrigerators & freezers, \$1.8 billion; appliance repairs (exclusive of TV-radio servicing), \$1.1 billion; bulbs & supplies, \$1 billion; home laundry equipment, \$980,000,000; electric housewares, \$800,000,000; electric ranges, \$540,000,000; vacuum cleaners, \$300,000,000; air conditioners, \$240,000,000.

Picture tube sales in February totaled 836,451 valued at \$20,030,681, compared with 988,316 worth \$23,892,982 in January and 330,431 at \$7,715,257 in Feb. 1952, reports RTMA. Rectangular 20-in. and larger represented 74% of total. Receiving tube sales in February totaled 40,061,683 valued at \$27,371,779, of which 27,730,235 went for new sets, 9,206,500 replacement, 1,682,296 export, 1,442,452 Govt. This compares with sales of 37,343,081 at \$25,688,914 in January and 28,262,407 at \$19,923,287 in Feb. 1952.

February excise tax collections on TV, radios & phonos were \$13,834,189, compared with \$16,637,165 in January and \$9,692,684 in Feb. 1952. On refrigerators, air conditioners, etc., Govt. collected \$5,380,882 in February vs. \$4,540,040 in January and \$3,385,671 in Feb. 1952.

Strike halted GE's production of TV receivers & transmitters at 2 electronics plants in Syracuse this week as estimated 1500 members of IUE's Local 320 picketed, charging company moved unfinished work to other plants in anticipation of strike. Dr. W. R. G. Baker, GE v.p., denied the charges. Shutdown was still in effect at end of week as most of remaining 9500 employes wouldn't cross picket lines. Meanwhile, 29-day strike of 800 IBEW workers at Crosley's Cincinnati Plant 7 (electronics) ended April 6 with acceptance of 8¢ hourly wage increase.

Snaider Television Corp., 540 Bushwick Ave., Brooklyn, N. Y., recently concentrating on export of its projector units, now plans to go after domestic market and has appointed Gibraltar Adv. Agency, N. Y. Sold as portable or permanent installation, unit is not marketed to homes but is designed for use in schools, churches, clubs, hotels or other group gathering places.

TV shipments to dealers totaled 1,348,178 first 2 months of 1953, when production was 1,449,831, compared to shipments of 806,497 in same 1952 period, according to state-by-state and county-by-county tables available from RTMA on request. For February alone, when production was 730,597, shipments totaled 653,091, compared to 434,808 in Feb. 1952.

Senate Banking Committee April 8 approved, 12-3, bill to give Govt. standby authority to reimpose price, wage & consumer credit controls in "grave national emergency" (Vol. 9:10, 12, 14). Bill will be reported April 13 to full Senate, which is expected to approve, but may run into more trouble in House.

Philco starts construction immediately on new 81,000-sq. ft. plant for TV-radio production in Don Mills suburb of Toronto, will transfer all manufacturing and administrative activities from present Toronto plant to new site early next year, reports Philco International Corp. president Sydney L. Capell.

Philco has hired Atlantic City's mammoth Convention Hall for 1953 convention June 7-10, planned as largest it ever sponsored, with 7500 distributors-dealers expected. Ray George, merchandising v.p., is making the plans.

Audak Co., 500 Fifth Ave., New York (pickups & cutting heads) has made available 1953 edition of Maximilian Weil's 20-p. *Electronic Phono Facts*.

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Distributor Notes: Motorola-Chicago names Don Clemens, ex-RCA Victor, adv. mgr., succeeding Lorraine Knapp, resigned . . . Mid-Atlantic Appliances Inc. (Admiral), Washington, appoints Richard Quantrille sales mgr. of appliance div., replacing Harold Kellar, resigned . . . Zenith New York names Richard B. Drazzen sales mgr. of N. J. div., replacing William Brinker, now special account supervisor . . . CBS-Columbia appoints Schoellkopf Co., Dallas, replacing Meletio Electric Co.; Distributors Inc., Jacksonville, Fla., elects Wm. E. Scheu president, replacing late Frank M. King . . . Capehart-Farnsworth appoints Kertson-Daniels Distributing Co., San Diego, replacing Gold E Distributing Co. . . . Majestic appoints Voss-Hutton-Barbee Co., Little Rock; Yeagley-Freeman Co., Jackson, Miss.; Cross-Allen Co., Austin, Tex.; Auto Springs & Supply, Wichita Falls, Tex.; Allied Brands, Amarillo; Duyck Motor Supply, Tampa.

U. S. Supreme Court April 6 refused to review lower court's decision dismissing suit of Nelson Radio & Supply Co., Mobile, Ala., former Motorola distributor, against Motorola, charging latter's policy of refusing to allow its set distributors to sell communications equipment violated anti-trust act. Nelson was Motorola distributor from 1931 to Feb. 1949, when it lost franchise after refusing to adhere to company's policy.

**Financial & Trade Notes:** Among officers' and directors' stock transactions reported by SEC for Feb. 11-March 10: David Sarnoff bought 100,000 RCA, holds 105,000; Frank M. Folsom bought 50,000 RCA, holds 50,500; Hector J. Dowd bought 250 Avco (Jan.) holds 250; Kendrick R. Wilson Jr. bought 250 Avco (Jan.), holds 750; Sterling B. Withington bought 500 Avco (Jan.), holds 1500; Arthur J. Palmer exercised option to buy 200 General Precision Equipment, holds 200; T. E. Courtney sold 5000 Muntz, holds 35,000; Raymond B. George bought 100 Philco, holds 200; Percy L. Spencer bought 4000 Raytheon, holds 4003; Paul F. Hannah bought 100 Raytheon pfd., holds 165; Gwilym A. Price bought 394 Westinghouse, holds 5394; John M. McKibbin bought 262 Westinghouse, holds 2009.

Webster-Chicago lost \$408,951 on sales of \$19,580,686 in 1952 after credit for \$298,849 carryback in Federal taxes. This compared with net earnings of \$457,635 on sales of \$17,971,469 in 1951. President R. F. Blash, reporting to stockholders, said sales for first 2 months of 1953 were \$4,566,794 and unaudited earnings \$241,972 before taxes. Sales for same 1952 period were \$2,458,745. March sales, he said, were \$2,360,000 vs. \$1,190,000 in March 1952. In first 1951 quarter, net loss was \$15,267. Govt. contracts at year's end totaled \$20,000,000. Two of the 3 directors who worked for proposed merger with Emerson, defeated by group headed by Chicago investment banker Martin C. Remer, will not stand for reelection; they're Nelson Loud, exec. v.p., F. Eberstadt & Co., and Charles Melvoin, of Altschuler, Melvoin & Glasser, accountants. Third, who will run, is John F. Bolger, Shillinglaw, Bolger & Co. Candidates for the Loud-Melvoin vacancies are Herbert A. Gumz, Webster-Chicago exec. v.p.; Norman C. Owens, sales v.p.; George Boyles, president, Merchants National Bank of Chicago.

Wilcox-Gay Corp. consolidated statement for 1952 (including Majestic, Garod operations) shows record sales of \$17,641,548, up 40% from \$12,618,369 in 1951 and double \$8,002,572 volume of 1950. Net profit after all charges also was record, totaling \$330,110, compared with loss of \$254,161 in 1951 which included absorption of \$216,000 loss on pre-Korean fixed-price contract for which adjustment claim is still pending. President Leonard Ashbach also reported working capital at close of 1952 was \$1,794,513, up from \$1,289,944 year before, and stated that since Majestic merger in August 1950 some 90% of Wilcox-Gay indebtedness to trade creditors of approximately \$950,000 has been wiped out. Final installment of \$92,336 due next June 20, he stated, and "restrictions relating to the payment of common dividends will terminate upon payment of this final installment." Stock presently outstanding totals 1,600,000 shares.

Avco net income increased 51% to \$2,860,241 (31¢ a share on 8,950,249 shares) on record sales of \$116,666,203, up 78%, quarter ended Feb. 28, compared with \$1,888,293 (20¢ on 8,886,862 shares) on sales of \$65,505,420 same 1952 period. Improvement is attributed to larger sales of TVs, radios and appliances, to deliveries of defense materials; sales of farm implements declined 15%.

Admiral sales first quarter exceeded \$67,000,000 vs. \$43,970,356 same 1952 period, and net earnings should run more than 60% ahead of \$1,515,506 for comparable period, said v.p. Frank Uriell, reporting at April 9 stockholders meeting. Sales for first 6 months should set record, he said, but second half is unpredictable.

Servomechanisms Inc. reports net income of \$276,024 (36¢ a share) on sales of \$10,151,589 for 1952 after taxes of \$522,288, vs. \$412,206 (54¢) on \$8,374,042 in 1951.

Canadian Marconi reports net income of \$643,300 (14¢ a share) for 1952 vs. \$106,671 (2¢) in 1951.

Olympic Radio, in final financial report by president-founder Percy L. Schoenen before his retirement (Vol. 9:14), lists profit of \$84,747 (20¢ a share on 429,925 outstanding) on sales of \$12,765,708 for 1952 compared to \$425,534 (\$1.11 on 383,593 shares) on \$14,467,071 in 1951. Lower earnings were attributed to lower prices of TVs & radios, increase in parts prices, retroactive wage boost, expenses entailed in setting up research laboratory in Stamford, Conn. Proxy notice for annual stockholders meeting April 27 in company's Long Island offices discloses these remunerations paid to officers & directors in 1952: Schoenen, \$32,100; Morris Sobin, exec. v.p., \$29,349.96; A. Friedman, sales v.p., \$35,000.

Clevite Corp., which owns Brush Electronics Co. and Transistor Products Inc. as well as several larger non-electronics firms, expects first quarter sales of about \$16,000,000, compared with \$12,542,795 for first quarter 1952. So exec. v.p. J. W. Dixon told stockholders meeting in Cleveland following issuance of annual report (Vol. 9:13). Stockholders approved proposal to increase authorized common shares to 2,500,000 from present 800,000 and to split all outstanding common 2-for-1. Public offering of 200,000 shares is expected in few weeks through syndicate headed by F. Eberstadt & Co., New York, and Prescott, Shepard & Co., Cleveland.

Reeves Soundcraft Corp. reports net earnings of \$90,187 after provision of \$40,000 for taxes on 1952 gross sales of \$3,364,921 as contrasted with net loss of \$77,570 on sales of \$2,054,401 in 1951. President Hazard Reeves reports subsidiary Bergen Wire-Rope Co. enjoyed 30% increase in sales, its magnetic products div. almost doubling sales; sale of subsidiary Light Metals Corp. during year; exercise by Cinerama Productions Corp. (formerly Thomas-Todd Products Inc.) of its option on 250,000 shares of common stock of Cinerama Inc., in which Reeves Soundcraft will own 431,849 shares after such exercise. Outstanding shares of Reeves Soundcraft total 2,610,896.

National Union Radio Corp. reports 1952 sales were \$14,464,694 vs. \$13,671,112 in 1951. Net profit was \$39,920 (2¢ per share) after provision of \$40,211 for taxes vs. \$370,910 (21¢) after \$576,613 taxes in 1951. There were 1,375,766 shares of common and 232,000 preferred at end of 1952. Notice of May 1 stockholders meeting in Wilmington discloses president Kenneth C. Meinken, holding 33,600 shares of common, received 1952 remuneration of \$40,000. Chairman C. Russell Feldmann was disclosed as holder of 232,000 pfd., 6500 common; Collin, Norton & Co.'s Harry E. Collin holder of 219,000 common.

Muter Co. and subsidiaries had net income last year of \$345,573 (52¢ a share on 661,825 common shares outstanding) after taxes of \$432,445 on sales of \$12,653,060 compared to \$595,423 (91¢ on 651,200 shares) after taxes of \$648,000 on sales of \$12,387,390 in 1951. Working capital at year's end was \$3,077,975. President Leslie F. Muter attributed lower earnings chiefly to expense entailed in converting Original Enderes Co., Guttenberg, Ia., to production of TV components after its acquisition June 6.

Teleprompter Corp. did gross business of \$285,583 in 1952, first full year, up from \$96,221 in 1951. Net profit before provision of \$10,831 for Federal and state taxes was \$47,277, comparing with net loss of \$16,092 in 1951. Earned surplus was \$18,457 as of Dec. 31, 1952, total surplus \$104,097. Chairman Irving B. Kahn reports new electronically-controlled scanner has been completed and will be turned out in quantity, with big new market foreseen among new TV stations now going on air.

DuMont reports net profit of \$945,000 (39¢ a share) on sales of \$24,187,000 first 12-week period of 1953, ended March 22, compared with \$114,000 profit (3¢) on \$15,960,000 sales in comparable 1952 period.



First bill of particulars against A. D. Plamondon Jr., deposed president of Indiana Steel Products Co. and president of RTMA, was forthcoming this week from board majority in soliciting proxies to uphold recent ouster action and elect own slate of directors at April 23 stockholders meeting in lieu of Plamondon's (Vol. 9:11, 13-14). Report to shareholders dated April 7, offered in support of charges of "unfitness for office," alleges that: (a) Plamondon "concealed" information from board; (b) "schemed to acquire a competing company [General Magnetic Corp., Detroit, also maker of permanent magnets] for himself" because he anticipated trouble with board over his operation of Indiana Steel; (c) "manipulated an Air Force research project," involving only \$14,000 a year, as "a pretext to accomplish own personal plan to move the entire plant from Valparaiso to Chicago" where board estimated plant would cost not less than \$1,000,000 and "even then only loud speaker magnets could be produced there"; (d) in 1951 built \$52,847 "guest house" opposite Valparaiso plant, used solely "as a private residence" for his occupancy when staying in Valparaiso instead of returning to his home in Chicago; (e) spent more than \$1000 per month on expenses during 1950-52, rarely furnishing details; (f) caused resignation of sales v.p. Frank H. Hayden last July because he promoted 29-year-old son A. D. Plamondon III to post of Chicago regional sales mgr.

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Sylvania stockholders meeting in Boston's Parker House April 29 will be asked to vote on increasing authorized \$7.50 par value common stock from 3,050,000 to 4,000,000 and to amend articles of organization to permit board of directors to make charitable, scientific and educational contributions through trust called Sylvania Foundation. Outstanding as of Feb. 16 were 2,420,176 shares, with 544,294 reserved for conversion of \$4.40 cumulative preferred, 63,300 for executive stock options, 5125 for issue under executive compensation plan. Proxy statement disclosed 1952 compensation of Max Balcom, chairman, as \$72,000 salary & \$14,528 bonus (he holds 4099 shares); Frank A. Poor, vice chairman, \$26,004 (1500 shares); Don G. Mitchell, president, \$102,000 & \$20,582 (3102 shares); H. Ward Zimmer, exec. v.p., \$75,000 & \$15,134 (4219 shares).

IT&T had record consolidated net income of \$22,147,753 (\$3.09 a share) on sales of \$352,007,882 for 1952, compared with \$17,992,314 (\$2.60) on sales of \$255,227,637 in 1951. Earnings of parent company represented \$3,226,022 (\$1.15) vs. \$6,130,762 (89¢) in 1951. Of total consolidated sales, \$157,074,881 was domestic, compared with \$89,414,710 preceding year, and foreign sales were \$194,933,001 vs. \$165,812,927. Capehart-Farnsworth subsidiary reports sales up 16% over 1951, despite slow first half.

As high as 80% set saturation can be expected within year of on-air date of new stations in new markets. That surprising conclusion comes from Washington management consultant Howard S. Frazier on basis of study of 4 post-freeze markets—Denver, Portland, Ore., Austin, Tex., and Wilkes-Barre, Pa. In first 7 months of Denver's KFEL-TV, he notes, that area reached 44% saturation; at that rate, he figures it can reach 80% in slightly more than year. Virtually same situation obtains in Portland, 28% saturated after 5 month of KPTV (uhf), and Austin and Wilkes-Barre show same pattern, as do spot checks in 6 other unnamed markets containing both vhf & uhf stations, according to Frazier. Nationally, he figures country is about 14,000,000 shy of 80% saturation—some 2 or 3 production years, allowing for retirement of some sets due to obsolescence. He used NBC's March 1 sets-in-use figures (Vol. 9:14) for his correlations,

EDUCATIONAL TV will hold its first national stock-taking conference May 4 in Washington's Wardman Park Hotel in meeting co-sponsored by National Citizens Committee for Educational TV and Joint Committee on Educational TV. Purpose of meeting, explains Robert Mullen, executive director of National Citizens Committee, is to "find out where we are, where we go from here and to profit from one another's experience."

Meeting will bring together representatives of major local citizens' groups from all over country for exchange of ideas, with about 200 expected. Morning session will be devoted to forum on engineering equipment, afternoon to fund-raising techniques. Evening dinner meeting, with FCC commissioners as guests, will receive formal national progress report and plan for future action.

Other educational TV developments this week: (1) Metropolitan Pittsburgh Educational Television Station Inc. filed application for Ch. 13. (2) Sen. John Bricker (R-O.) issued statement urging indefinite extension of educational channel reservations. (3) WLWT, Cincinnati, granted \$2500 to Greater Cincinnati TV Education Foundation for experimental closed-circuit educational telecasting. (4) Ohio State U's Institute for Education by Radio-TV was readying for April 16-19 annual meetings in Deshler Wallick Hotel, Columbus.

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To observe color demonstrations in Princeton & New York April 14-15, along with members of House Interstate & Foreign Commerce Committee (Vol. 9:14), FCC is sending chief engineer Edward Allen, general counsel Benedict Cottone, broadcast bureau chief Curtis Plummer and rules and standards div. chief Arthur Scheiner. RCA plans program featuring Burton's love birds, which made terrific hit in previous demonstrations, Kukla, Fran & Ollie, and Dolores Gray as m.c. After seeing program on receivers at RCA Princeton Labs morning of April 14, Congressmen will travel to New York for inspection of Colonial Theatre, which is designed specifically for color originations. Neither CBS nor Chromatic TV Labs has indicated nature of their demonstrations, to be held April 15.

New 3-dimensional color film process, Stereocolor, which is said to produce 3-D and full range of color with one black-&-white film, has been developed by R. E. Schenstead, of Marshalltown, Ia., with financial backing of Col. B. J. Palmer, founder and owner of WOC-TV & WOC, Davenport, and WHO, Des Moines, and part owner of KMTV, Omaha.

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LETTER to the editor of *Television Digest* from inventor Edwin H. Armstrong, dated April 3:

In your issue of March 21, on page 7 [Vol. 9:12], you carry this statement, "Multiplexed use of FM stations to provide various radio services in addition to the basic FM signal was urged by another party this week—FM inventor Edwin Armstrong, who demonstrated the system this week in New York."

May I correct this statement for the benefit of *The Digest* readers. First, no demonstration of the system was made "this week" in New York. Second, I am presently "urging" nothing; I have no petition before the FCC nor have I joined in any pending petition.

The situation is the following—Mr. Bose and I announced on March 17 a new system of multiplex transmission which was first tested at Alpine nearly four years ago. Tests conducted by us show that it furnishes a technical and practical solution of the multiplex problem in FM broadcasting. As soon as practicable, a paper describing the details of the system will be presented before a technical society so that the engineering profession may critically appraise it.

It may interest your readers who are not familiar with early FM history to know that in November 1934 four signals were successfully multiplexed on an FM transmission (AM subcarrier) from New York to Haddonfield, N. J., and that on April 22, 1935, the programs of NBC's Red and Blue Networks were transmitted between the same points by multiplexing an FM subcarrier on the main FM channel. While satisfactory for the standards of the time, the transmission would not meet today's requirements; hence, the present system has been devised.

**Telecasting Notes:** DuMont sales chief Ted Bergmann, speaking before Pittsburgh Sales Executives Club this week, forecast "more than \$1 billion" will be spent by national advertisers on network and national spot TV time by 1956 "in spite of the opposition to high program costs." He based prediction on expanding facilities (higher powers, higher rates, more stations) and effectiveness of the TV medium . . . There's scant doubt the \$1 billion total will be reached and exceeded eventually—but the sum looks awfully high on basis of 1952 figures, even if you include talent and other costs . . . FCC "audit" for 1952 shows gross revenues of entire industry up 43% from 1951 to \$336,300,000 (Vol. 9:14)—and that's for network, national spot and local, everything . . . Printers' Ink for which McCann-Erickson makes annual estimates, accredits TV \$580,100,000 for 1952 (time plus talent, production, all other costs)—with national put at \$442,400,000, local \$137,700,000 . . . Doubling the *Printers' Ink* figure within 4 years is a lot to expect, albeit that publication reports TV leading all media in rate of growth, already representing 8% of aggregate U. S. advertising expenditures of \$7,219,000,000 in 1952 . . . Films of Coronation June 2 will originate in Montreal for all North American viewers, as means of cutting hours off time lag; they will be flown by RAF jets to Montreal, which has closest major airport to Britain, then microwaved to Buffalo via Toronto to U. S. networks . . . British Broadcasting Corp. and U. S. networks setting up agreement for exchanging newsreels . . . WAAM fellowship of \$4500-\$6000 for 9-month studies of TV at Johns Hopkins by qualified professional TV personnel now open for applications, which must be filed by May 15 with WAAM Fellowship Committee, Johns Hopkins University, Baltimore . . . April *Fortune Magazine* devotes 4 color pages to "an architectural tour of CBS's new \$12,000,000 studios in Hollywood" . . . Sally Benson, who wrote the *Junior Miss* stories, is second member of CBS-TV "creative group" organized to develop new program ideas; Ronald Alexander, playwright (*Time Out for Ginger*) was first . . . Actor Biff Elliot, as result of TV experience, wins lead in Hollywood feature *I the Jury*, will also play Mike Hammer in 7 other Mickey Spillane films . . . Base rates of new WEEU-TV, Reading, Pa., hour \$250, min. \$40; WKST-TV, New Castle, Pa., \$200 & \$30; KCJB-TV, Minot, N. D., hour \$150 & \$30; WKNX-TV, Saginaw, Mich., \$250 & \$50.

College football's 1953 TV program may include some new "faces," but basic idea of one-game-a-week probably won't change. National Collegiate Athletic Assn. TV committee met April 7-8 in New York to begin drafting fall TV plan and, while no announcement was made, we learned that these 2 new proposals are being circulated to member schools for comment: (1) To permit colleges to appear on TV only once in 3 years. (2) To televise in 1953 only those colleges that didn't appear in 1952. Also being considered is regional plan, backed chiefly by Big Ten and Pacific Coast Conferences, which would allow several games on TV at same time, but confine them to specific regions. Final plan probably won't be announced until early this summer and it will then be submitted to the NCAA member schools for vote. Possibility of baseball TV restrictions, meanwhile, was raised again this week when major league commissioner Ford Frick warned that major league telecasts in minor league territory "would be bad." He mentioned possibility of "making an agreement" concerning TV, but didn't mention Sen. Johnson's bill (S. 1396) which is designed to legalize such agreements (Vol. 9:12-13).

Association Films Inc., 347 Madison Ave., N. Y., has published new edition of *Spring Films for '53*, describing 45 industrial films available for TV sustaining.

**NINE APPLICATIONS** filed this week, including educational vhf for Pittsburgh, were more than balanced by 11 dismissals, many of latter produced by mergers which eliminate hearings. Notable among dismissals were dropouts by big Meredith Publishing Co. subsidiary in St. Louis (Ch. 4), Minneapolis (Ch. 11), Rochester (Ch. 15)—all of which faced hearings. Meredith owns WHEN, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix, with AMs in latter 2 cities.

Five vhf applications filed were for Baton Rouge, Ch. 2, by group headed by asst. district attorney Jack P. F. Gremillion; Weslaco, Tex., Ch. 5, by station rep O. L. Taylor, who owns KRGV there and is also applicant for Wichita; Casper, Wyo., Ch. 2, by KSPR; Honolulu, Ch. 4, by Dolph-Petty group which recently bought KULA there, holds CP for Cedar Rapids, is buying AM station KGIL, San Fernando, Cal. Heading up Metropolitan Pittsburgh Educational TV Station, applicant for reserved Ch. 13, is Leland Hazard, v.p. & gen. counsel, Pittsburgh Plate Glass Co.

The 4 uhf applications were for Stamford, Conn., Ch. 27, by group headed by Prentiss Brown, ex-Senator from Michigan, now chairman of Detroit Edison Co. and member of Washington law firm; Lancaster, Pa., Ch. 21, by Harold C. Burke, ex-mgr., WBAL-TV & WBAL, Baltimore; Philadelphia, Ch. 17, by Patrick Joseph Stanton, owner of WJMJ; Paducah, Ky., Ch. 43, by New York group whose president is clothing manufacturer Irving Geist.

[For further details about foregoing applications, see *TV Addenda 16-N* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Zenith announced it will appeal to courts, as expected, when its last chance at Chicago's Ch. 2 through FCC action was squelched this week as Commission denied, by 4-3 vote, its petition for reconsideration of decision dismissing Zenith's application. Zenith also asked FCC to hold everything, to forestall move of WBBM-TV (formerly WBKB) from Ch. 4 to Ch. 2 until litigation is over. The dissenters in this week's action were Comrs. Walker, Webster and Henneck who said Zenith has right to comparative hearing for Ch. 2. Majority pointed out that Zenith is free to secure a comparative hearing for the channel when WBBM-TV's next renewal comes up, but that isn't what Zenith wanted: it sought to compete with previous owner Balaban & Katz, not with CBS.

Efforts to speed TV hearings were augmented this week by Sen. Smathers (D-Fla.) who introduced resolution (S.Res. 101) calling for investigation of delays by Interstate & Foreign Commerce Committee. In statement accompanying resolution, he said: "The difficulty in this seems to arise from many causes, but the most glaring is the fact that the trial examiners for the FCC who listen to these contested hearings are allowing the various competing attorneys to put into evidence everything but the kitchen sink." Meanwhile, FCC put off until next week consideration of proposal to change hearing priorities so as to give higher priority to vhf hearings in one-station vhf markets (Vol. 9:14).

TV in future of the telephone, according to president Mark R. Sullivan, Pacific Telephone & Telegraph Co.: "In its final development, the telephone will be carried about by the individual, perhaps as we carry a watch today. It probably will require no dial or equivalent, and I think the users will be able to see each other, if they want, as they talk."



**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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April 18, 1953

**In this Issue:**

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**ERA OF COLOR TV NOW CLEARLY FORESHADOWED:** Better gear yourself for color television. No question about it. Color isn't "here" yet in the sense that color sets will be on the market this month or even this year, but we can visualize nothing standing in the way of a start sometime next year -- though sets definitely will be limited in numbers and offered at an initially stiff price. [For latest estimates on probable production schedules, costs, sizes, tube types, etc., see p. 12.]

This has been the critical week, in our considered judgment, during which color was clearly visible on the horizon for the first time.

Industry may undergo brief shakedown period, which needn't be very rough, when color is introduced. But thanks to vision of industry's leaders, who insisted color must be compatible, public won't suffer loss of a single cent of the billions it has spent on TV sets -- nor will it lose enjoyment of a single minute of programs, regardless how many hours of color will be telecast.

Our conclusions stem from this week's demonstrations by RCA showing that the compatible system evolved by industry, through National TV System Committee, can do everything claimed for it -- produce a magnificent color picture on color sets and a brilliant black-&-white picture on the 23,000,000 sets in public's homes today.

Our conclusions were further buttressed by Chromatic TV Labs' demonstration that NTSC standards provide engineers with unlimited room for exercising ingenuity in attacking problems of cost and mass production of sets and tubes.

With nation's most powerful technical, political and economic forces now satisfied with compatible color, the FCC can scarcely withhold approval. This is particularly true because there's no alternative method of getting color -- since resurrection of the incompatible system is now an economic impossibility, as even its sponsor CBS has conceded.

House Interstate & Foreign Commerce Committee is sold on compatible color. And, all of a sudden, so is Sen. Johnson, industry's constant goad (see p. 4).

\* \* \* \*

Nineteen members of House committee, winding up its color probe and accompanied by big contingent of press, journeyed to Princeton and New York April 14-15 to see demonstrations by RCA, CBS and Chromatic TV Labs. This is the essence of what they saw and how they reacted:

RCA demonstrated at Princeton the best color TV we've ever seen -- and we've seen a lot of it. Dr. Elmer Engstrom, v.p. in charge of RCA Labs, directed demonstrations. Three color sets were shown first. They employed same type of tri-color tube as in previous demonstrations, two of them 21-in., other 16-in. (For details of tubes, see story on p. 12.)

Program was picked up out of the air from WNBT's regular Ch. 4 transmitter in New York 45 mi. away -- an excellent demonstration of fringe-area performance.

First transmission was ordinary black-&-white, which was picked up on both color and black-&-white sets. Reproduction of black-&-white on color sets was fairly good, certainly quite acceptable, but could stand more brightness and contrast.

Then color was flashed on, bringing startled murmur from the Congressmen. It was good. In the critical test, flesh tones, it compared very well with technicolor movies and magazine printing. Subject matter included songstress Dolores Gray, Burton and his love birds, Kukla, Fran & Ollie, dance sequences -- all critical tests. As usual, reception of color transmissions on ordinary black-&-white sets (compatibility) was perfection itself -- regarded by many as better than ordinary monochrome.

Closed-circuit mobile pickup was then shown, from camera mounted outside the labs. Gaudy flower cart and girls were subjects. Strong breeze was blowing clouds across sun, causing brightness and contrast to vary considerably.

Next unveiled were two new kinds of sets -- a projection set employing three 3-in. kinescopes and a new type of direct-view tube using what Dr. Engstrom termed a "focus mask". We were told afterwards that latter tube is of "line grid" type. This may make it a relative of Lawrence tube -- perhaps a "kissin' cousin".

\* \* \* \*

One of most sensational demonstrations was all but ignored by most of press -- single tri-color camera tube. At present, 3 image orthicons are used in RCA's color cameras, making for considerable bulk and expense.

Principles of the tube have been proved out, Dr. Engstrom said, and this was apparent from demonstration. It produced pictures rather crude compared with those generated by 3-tube camera, but potential is obviously there. Great advantage is that it would remove registration problems inherent in use of 3 tubes. Dr. Engstrom estimated that tube could be placed in studio use in a year. He predicted, however, that commercial colorcasting will probably start with 3-tube cameras.

Tube employs photoconductive principle, is therefore member of vidicon family rather than photoemissive image orthicon group.

Noteworthy in this series of demonstrations was flexibility of system, as studio crew switched from camera to camera, from closeups to long shots -- while picture retained complete color stability, sync, etc.

Chairman Wolverton (R-N.J.) could scarcely contain himself after demonstrations, told reporters he was "amazed" and "astonished" at quality of the pictures. "I'm not a technician," he said, "but I think it has reached a stage of perfection where the public should have its benefits." Other committee members reacted much the same, though they were more inclined to emphasize uncertainties about any technical problems not evident in a laboratory demonstration.

Whole party was then whisked to New York in fleet of black Cadillac limousines with police escort, pulling up at the Colonial Theatre, where they inspected facilities, saw how the show was put on, chatted with technicians and performers.

\* \* \* \*

Next morning was devoted to CBS and Chromatic. At New York Athletic Club, the party observed CBS color on 3 sets -- two of them CBS's industrial disc-type units with magnifying lenses, the other a Chromatic set with Lawrence tube. CBS sent program via closed-circuit cable, built it around circus motif featuring brilliant costumes, balloons, etc., plus skit by comedian Red Buttons. CBS president Frank Stanton welcomed Congressmen, limited remarks to brief description of setup.

We thought our press colleagues too rough in criticism of picture quality. Wrote New York Times' Jack Gould: "The colors seemed cold and harsh and the flesh tones were noticeably erratic. The images had little of either the depth or delicacy of shading that marked the RCA test." Retailing Daily's Martin Rosenblum commented: "The colors appeared washed out, and all flesh tones appeared pasty white. This was not CBS color at its best." Lawrence tube picture, he said, had too much green, "making all people bilious," and objects "distorted in a color sense."

We thought disc sets performed about as usual -- quite pleasing to the layman. Several Congressmen told us they thought there "wasn't too much difference" in



the respective color quality -- but always they mentioned the compatibility factor as vitally important.

Lawrence tube was too green, no question about it, but Chromatic had satisfactory explanation: green level was set for disc filters, not for tube phosphors, and green could easily have been toned down at the receiver.

What troubled us more was flicker effect, possibly due to hum, plus breakup and fringing. It was our first view of live CBS color on Lawrence tube. Breakup and fringing were less noticeable than on disc sets, but they were still bothersome.

\* \* \* \*

Chromatic took over after Congressmen paid visit to studio where CBS program originated -- 109th St. & 5th Ave. At Paramount Bldg., Chromatic president Richard Hodgson, flanked by tube inventors Dr. Ernest O. Lawrence and Dr. Luis Alvarez, showed pictures using NTSC compatible signal. Program comprised official NTSC Kodachrome slides transmitted via closed circuit from room across hall.

Pictures were excellent. They tended a little to the coarse side, in our opinion, but color fidelity was very good and brightness exceptional -- the brightness well above that produced by RCA's conventional tri-color tube, though not more than RCA showed on its "focus mask" unit.

After showing one-gun tube, switched at 3.58-mc rate, Chromatic uncorked a surprise -- the same type of tube switched at "random rate around 15 kc," a development completed mere 48 hours before demonstration (for more details, see p. 12).

Rep. Wolverton and Hodgson got into vigorous discussion over feasibility of authorizing more than one set of color standards. Former thought situation comparable with auto industry wherein competitors left it up to the customer to choose. Hodgson said such "multiple standards" would force public to buy more than one set or to buy tremendously expensive set equipped to get all signals.

Hodgson indicated his satisfaction with NTSC signal, said it produced good picture, acknowledged value of compatibility -- though he said NTSC sets would cost more than sets built to operate on CBS signal.

Drs. Lawrence and Alvarez told group that there was no particular difficulty in getting tube to operate on NTSC signal, contrary to previous doubts of some engineers. Dr. Lawrence said industry would devise many ways to reduce complexity and cost of sets, commended Chromatic engineers Robert Dressler and Arthur Schlang for development of the 15-kc switching technique.

Congressional junket ended with the Chromatic showing, and we asked Rep. Wolverton to sum up his impressions of the two days. Here's what he said:

"I'm going to refrain from comparing systems. Both days of demonstrations showed that color is advanced far enough so that the public should have benefit of it. It should come at the earliest possible day.

"It needs the FCC's approval. We can't instruct the FCC what to do, but we can make recommendations. I hope the Commission will take the initiative. The NTSC says it needs 3-4 months for tests. That's certainly not unreasonable. I think that by July 1 color should be before the Commission. If there isn't activity about then, I think we ought to look into it again. I'm not a manufacturer, but I'm hoping for some color by Christmas."

\* \* \* \*

RCA repeated its entire show in Princeton April 16 for benefit of about 100 NTSC engineers, most of whom hadn't yet seen new NTSC specifications in final operation. They, too, were very impressed, though naturally more critical than Congressmen. Generally, they thought pictures could use more contrast and brightness, some increase in resolution. Tri-color camera tube fascinated them as much as anything. Most are now thinking in terms of how to produce sets at minimum cost.

Broadcasters in NTSC, such as ABC engineering v.p. Frank Marx, are exploring costs and difficulties of adapting studios and transmitters to color. Marx is concerned at initial cost of camera chains, also pointed out that very few studios have sufficient space to install additional equipment easily.

A significant factor in making color available to public, as Dr. Engstrom

told Congressmen, is that local stations can telecast color with very little additional equipment of their own, simply by taking color from network and rebroadcasting it. They need only install monitoring equipment and sharpen up performance of transmitters. Local color originations are something else. They will take fairly large investment in color cameras and other gear.

Dr. Allen DuMont noted improvement in picture quality, but he reiterated his well-known skepticism about costs, saying: "The production problem is the thing. What can we produce color sets to sell for?"

We asked best-informed members of NTSC whether they can visualize anything that might change present set of signal specifications. None could; they felt that chances for any major change are extremely remote. About the only possible change seen is a slight variation in tolerances.

CBS had sizable contingent on hand, including Stanton, Dr. Goldmark, Wm. Lodge, et al. Several of CBS party conceded improvement in picture, had little more to say. Significant was FCC's action next day, granting CBS an STA to transmit NTSC color over WCBS-TV April 18-Aug. 18 under experimental call letters KE2XNU, during 1-7:45 a.m., limited to night hours same as everyone else.

FCC's 4 staff observers were quite impressed with picture quality. Naturally, they didn't commit themselves further. Their primary concern seems to be cost of receivers and consistency of performance in the home. On hand were chief engineer Edward Allen, TV div. chief Cyril Braum, general counsel Benedict Cottone, rules and standards div. chief Arthur Scheiner.

**SEN. JOHNSON ALL-OUT FOR COMPATIBLE COLOR:** Most ardent and once most powerful of all the crusaders for color-in-a-hurry, Senator Edwin C. Johnson (D-Colo.) this week went on record as unqualifiedly favoring the compatible color system shown by RCA.

He's the same "Big Ed" Johnson who, as former chairman of the all-important Senate Committee on Interstate Commerce, plumped hard for field-sequential color-now despite its incompatibility; who staunchly supported FCC's adoption of that system; and who cracked down on the industry mercilessly for allegedly holding back color, even harder than did ex-Comrs. Coy and Jones.

In a surprising exchange of letters with RCA chairman David Sarnoff, the Democratic ex-chairman added his voice to the paeans of kudos being heaped on RCA for its latest showing of compatible color. Now, Sen. Johnson hints at others "who may desire to drag their feet at this point."

Sen. Johnson's office released the correspondence Friday. It tells its own story best, starting with his April 9 missive to Sarnoff. The full text:

"Nick Zapple, the Committee's communications staff member, reported to me that he was favorably impressed with the limited demonstration of the compatible color system that he saw on Friday, April 3, 1953, in your studios in New York. Once again he has indicated great satisfaction with the sharp, clear definition of the picture on the black and white set.

"I was very happy to receive this encouraging report from Nick. He expects to make the trip with the House Committee April 14-15 on their visit to RCA Laboratories in Princeton and later to New York to observe the various demonstrations.

"I am convinced that under your leadership and driving force, compatible color television will become a reality despite all obstacles. Many will throw rocks at you because of your determination and strong militant effort to give color television to the people now. But do not let them dismay you. Your cause is just and in the public interest. The people deserve the best. I have and will continue to render every assistance at my command so that this great advancement in the art of communications becomes available to the people.

"Your efforts in devising a compatible television system will long be remembered as a magnificent achievement of science. For reasons best known to themselves there may be those who may desire to drag their feet at this point. Please do not allow them to slow you down. You are on the right track. Please keep up the steam.

"I am looking forward to Nick Zapple's report of next week with keen anticipation." [Editor's Note: Johnson told us Zapple reported, after returning from his



second look, that RCA's color was "magnificent" and he was "very much impressed." The Senator said he's been too busy to take look himself, has no present plans to do so.]

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The Sarnoff reply of April 11 also speaks for itself. Full text:

"Your letter of April 9th furnishes the kind of encouragement which stimulates people to continue to do their very best. And I can assure you that scientists and engineers of the Radio Corporation of America, who are responsible for the creation of our compatible system of color television and the tri-color tube, will be as stimulated and encouraged by your generous letter as I am. All of us are most grateful to you.

"That you should have chosen this moment to reaffirm your support for a compatible system of color television is a timely and helpful act on your part. I am certain that it will help to speed the day when color television can be made available to the American public. All who have followed your active interest in this subject know that this has been and continues to be your objective -- an objective which the RCA, and NBC, and I, fully share and are striving to achieve.

"You may feel assured that we will not be dismayed, that we will not slow down, and that no rocks thrown at us by anyone who may wish to delay color television can shatter our determination and purpose to make it available to the public as promptly as possible."

**6 MORE CPs AS DOERFER JOINS COMMISSION:** FCC got a new member this week, turned out 6 new grants and set date for 5 more hearings amid indications that new streamlined hearing procedures were really paying off. The 3 uhf & 3 vhf grants (including one shared-time) brought total post-freeze CPs to 344.

Comr. John C. Doerfer took oath April 15 in private ceremony before Federal Judge Harold M. Stephens, then took seat at Commission meeting, but didn't participate in week's decisions. Commission issued statement expressing "high esteem and best wishes" for outgoing Comr. Eugene H. Merrill.

Week's grants: Minneapolis-St. Paul, WMIN & WTCN, Ch. 11 (shared); Abilene, Tex., KRBC, Ch. 9; Cape Girardeau, Mo., KGM0, Ch. 18; Albany, N.Y., WROW, Ch. 41; Waterloo, Ind., Tri-State Television Inc., Ch. 15, allocated to Angola, Ind.

Sidelights on CPs: Shared-time grantee WTCN, Minneapolis, is controlled by Robert Butler, ex-ambassador to Australia and Cuba, who bought station from Ridder newspaper interests when latter went into partnership (53%) with CBS in ownership of WCCO-TV & WCCO; St. Paul's WMIN has interlocking ownership with Sioux Falls grantee KELO-TV and with Ch. 7 applicant in Rapid City, S.D.

Grantee in Waterloo, 25 mi. north of Fort Wayne, is headed by veteran radio engineer R. Morris Pierce and has same ownership as WDOK, Cleveland. WROW got grant after rival WOKO dropped out under agreement permitting it to buy 50% of grantee.

\* \* \* \*

Payoff on new hearing procedure came in Ch. 69 Ft. Wayne case. Contestants are WANE and Anthony Wayne Bcstg. Co., latter a partnership of James E. Fleming (Journal-Gazette) and Paul V. McNutt (United Artists chairman, ex-Gov. of Indiana, ex-high commissioner to Philippines). FCC found both qualified in all basic respects before hearing started. The two agreed upon factors they'd fight about -- AM ownership, newspaper affiliation, engineering differences, etc. -- and they started and finished entire hearing this week! Hearing div. chief Fred Ford was delighted, looked for more such records, said one upcoming hearing will be submitted completely on paper except for cross-examination.

The hearings announced this week, all slated to start May 25 in Washington: Lebanon, Pa. (Ch. 15); Evansville, Ind. (Ch. 7 & 62); Akron (Ch. 61); Mobile (Ch. 5). These examiners were named for April 20 hearings: San Juan, P.R., Benito Gaguine; Chattanooga, J.D. Bond; Portsmouth, O., H. Gifford Irion.

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Portsmouth hearing probably will be eliminated as result of withdrawal by Ch. 30 applicant, leaving field to Woodruff Inc., owned by Edward Lamb (also owner of Erie's WICU & Columbus' WTVN). Lamb petitioned FCC not to return his application

to processing line, but to keep it in "hearing status" until grant is made, in order to bar Johnny-come-latelies from tying up channel again.

Accusing theatre operator of filing application merely to delay TV, Steubenville, O., Ch. 9 applicant WSTV asked FCC to throw out bid for same channel by movie chain owner John R. Osborne. When Storer Broadcasting Co. dropped application for Ch. 9 last week, WSTV became clear for grant. But, petition charges, "on April 14, the day before [FCC's] normal meeting date, the Osborne application was filed in an obvious attempt to hinder favorable action [on] the WSTV application."

Acting on another attempt to avoid hearing, examiner Fanney N. Litvin granted petition by WHBC to suspend indefinitely hearing on Ch. 29 in Canton, O., so that station and rival applicant WCMW may petition FCC to assign another uhf channel to Canton after end of one-year waiting period for changes in allocation plan (June 2).

Another consolidation this week: WKWK, Wheeling, W.Va., dropped application, and its 60% owner News Publishing Co. bought 34% of WTRF, Ch. 7 applicant.

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No new "protests" were filed to hold up CPs this week, but there were some new developments revolving around FCC's apparent willingness to call hearings in all cases where anyone says he's affected economically by a new grant (Vol. 9:12-15). Hearing on first protest case -- charges by Grand Rapids' WGRD against Muskegon CP-holder Leonard A. Versluis -- is set for April 22 under examiner H. Gifford Irion.

Two other CP-holders stopped by protests -- shared-time grantees KSBW-TV, Salinas, and KMBY-TV, Monterey, Cal. -- this week challenged FCC's order holding their CPs in abeyance. They charged Commission failed (1) to specify the issues involved, and (2) to issue order within 15 days after complaint, as required by Section 309(c) of Communications Act. Order came on 16th day, they said.

FCC says 15 days isn't enough time to prepare its findings, and has asked Congress to allow 30 days between filing of petition and Commission action -- which would lengthen delays to grantees affected by protest actions. Sen. Tobey (R-N.H.) and Rep. Wolverton (R-N.J.), chairmen of Senate and House Interstate & Foreign Commerce Committees, both introduced bills to that effect, presaging quick action.

**164 NOW ON AIR, 130 IN 85 CITIES LINKED:** Quite a few "imminent starters" were making final adjustments this week before telecasting test patterns -- but only one grantee actually reported first tests. It was WAFB-TV, Baton Rouge, La. (Ch. 28), whose gen. mgr. Tom E. Gibbens first wired that "excellent quality" was being achieved with RCA transmitter when turned on at 9:40 a.m., April 14.

Everything is going smoothly, he wired again at press time, with not a single breakdown from time of first test, dealers very enthusiastic about strong, clear signal, and commercial programming definitely starting Sun., April 19. Station is part-owned by WDSU-TV, New Orleans, gets all 4 networks. Adam Young is rep.

That makes 164 now on the air, 56 of them being post-freeze starters and 39 having started after Jan. 1. There are 26 uhf now in operation.

It's possible the next starters will be WCOV-TV, Montgomery, Ala. (Ch. 20); WCOS-TV, Columbia, S.C. (Ch. 25); WLBC-TV, Muncie, Ind. (Ch. 49). Also with equipment on hand, now maybe due week of April 26, are KCBD-TV, Lubbock, Tex. (Ch. 11); WFAM-TV, Lafayette, Ind. (Ch. 59). Others due momentarily were listed in Vol. 9:15.

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Reasons why some grantees are taking their good time about ordering equipment, let alone constructing, were indicated in several reports received this week.

CP holder WWOD-TV, Lynchburg, Va. (Ch. 16), facing head start of the new vhf that recently started in that small community (Vol. 9:6), makes no bones about delaying "until we can see the economic value of a uhf station in a smaller market."

Writes WCRS-TV, Greenwood, S.C. (Ch. 21): "Opening date will not be made until details in connection with network air and ground relays across the South are completed." Also awaiting network link before formally going on air is the much-advertised WLEV-TV, Bethlehem, Pa. (Ch. 51).

AT&T is expanding, meanwhile, announcing this week that it has interconnected WHYN-TV, Holyoke, Mass. via microwave from New York-Boston relay; KGUL-TV, Galveston,



via microwave from Houston; WHP-TV, Harrisburg, Pa., via microwave from New York-Pittsburgh relay. Bell System says it now connects 130 stations in 85 U.S. cities.

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Example of fine local "competitive cooperation": Miami's pioneer vhf WTVJ (Ch. 4) offers its facilities to new uhf WFTL-TV, Ft. Lauderdale (Ch. 23) so that it may inform viewing public about uhf conversions and its program plans. WFTL-TV is to be NBC-TV outlet for greater Miami area, taking affiliation away from WTVJ.

**COMING ATTRACTIONS—BIG-TIME MOVIES ON TV:** It won't be long now before the movie majors open their storage vaults to TV -- because, as one important film figure put it to us, "technology is accomplishing what economics failed to do."

He was commenting on totally unexpected announcement this week by president Spyros P. Skouras that 20th Century-Fox plans to release its backlog of 900 oldies and not-so-oldies for showing on TV.

Lever that's prying these films loose is the "3-D revolution" now sweeping the movie industry -- changeover to third dimensional films and to new wide-screen systems giving depth illusion. Twentieth Century is plugging its CinemaScope system which uses curved screen, different size film, new projectors & sound system -- completely incompatible with "flat" films, as Hollywood calls standard-type pictures.

Demand for "flat" pictures will decrease sharply with the advent of the new systems, Skouras told stockholders in annual report -- and he added:

"It is anticipated that it will be increasingly advantageous to make available some of the older pictures for TV. We hope these pictures will derive for your corporation very large income, running into millions of dollars."

Significance of statement is unmistakable -- coming from Skouras, one of the very biggest Hollywood producers, and hitherto one of filmdom's most adamant opponents of release of theatrical films to TV. On basis of statement, 20th Century-Fox stock jumped 1½ points to 17% on Monday, closed at 17½ Thursday, 17 Friday.

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That other majors will follow suit, now seems foregone conclusion. It's just matter of time -- who does it first -- and already the film trade press is speculating that TV market for feature films may rapidly switch from seller's market to buyer's market once floodgates are opened. Certainly the first major producer to offer large number of good features will be able to command best price.

When 20th Century's "flatties" will be offered to TV -- and on what terms -- wasn't discussed in annual report. But Skouras left definite implication that the day won't come until enough theatres are converted to CinemaScope to cause considerable drop in demand for standard-dimension films.

This will be "no more than a year off [and] could come even earlier," says April 15 Variety, which reports company will deal with TV "as soon as 75% of the 2500-3000 theatres from which it gets 80% of its revenue have converted." According to current planning, Variety adds, all 3000 could be equipped by next April.

Whether it really was technology or economics that broke the dike probably never will be known. Most movie folk have always scoffed at the suggestion that free home TV could ever bring in the same kind of money as theatres -- even for re-issues of oldies. And theatre owners have developed a chronic apoplexy which breaks out at the very mention of using old films on TV.

But now, in one fell swoop, the exhibitors are told: "It doesn't matter any more; let TV have the 'flatties' -- we have something new they can't compete with."

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Moviedom's long hostility to TV has melted rapidly of late. After a few tentative flirtatious glances in direction of the new medium, most major producers suddenly adopted TV to promote their new pictures (Vol. 9:10). After the terrific promotional boost provided by the televised Academy Award presentations, the movie industry's official spokesman -- Motion Picture Assn., headed by Eric Johnston -- has signed with ABC-TV to produce weekly half-hour show featuring clips from latest films, to be offered for outside sponsorship.

**SENATORS FAVOR MORE TIME FOR EDUCATORS:** An obviously friendly Senate committee gave a lady commissioner a warm reception April 16 -- but it wasn't just chivalry. Members of the Senate Interstate and Foreign Commerce Committee liked FCC Comr. Hennock's project -- extension of educational channel reservations beyond June 2 -- though they disagreed as to details of continuance.

Importance of Senate committee's disposition to favor more time can't be underestimated; when that committee makes its wishes known, FCC usually accedes.

All remaining opposition by committee members to extension virtually melted as Senators Capehart (R-Ind.) and Johnson (D-Colo.) joined ranks of the supporters, leaving Sen. Potter (R-Mich.) and Butler (R-Md.) as only known opponents of blanket extension, now favored, at least in principle, by 13 members.

Under friendly guidance of Chairman Tobey (R-N.H.) and Sen. Bricker (R-O.), FCC Chairman Walker and Comr. Hennock, only witnesses, both crusaders for educational stations, gave forceful presentation of the case for extension on grounds of "public interest". But they themselves clashed over length of continuance.

When Walker ad libbed that he favored extension of one-to-5 years, the irrepressible Miss Hennock jumped to her feet and exclaimed:

"The Chairman is speaking only for himself, not the majority of the Commission. I favor an indefinite and unqualified extension."

Walker didn't reply -- but it's common knowledge that most other commissioners, though perhaps favoring more time for the educators to file, do not go along with Miss Hennock's oft-expressed view that the educational reservations should be held back "forever", whether applied for or not.

Broadcasters-telecasters are divided -- the "ins" being perfectly content to keep those channels in non-commercial hands, the "outs" eager to lay hands on unused channels. Realistic-minded veterans of the radio wars, however, are inclined to give the educators plenty of time, recalling how they muffed their opportunities in the far less costly radio and FM fields; noting, too, that of 14 CPs granted to education, only 2 stations look like they're being built at all (both unusually well heeled), that legislatures aren't rushing to appropriate for other grants, and that only 11 educational applications are still pending after full year of the "thaw".

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While announcing he favored extension of reservation, Capehart said he was more inclined to believe placing a time limit would stimulate educational groups to take necessary steps to apply. "Without such a time limit," he said, "educators may sit back and wait 20 or 30 years, feeling there is no particular hurry."

Potter said he felt Commission should stick to its one-year rule permitting commercial applicants to petition for rule-making to allocate unused educational channels to them after June 2. He explained FCC could always turn down a commercial applicant if it truly felt educational group was more deserving. Butler, who has previously stated he's against reservation extension, was absent due to illness.

Sen. Smathers (D-Fla.), who needled Commission last week with resolution calling for investigation of TV hearing delays (Vol. 9:15), said he wondered if Commission had power to extend reservations for educational channels, thus barring any changes in allocations, while acting on petitions to change commercial allocations.

Walker and Hennock replied that the FCC did have such power. Both went to considerable length to explain that Commission, at time of Sixth Report and Order last April, considered all channel allocations permanent, that no filing "deadlines" existed -- on June 2 or any other date. Said Miss Hennock:

"We know there has arisen a most unfortunate misconception concerning the Commission's decision with respect to non-commercial educational TV. This misconception, seeking to twist and pervert the one-year procedural rule into a substantive determination, has succeeded to an extent which has had a profoundly adverse effect upon the development of educational TV."

Though Miss Hennock didn't name those she felt were responsible for spreading the "misconception", some educational TV spokesmen have complained privately they felt she herself was responsible, through numerous speeches urging educators



to file before June 2. Her own crusade for educational TV, she said, wasn't being reported fairly by either the general or trade press.

Hearing was abruptly recessed in middle of Miss Hennock's testimony so members of committee could go to opening baseball game. It resumes April 21, when she and other commissioners are scheduled to testify.

[For other educational TV developments this week, see p. 16.]

**Personal Notes:** John K. West, NBC western div. v.p., ex-RCA Victor v.p., elected to network's board of directors . . . Ted Cott, NBC v.p. & gen. mgr. of WNBT & WNBC, adds duties of coordinating selling, programming and merchandising for all the network's owned-&-operated stations, working with Charles R. Denny Jr., v.p. in charge of o-&o stations. Cott will also handle special projects and be consultant to spot sales dept. . . . Dick Pack, WNBT-WNBC operations & program director; Max Buck, adv. & promotion director, and Frank Fitzgerald, Cott's aide, join him in new o-&o offices, but like Cott will retain station duties . . . Edward D. Madden, NBC public relations v.p., had his March 17 resignation accepted this week, will soon decide on new connection with either a network, TV station group or agency; he joined NBC 3 years ago from American Newspaper Adv. Network, which he served after 10 years with McCann-Erickson in charge of Standard Oil account . . . Thomas Ervin, NBC v.p. & gen. counsel, takes over continuity acceptance under Stockton Hellfrich; Sydney Eiges, press v.p., takes over information dept., whose director Kathryn Cole now reports to him, as does Cornelius K. Sullivan, special public relations representative . . . Louis Hausman, CBS Radio administrative v.p., elected treas., MBS president Thomas F. O'Neil elected director, Brand Names Foundation . . . Robert Sanford, ex-MCA, becomes v.p. of Official Films, will be asst. to Hal Hackett, also ex-MCA, now OF president . . . Charles Theodore, ex-KTLA, Los Angeles, named operations chief of new KYNO, Fresno, Cal. (Ch. 47), granted by FCC last week; Bert Williamson is chief engineer . . . Patt McDonald, ex-mgr. of WHHM, Memphis, named gen. mgr. of new KRTV, Little Rock, Ark. (Ch. 17) which began testing last week . . . Bloyce Wright quits KGO-TV, San Francisco, to become program director of new WAKR-TV, Akron, due on air this summer . . . John E. McCoy, who quit FCC law bureau in 1950 to join Storer Broadcasting Co. as house attorney, elected secretary of company . . . Carlos Franco, recently resigned from Wm. H. Weintraub agency, joins Crosley stations as consultant . . . Edd E. Rountree, onetime asst. mgr. of KYA, San Francisco, joins A. W. Stypes & Co., newspaper broker of that city, as partner . . . Richard B. Colburn, ex-Free & Peters and WTMA, Charleston, S. C., named midwest sales mgr., Gill-Perna Inc., Chicago . . . C. Richard Evans, v.p. & gen. mgr. of KGMB-TV & KGMB, Honolulu, and KHBC, Hilo, elected to board of directors of licensee Hawaiian Bestg. System . . . Fred N. Dodge, NBC merchandising director, goes to Hawaii after NARTB convention to consult with president Lorrin Thurston of KGU, who is one of prospective new owners of KONA-TV, Honolulu (Vol. 9:11) . . . Paul Keller, ex-N. W. Ayer and Biow, joins ABC research dept. in charge of ratings . . . Sig Mickelson, CBS-TV director of news & public affairs, left for Europe April 16 to set up organization there for new newsfilm dept. (Vol. 9:15) . . . Jay Royen appointed publicity director for NBC o-&m stations in Washington, Robert M. Adams continuing as adv.-promotion director . . . Mrs. Alice Smart appointed asst. exec. secy., New York local of Radio & TV Directors Guild . . . Weldon & Carr, Washington consulting engineers, moved to 1001 Connecticut Ave. NW, as of April 15; telephone Sterling 3-2550 . . . James R. English, ex-A. C. Nielsen Co., appointed head of Young & Rubicam TV-radio research.

Long-pending AM treaty—North American Regional Broadcast Agreement—will be studied at hearings of Senate Foreign Relations subcommittee starting unspecified day during week of May 4. Subcommittee members are Republicans Tobey, N. H., chairman; Langer, N. D.; Ferguson, Mich.; Democrats Fulbright, Ark.; Mansfield, Mont. New 5-year treaty would revise old NARBA and was submitted to Senate in February 1951, signed by United States, Canada, Bahamas, Jamaica, Cuba and Dominican Republic. It establishes frequency assignments, engineering committee, engineering good practices, and provides for compulsory arbitration.

Easing of penalties for violation of Communications Act is sought in H.R. 4559, introduced at request of FCC by Rep. Wolverton (R-N. J.), chairman of House Interstate & Foreign Commerce Committee. Measure would redefine first offense violation as misdemeanor rather than felony, reducing maximum prison sentence from 2 to one year, but keeping maximum fine at \$10,000. Subsequent violations would continue to be punishable by \$10,000 fine and/or 2 years in prison. Commission feels present penalty is too severe for most small violations, making it extremely difficult to get convictions.

"Fairness" of TV-radio, press & magazine coverage of 1952 Presidential campaign won't be evaluated by national journalistic fraternity Sigma Delta Chi, which adopted report of 7-man committee at semi-annual meeting this week. Committee majority said that proposed survey isn't feasible because it knows of no formula that "would meet the magnitude and complexities of the problem." Only dissenter was *Louisville Courier-Journal* president Barry Bingham, who said that "a foundation" employing competent technicians could execute such a survey.

Adequate Senate TV studio would be provided for by bill (S. 1648) introduced April 16 by Sen. Ferguson (R-Mich), who introduced similar bill last session (Vol. 8:21). He says TV-radio correspondents "are in great need of expanded facilities" and "we are very anxious that something may be done to accommodate the media of radio and television."

Immunity from defamation damages resulting from guest's statement on TV-radio, except where it can be proven station failed to take reasonable steps to prevent such statements, has been granted Arizona broadcasters by state legislature in bill approved March 10.

Ban on TV-radio and film coverage of legislative hearings until Congressional committees adopt "fair" rules of procedure was urged this week in "policy statement" by American Civil Liberties Union.

George E ("Zim") Zimmerman, 62, veteran Southwest broadcaster who sold his interest in KARK, Little Rock, Ark., several years ago due to ill health, died in Little Rock this week. An engineer, he was originally with WFAA, Dallas, then chief engineer of KFDM, Beaumont, gen. mgr. of KPRC, Houston, and in NBC station relations dept.

William E. Robinson, exec. v.p. of *New York Herald Tribune*, elected a director of RCA April 17, succeeding the late Gano Dunn.

MANUFACTURERS of transmitters and other equipment this week were packing prototype equipment to ship to Los Angeles for exhibit at NARTB Convention exposition in Biltmore Hotel, April 28-May 1. Transmitter makers exhibiting are DuMont, Federal, Gates, GE, RCA and Standard Electronics; in addition, there will be exhibits by makers of tubes, towers, lighting & studio equipment, etc. RCA contingent, including all field men, will total 45, headed by A. R. Hopkins, broadcast equipment sales mgr. GE's party will total about 40, led by Frank Barnes, mgr. of broadcast sales, and P. L. Chamberlain, mgr. of marketing. DuMont group is headed by Bert Taylor and James Tharpe, Federal by Martin Silver, Standard by Wm. H. Zillger.

Strike-bound Syracuse plant of GE this week reported orders for May deliveries to KLAS-TV, Las Vegas, Nev. (Ch. 8); KIEM-TV, Eureka, Cal. (Ch. 3); KBES-TV, Medford, Ore. (Ch. 5). The Las Vegas and Medford orders are for May deliveries, the one for Eureka for summer shipment. GE's Frank Barnes said strike won't hold up uhf shipments and that all commitments will be met, including klystrons which are made at Schenectady tube plant and by Varian Associates, San Carlos, Cal.

RCA reported no new vhf orders or deliveries this week, but listed 4 uhf shipped so far this month and 6 more definitely going out before end of month. The 4: WTVE, Elmira, N. Y. (Ch. 24); WFTV, Duluth, Minn. (Ch. 38); KCTY, Kansas City (Ch. 25); WTPA, Harrisburg, Pa. (Ch. 71). The 6 still to be shipped: WISE-TV, Asheville, N. C. (Ch. 62); WICA-TV, Ashtabula, O. (Ch. 15); WLEV-TV, Bethlehem, Pa. (Ch. 51); WETV, Macon, Ga. (Ch. 47); WKOW-TV, Madison, Wis. (Ch. 27); KUSC-TV, Los Angeles (Ch. 28)—latter being the USC educational station to be exhibited first at NARTB and then delivered to the university.

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

Frank C. Carman, engineer-broadcaster who heads various companies holding 4 CPs for TV, reported "spring of 1954" starts contemplated for KUTV, Salt Lake City (Ch. 2), for which no equipment has yet been ordered or rep chosen; KPOR-TV, Butte, Mont. (Ch. 4), for which RCA equipment ordered and Hollingbery designated as rep; KTVI, Boise, Ida. (Ch. 9), also RCA and Hollingbery. No report yet on KWIK-TV, Pocatello, Ida. (Ch. 10).

WMT-TV, Cedar Rapids, Ia. (Ch. 2), has ordered RCA equipment, hopes to get started sometime in September, will be represented by Katz, reports mgr. Wm. B. Quarton. Station is controlled by Mrs. Helen S. Mark, of Washington, represented by Wm. B. Dolph, who will have part ownership. Mr. Dolph, mgr. of Fulton Lewis Jr., engineered the deal whereby the old Mark station in Washington, WOL, was traded for WMT some years ago.

KVEC-TV, San Luis Obispo, Cal. (Ch. 6), has DuMont equipment on hand, expects building to be completed by April 18 and is scheduling April 25 tests to prepare for previously reported May 8 commercial debut (Vol. 9:13). "We hope to be the first TV station in California on the air since the freeze," reports mgr. Leslie H. Hacker. W. S. Grant Co. will be rep.

WCSC-TV, Charleston, S. C. (Ch. 5) is still shooting for mid-May. But owner John M. Rivers adds: "I'm afraid this shooting is very much like my personal shooting—it may be behind the target." On-air date depends on RCA delivery of antenna, he says, and "at the moment we do not know when we are going to get on the air." Free & Peters is rep.

CKSO-TV, Sudbury, Ont. (Ch. 5), one of first 7 private stations to be authorized in Canada (Vol. 9:14), is constructing new hotel to house studios—hence its

schedule of "fall of 1954" before getting started. "We expect to start to install equipment immediately the roof is on the building and the heat is turned on," reports CKSO mgr. W. J. Woodhill, "but before we are actively on the air we expect it will be Aug. or Sept. 1954." Weed will be rep.

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Reports from uhf grantees included:

WTAC-TV, Flint, Mich. (Ch. 16), has ordered RCA 1-kw transmitter, 420-ft. Stainless Steel tower, 10-15,000 sq. ft. studio-transmitter building costing \$100,000 at site on Lapeer St. & Burr Blvd., 1½ mi. east of city's center, reports v.p. H. Allen Campbell. Target date for tests is July. Jon McKinley, radio mgr., will also manage the TV, which is backed by George Trendle with Mr. Campbell, who together were former owners of old WXYZ, Detroit, and who presently own *Lone Ranger*, *Green Hornet* and *Sgt. Preston of the Yukon*, big radio hits, first-named already adapted to TV and latter on "pilot runs" for TV. Mr. Campbell says Flint area already has 30,000 TVs. He expects to have first TV station in big auto city. Other uhf grantee WCTV (Ch. 28), whose principal is James L. Rubenstone, ex-WFIL-TV, Philadelphia, last reported Sept. 1 target date (Vol. 9:9).

WBKZ-TV, Battle Creek, Mich. (Ch. 26), will begin test pattern May 15 and plans commercial debut May 22, affiliated with ABC & DuMont, reports owner John L. Booth, who is also a director of the Booth newspaper chain. Station mgr. is Harry E. Travis. Weed is rep. WBCK-TV (Ch. 58), other Battle Creek grantee, last reported August target date (Vol. 9:11).

Des Moines grantee Rib Mountain Radio Inc. (Ch. 17), hasn't ordered equipment yet, nor secured call letters, but president Walter C. Bridges, who manages WEBC, Duluth, and is president of company holding CP for WEAU-TV, Eau Claire, Wis. (Ch. 13), reports station should get started in Oct. or Nov., which is also the target designated for Eau Claire. Hollingbery will be rep.

WECT, Elmira, N. Y. (Ch. 18), has ordered DuMont equipment, hopes to begin tests in early fall, has named Everett-McKinney as rep. Station is projected by amalgamation of interests of *Elmira Star-Gazette's* WENY (Gannett) and *Corning Leader's* WELM, Elmira, which is to be sold. Meanwhile, new WTVE, Elmira (Ch. 24), has RCA transmitter, aims for mid-May debut (Vol. 9:10).

WAYS-TV, Charlotte, N. C. (Ch. 36) claims DuMont transmitter's delivery date has been promised for Aug. 15. With construction of building about 75% complete, mgr. Francis M. Fitzgerald thinks tests can start by Aug. 30, with commercial operation about Sept. 30. Bolling will be rep.

WCIG-TV, Durham, N. C. (Ch. 46), though held up by protest which goes to hearing (*TV Addenda 16-L*), has ordered RCA equipment due for August delivery and hopes for Sept. 1 tests, reports gen. mgr. John G. Johnson, of WTOB, Winston-Salem, part owner, also holder of CP for TV. No rep yet chosen.

Home News Publishing Co., New Brunswick, N. J., grantee of Ch. 47 this month, hasn't ordered equipment as yet nor received call letters but aims to be in operation by Thanksgiving, reports Hugh Boyd, publisher of the *Daily Home News*.

KMJ-TV, Fresno, Cal. (Ch. 24), has been delayed until sometime in June, according to mgr. Wm. S. Sanford, due to delays in some equipment. RCA transmitter has been delivered, transmitter building will be completed by April 20, but 200-ft. tower must yet be erected. Raymer will be rep.

WTVE, Elmira, N. Y. (Ch. 24) has RCA transmitter, hopes to get filterplexer before end of month and is "opti-



mistic about meeting May 15 date," reports gen. mgr. and co-owner John S. Booth. Forjoe is rep.

KCOK-TV, Tulare, Cal. (Ch. 27), has ordered DuMont transmitter, GE antenna and is negotiating lease for building site, according to owner Sheldon Anderson. It's aiming for late August debut. Forjoe is rep.

WRAK-TV, Williamsport, Pa. (Ch. 36), is encountering site problem, its FM location being suitable for vhf but not uhf, according to mgr. George E. Joy. Equipment, he states, will probably be RCA but no building plans or target date are ready to be announced. Everett-McKinney is rep for *Williamsport Gazette* and its WRAK.

Power increases: GE shipped 12-kw transmitters this week to first 2 uhf stations that went on air with 100-watt driver units, but klystron tubes to power them won't arrive until next month. Transmitters went to WKAB-TV, Mobile (Ch. 48), which plans to boost power to 265 kw, and WEEK-TV, Peoria (Ch. 43), going to 170 kw. WKTU, Utica, this week got 20-kw GE amplifier and 12-bay antenna, schedules boost to 222 kw by May 1. Also raising power by May will be KRLD-TV, Dallas, which has GE 35-kw amplifier to bring ERP to 100 kw. GE 20-kw amplifiers also went this week to KECA-TV, Los Angeles, and to post-freeze KTNT-TV, Tacoma. RCA shipped its first high-band 10-kw vhf transmitter to KTBC-TV, Austin, Tex., to replace interim 2-kw Ch. 7 transmitter. Other RCA shipments now scheduled for next week: 25-kw amplifier to WLWT, Cincinnati, first of the 3 Crosley stations to hike power; 25-kw to WAGA-TV, Atlanta, and 10-kw to WBEN-TV, Buffalo.

**Network Accounts:** Sheaffer Pen Co. buys co-sponsorship of *Jackie Gleason Show*, replacing Procter & Gamble (Lilt), starting June 20, on CBS-TV, Sat. 8-9 p.m., thru Russel M. Seeds; other 2 sponsors are Nescafe and Schick Electric Shavers . . . Brown & Williamson (Kool, Raleigh, etc.) buys Sun. 6:45-7 p.m. on ABC-TV, starting May 24, thru Ted Bates, but program hasn't yet been divulged; it replaces *Walter Winchell*, sponsored by Gruen, who moves to Sun. 6:30-6:45 p.m. . . . Palm Beach Co. (men's suits) will now sponsor both hours, instead of just one hour (Vol. 9:11), of *Palm Beach Golf Championship* finals from Westbury, L. I., May 17 on DuMont, Sun. 4-6 p.m., thru Ruthrauff & Ryan . . . Lucky Strike will sponsor Jack Benny every third week, instead of every fourth week, next fall on CBS-TV, Sun. 7:30-8 p.m.; he'll film 6 of the programs during summer, but remainder will be live . . . Crosley reported ready to share sponsorship with Lucky Strike of *Your Hit Parade* on NBC-TV, starting next fall, Sat. 10:30-11 p.m. . . . General Electric (small appliance & electronics divs.) starts *Meet Mr. McNulty* (Ray Milland) next fall on CBS-TV, Thu. 8-8:30 p.m., thru Young & Rubicam and Maxon . . . Sunkist Growers Inc. (oranges & lemons) may replace Mars Inc. (candy) as summer sponsor of *Super Circus* on ABC-TV, Sun. 5-6 p.m. . . . Admiral's *Life Is Worth Living* (Bishop Sheen) on DuMont, Tue. 8-8:30 p.m., will be replaced during summer by *The Music Show*, starting May 19 . . . Chesterfield's *Perry Como Show* on CBS-TV, Mon.-Wed.-Fri. 7:45-8 p.m., will have as summer replacement Ray Anthony's band and singers Helen O'Connell & Bob Eberle . . . Sealy Inc. (mattresses) drops *Balance Your Budget* May 12 and Cat's Paw Rubber Co. Inc. (heels & soles) drops *Quiz Kids* May 19 from CBS-TV, alt. Sat. 10-10:30 p.m.

Good "how it's done" book on various phases of TV, just published by Broadcast Music Inc., is *Twenty-two Television Talks*, transcribed from BMI's TV Clinics of last year. The 259-p. cloth-bound volume is obtainable from BMI, 580 Fifth Ave., N. Y.

**Station Accounts:** Falstaff Brewing Co. has contracted to sponsor telecasts of 50 St. Louis Browns games this season, whereas only 7 were carried last year plus 2 Cardinals' games—but city's only TV station, KSD-TV, reports it isn't ready yet to say how many games of either team it will carry. "That will depend on agreements between the sponsors and the owners [and we] will not be able to make final decision until next month," wires KSD-TV's George M. Burbach. Cardinals' new president, brewer August A. Busch, also hasn't announced policy regarding TV for that team, though Griesedieck Brewing Co. reveals it has relinquished its option to Anheuser-Busch Inc. Only thing certain about confused TV situation is that Busch, who bought ball park from Browns, isn't going to rename it "Budweiser Stadium," as previously indicated, in deference to other possible beer sponsors. As for other TV outlets for St. Louis games, none of new uhf stations slated for area—KTSM-TV (Ch. 36), WIL-TV (Ch. 42), KFUD-TV (Ch. 30) and suburban KACY, Festus, Mo. (Ch. 14) and WTVI, Belleville, Ill. (Ch. 54)—is not expected to be ready for the air until well into the summer, if by then, although the Belleville station has publicized possible May start. (For other big league sponsorships, see this column Vol. 9:15) . . . Los Angeles Angels & Hollywood Stars baseball teams have as co-sponsors on KHJ-TV *Ford Dealers of Southern California*, thru J. Walter Thompson; *Chesterfield*, thru Cunningham & Walsh; *General Tire*, thru D'Arcy Adv. . . . Seasonal signs: Philco to use all media, including TV, to introduce new "Thermo Cool" model, among other air conditioners, thru Hutchins Adv., Philadelphia; Oakite Products Inc. (cleaning compound) plans spring campaign, thru Calkins & Holden, Carlock, McClinton & Smith, N. Y. . . . Cinerama running 3-week saturation campaign via TV-radio in Los Angeles to promote *This Is Cinerama*, opening at Warners Hollywood April 29; in Boston, MGM used WNAC-TV & WNAC for heavy promotion of reissue of film *Trader Horn*; and David Selznick reported from Hollywood planning national spot TV campaign to promote reissues to theatres of his old hits, starting with *Duel in the Sun* and *Tom Sawyer* . . . Pfaff Sewing Machine Corp. sponsoring *Lucille Rivers Sewing Show* on WABC-TV, starting April 23, Thu. 1-1:30 p.m., thru Williams Adv., N. Y. . . . Borden Co. (Pioneer Ice Cream Div.) buys Mon. portion of *Rootie Kazootie*, starting April 27 on WABC-TV, Mon.-Fri. 6-6:15 p.m., thru Doherty, Clifford, Steers & Sheffield, N. Y. . . . Six realtors combine to sponsor *Open for Inspection*, listings and descriptions of properties offered for sale, Sun. 1-1:30 p.m. on WTTG, Washington, thru Courtland D. Ferguson Adv. . . . Among other advertisers reported using or preparing to use TV: West Disinfecting Co. (CN disinfectant & Westpine air purifier), thru Paris & Peart, N. Y.; Kraft Foods (sliced Swiss cheese), thru J. Walter Thompson, N. Y.; Seeck & Kade Inc. (Pertussin cough medicine), Erwin, Wasey & Co., N. Y.; Niagara Pulsator Corp. (home massage unit), thru La Porte & Austin, N. Y.; Chrysler Corp., thru BBD&O, N. Y.; A. J. Lindemann & Hoverson Co. (Lectro-Host ranges & refrigerators), thru Hoffman & York, Milwaukee; John Robert Powers (cosmetics), thru Cecil & Presbrey, N. Y.; Fannie May Candy Co., thru C. Wendel Muench, Chicago; Dean Milk Co., thru Leo Burnett, Chicago; Northam Warren Corp. (Odorono deodorants), thru J. M. Mathes, N. Y.

How TV station enhances value of its AM counterpart is discussed in April 13 *Advertising Age*, which says radio networks have been concentrating on signing AM facilities with TV stations or CPs, shifting from AM-only setups. Story emphasizes growth of AM networks since last September, listing these total affiliations as of April 13: ABC, 363 stations; CBS, 217; MBS, 562; NBC, 207.

**TIMING & TECHNICALITIES OF COLOR SETS:** Timetable of color TV beginnings runs about like this, according to estimates of those best able to judge:

- (1) FCC will be petitioned to approve compatible color this summer.
- (2) Commission will give go-ahead by this winter, and tooling up will begin.
- (3) Color sets will start to emerge in latter 1954.

Price of first sets is likely to be almost arbitrary. There is a common expectation they'll run 50-100% more than black-&-white sets of same size. Some set makers think they'll lose money on first batch, even at those prices.

Indicative of manufacturers' views was Emerson's action this week, same as in 1951, of offering customer guarantee that any Emerson set he buys today can be turned in on any brand of color sets by June 30, 1954, and full purchase price of the set will be applied to color set.

Emerson has a safe bet there. No one expects color production to be anything but nominal by mid-1954, and prices will give Emerson adequate protection.

Technical improvement in color set is accelerating. The tri-color tube is still key to quality of pictures and cost of color sets.

Tubes RCA showed in Princeton have considerably shorter necks than earlier models -- making for cabinets of less depth. The types RCA aims to mass produce first have same general principles as previous models. They employ 3 guns shooting beams through perforated mask at faceplate with tiny dots of color phosphors. The 16-in. tube has 600,000 dots, the 21-in. 1,000,000. Envelopes are round, metal-cone. The 16-in. is said to produce brightness of 25-30 ft-lamberts, the 21-in. 12-15.

Engineers were much intrigued by RCA's new "focus mask" tube, details of which RCA wouldn't reveal. Its brightness is estimated at about 60 ft-lamberts -- and quality of picture was truly striking.

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Chromatic TV Labs is anxious to license tube makers to produce its Lawrence tri-color tube and to sell some itself, but it agrees that tooling up isn't child's play. President Richard Hodgson told Congressmen that a well-equipped black-&-white tube plant could tool up in about 9 months.

Chromatic showed picture on 22-in. metal-cone Lawrence tube, said plans call for 28-in. rectangular metal-cone unit this fall. Current tubes use 18,000 volts, one gun, deliver brightness of 20-24 ft-lamberts, about 300 lines of horizontal resolution. To produce NTSC compatible pictures, wire grid in tube had to be switched at 3.58-mc rate, requiring estimated 20 watts of power. Just this week, however, Chromatic engineers accomplished still-secret technique of switching at 15-kc rate with NTSC system.

This has nothing to do with line-sequential color, Hodgson said. Switching apparently isn't exactly at line rate, 15,750. All that Chromatic would reveal is that switching rate is "random" and that "it works on the principle of fooling the eye." As tube inventor Dr. Ernest Lawrence put it, such a technique promises great savings in cost of circuitry -- "the poor man's set" is what he thinks it means.

Chromatic plans experiments with 3-gun tubes and with phosphor strips laid down vertically instead of horizontally.

Probable cost of color sets, according to Hodgson, should be less than RCA has estimated. He told Congressional group sets should run no more than 20-25% more than black-&-white sets of same tube size. He said that receivers for NTSC signal require about 35 receiving tubes.

A fine "battle of the tubes" is shaping up -- as can be seen by claims and counterclaims of RCA and Chromatic. And it's hard to visualize other major manufacturers sitting quietly by as day of color production approaches.



**Topics & Trends of TV Trade:** National Electronic Distributors Assn., which with 37 wholesaler-distributor members was charged this week by Federal Trade Commission with conspiring to create monopoly in sale of TV-radio electronics parts, flatly denied accusations and promised fight to "resist" proceeding. In formal statement, NEDA exec. v.p. L. B. Calamaras said:

"We believe and expect to establish that the charges are unfounded in fact and untrue and that neither the association nor any of its members has violated the Federal Trade Commission Act, as charged, or any other statute."

FTC complaint (No. 6090) charged NEDA and its members with 5 specific practices in restraint of trade: (1) Limiting membership in association by "arbitrary" rules or standards. (2) Compelling manufacturers to sell only through association members or through distributors approved by association. (3) Urging on manufacturers policy of protection of wholesalers against price declines of unsold inventory. (4) Urging on manufacturers uniform cash discount policy. (5) Urging manufacturers to fix resale prices.

Hearing was set for May 28 in Washington before FTC examiner Frank Hier. FTC assigned as trial attorney Paul Randall Dixon, who declined to give any background information on complaint, explaining it was FTC policy not to give information on origin of complaint until case was settled. He said only 37 out of NEDA's 350 members were cited in effort to expedite case. Members named in complaint:

H. C. Baker Sales Co. Inc., Roanoke, Va.; Radiotronic Distributors Inc., Charlotte, N. C.; Allied Radio Corp., Chicago; Walker-Jimieson Inc., Chicago; Dymac Inc., Buffalo; Stewart W. Smith Inc., Syracuse, N. Y.; Frank Quement Inc., San Jose, Cal.; J. B. Distributing Co., Omaha; Radio Trade Supply Co., Des Moines; Allied Electric Appliance Parts Inc., Philadelphia; Kann-Ellert Electronics Inc., Baltimore; Fulton Radio Supply Co., Jackson, Mich.; Wedemeyer Electronic Supply Co., Ann Arbor, Mich.; Electronic Supply Corp., Battle Creek, Mich.; Interstate Distributors Inc., Wichita, Kan.; Overton Electric Co. Inc., Topeka, Kan.; Arrow Electronics Inc., N. Y.; Bruno-New York Inc., N. Y.; Miller-Jackson Co. Inc., Oklahoma City; Seattle Radio Supply Inc., Seattle; Tracy & Co. Inc., Portland, Ore.; Hughes-Peters Inc., Columbus, O.; SREPCO Inc., Dayton, O.; Electronic Wholesalers Inc., Washington, D. C.; Nelson Radio & Supply Company Inc., Mobile, Ala.; R. C. & L. F. Hall Inc., Houston; Mission Radio Inc., San Antonio; Western Electronic Supply Corp., Los Angeles; Radio Products Sales Inc., Los Angeles; Hatry & Young Inc., Hartford, Conn.; Springfield Radio Co. Inc., Springfield, Mass.; Toledo Radio Specialties, Toledo; Radio & Electronic Parts Corp., Cleveland; Electro-Pliance Distributors Inc., Milwaukee; Radio Parts Co. Inc., Milwaukee; Electrical Supply Corp., Cambridge, Mass.; Radio Shack Corp., Boston.

TV set production totaled 151,860 units (10,946 private label) during week ended April 10, first week of second quarter and 14th of year, up from 149,735 preceding week but below 172,329 week ended March 27. Factory inventories also went up, totaling 243,009, compared to 204,648 preceding week and 188,230 week before. Radios totaled 305,084 units (155,484 private), down from 309,306 for week ended April 3, with inventories of 448,384. Week's radios: 77,525 home, 42,898 portables, 51,604 clock, 133,059 autos.

Sylvania, crediting unexpectedly heavy demand, has introduced 4 new 1954 models in advance of planned July shipments: 17-in. mahogany table \$200; 21-in. mahogany table \$340, blonde \$370; 21-in. open-face mahogany console \$390; 21-in. de luxe open-face console, mahogany or blonde \$450. Another previewer is Majestic, which will show its new "Coronation" TV series, starting at \$170, to distributors at annual meeting in Chicago's Conrad Hilton Hotel, April 20-22.

Philco raised prices by \$10 this week on some vhf-uhf models, making \$60 differential between vhf and uhf sets through entire line. This week, also, Philco introduced new 21-in. mahogany console at \$330, uhf \$390.

**Trade Personals:** Herbert J. Allemang, who joined Philco in 1951, leaving senior partnership in Stevenson, Jordan & Harrison Inc., management consultants, appointed Philco v.p. in charge of planning . . . A. George Rogers promoted to operations mgr., Westinghouse TV-radio div., Sunbury, Pa., succeeding F. M. (Tod) Sloan, now mgr. of lamp div., in changes announced by TV-radio div. mgr. T. J. Newcomb . . . Edward R. Taylor, Motorola v.p., elected director, Brand Names Foundation . . . A. Goodwin Cooke, in charge of legal activities for Federal Telephone & Radio's defense production, named IT&T patent contract director, replacing late Edwin A. Nicholas . . . Marvin G. Whitney, ex-RCA, named engineering asst. to Hoffman Radio president H. Leslie Hoffman . . . Herman S. Sacks rejoins Bendix TV-radio div. on special assignment; he resigned as adv. mgr. in January to become gen. mgr. of Music House, Buffalo (Vol. 9:4) . . . W. J. Lee, Sherman, Clay & Co., San Francisco, reelected president of No. California Electrical Bureau; A. H. Meyer appointed chairman of TV-radio promotion section . . . William Shaw resigns as Hallicrafters Los Angeles sales mgr. to join Ted Henry in forming H.M.S. Distributors Inc., new Hallicrafters L. A. outlet, replacing Horn & Cox . . . C. L. Lannin named Capehart-Farnsworth mideastern sales mgr., Charlotte . . . Stanley Graham appointed Stromberg-Carlson southeastern district merchandiser, Atlanta . . . John W. Million Jr., ex-RCA color field test engineer, named v.p. in charge of engineering, Wicks Engineering & Construction Co., Camden, N. J. . . Stephen W. Pozgay, ex-Philco & GE, named central states sales rep, DuMont transmitter div.

**Distributor Notes:** Admiral Distributors Inc., Los Angeles, names Jack Connell, ex-Gough Industries (Sylvania), as adv. mgr. Admiral Distributors, San Diego, appoints Carl Lantz sales mgr. Peirce-Phelps, Philadelphia, appoints Robert S. Shlesinger adv. mgr., replacing Robert Glass, resigned. Connecticut Appliance Distributors Inc., New Haven, appoints Jack Wholley appliance sales mgr. . . . Motorola appoints Mory Distributors Inc., New Haven, replacing Post & Lester Co.; B. H. Spinney Co. Inc., Buffalo, names Robert J. Sweet sales mgr. . . . GE Supply Co., Salt Lake City, creates new TV-radio & traffic appliances div. under W. B. Roberts, replacing old general appliance & radio sales div., headed by James L. Shriker, now director of Intermountain Electrical Assn. . . . Sentinel establishes Chicago factory branch at 1234 W. Washington Blvd. (John Strauss, mgr.) replacing TV Distributors Corp. . . . CBS-Columbia appoints Ambassador Distributors Inc., Miami . . . Raytheon appoints Bohman-Warne Inc., Hagerstown, Md. . . . Capehart-Farnsworth appoints Coastal Supply Corp., Tampa, Fla. . . . Arvin appoints Chapman & Wilhelm Co., Charlotte (R. L. Chapman, pres.) . . . Olympic Radio appoints Russell Distributing Co., St. Petersburg, Fla. . . . Kaye-Halbert appoints Ed J. Moreau Co., Salt Lake City, direct factory rep.

National Electronics Mfg. Co., 315 W. 58th St., Los Angeles, manufacturer of Natalie Kalmus TV receivers, filed petition of bankruptcy in Chapter XI proceedings April 10 in U. S. district court, asking order to prevent levying distraint warrant or attachments to collect \$14,190 tax lien pending settlement of all outstanding debts. David Krechman is president of both National Electronics and Jackson Industries, Chicago, whose petition for bankruptcy was recently filed there (Vol. 9:12-13). Assets of National Electronics were placed at \$484,533, liabilities \$639,668, Jackson Industries being the largest creditor, with \$372,685.

DuMont transmitter div. named sales agent for TV version of Motorola microwave equipment, which it will exhibit for first time at NARTB convention.

INDIANA STEEL Products Co.'s ousted president A. D. Plamondon Jr. has denied all charges made against him by board of directors majority in seeking proxies to defeat his slate of candidates for directors at April 23 stockholders meeting (Vol. 9:15). This week, battle for proxies continued with renewed intensity—and on April 15 Plamondon announced in letter to shareholders that he and director Frederick M. Gillies, exec. v.p. of Acme Steel Co., had received proxies of Television Electronics Fund Inc., which owns 14,000 shares. "With these 14,000 votes and the large number of proxies from both large and small shareholders already in our hands," letter stated, "we expect to elect the board of directors proposed by us and carry forward our successful operation to promote the growth of the company."

In denying the "bill of particulars" leveled against Plamondon by 3 of the company's 5 directors, which charges Mr. Gillies in an accompanying letter calls a "red herring," Plamondon asserted that he did probe possible purchase of competing General Magnetic Corp. but with view to acquiring it for Indiana Steel; that he had plans drawn for possible Chicago building, as authorized by board, to handle an Air Force contract, but had no thought of moving plant from Valparaiso, Ind. because that would be "completely uneconomic"; that "small guest house" was built on company property, with board approval, at cost of \$46,378 and was used "for corporate functions."

The RTMA president, who is strongly supported by other industry leaders, denied abusing expense accounts; asserted that sales v.p. Frank A. Hayden had quit after complaining about "incompetence" of company's gen. mgr. but that he had refused to remove Robert F. Smith (a nephew, now proposed as opposition director) and never had any intention of promoting his son to vacancy.

Board majority on April 13 rebutted ex-RTMA president (now gen. counsel) Glen McDaniel's recent letter of support of Plamondon (Vol. 9:14) by noting that more than three-fourths of company's magnet sales are outside the TV-radio field, that Indiana Steel's combined sales to companies named in McDaniel's letter were less than 4% of 1952 sales volume, that McDaniel qualified himself to write as a fellow shareholder by buying 100 shares as recently as Feb. 9.

In barrage of letters from contesting parties this week was one from Leslie F. Muter, chairman of a shareholders committee investigating "charges and countercharges [that] have left us confused" and promising report "in a few days." Another from R. H. Morse Jr., president of Fairbanks, Morse & Co., upheld the Plamondon management, stating that Mr. Morse "not only as a stockholder but as a customer [is] satisfied that Plamondon has done an excellent job."

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Opposition slate for board of Webster-Chicago Corp. was proposed this week by Chicago investment banker Martin C. Remer, leader of stockholder group which blocked merger with Emerson in February (Vol. 9:6). Group will oppose slate of 7 directors nominated last week by Webster-Chicago president R. F. Blash (Vol. 9:15) for election at annual meeting April 27. Letter to stockholders from Mr. Remer said his slate, if elected, "will not continue Mr. Blash in office." On opposition slate are Mr. Remer; Emmett W. Latourette, regional mgr., Underwood-Elliott-Fisher Corp.; president Robert E. McNett of Royal Electric Inc.; industrial engineer Arthur E. Swanson of Swanson, Ogilvie & McKenzie; attorney Beverly B. Vedder. Answering Mr. Remer's attacks on his management, Mr. Blash released first quarter 1953 financial report showing net earnings of \$184,773 on sales of \$6,945,058, compared with loss of \$15,266 on sales of \$3,649,141 same 1952 period.

**Financial & Trade Notes:** Earnings for 1951-52 and the 1952 dividend records of 37 companies making TV & radio sets and parts, whose stock is publicly owned, are tabulated in handy form for readers of *Television Digest* by Edgar N. Greenebaum Jr., ex-Television Shares Management Corp., active in electronics field for last 15 years, who recently set up his own consultant organization at 135 So. LaSalle St., Chicago, specializing in electronics. Also shown are current prices at time of tabulation, April 8.

"The figures," Mr. Greenebaum states, "tell only part of the story as many of the manufacturers are active in other fields as well as radio and TV. Despite a striking dissimilarity of accomplishments among individual companies between 1951 and 1952, it is worthy to note that on average the industry did no better or worse last year than the year before [which] was in conformance with industry in general.

"It does appear, however, that both sales and earnings of the average electronic manufacturer will show an increase this year, compared to last. The average improvement in profit, as shown below, did not keep pace with the average gain in sales, the statistics for which space does not permit inclusion. A large portion of the sales increase came as a result of a step-up in military shipments, which naturally carried a relatively small profit margin. If EPT is allowed to expire the end of June, this will add to earnings of several companies in table below."

	1951 Earnings	1952 Earnings	1952 Dividends	Recent Price
Admiral	\$ 4.88	\$ 4.43	\$1.00	27½
Aerovox	1.11	1.35	.60	11½
American Phenolic	2.35	3.19	.90	16½
Arvin Industries	3.02	2.48	2.00	29½
CBS	2.72	2.75	1.60	40½
Cornell-Dubiller	3.37(1)	3.15(1)	1.30	22½
DuMont Laboratories	.30(d)	.55	.25	15
Emerson Radio	1.85(2)	1.17(2)	.70	12
Erie Resistor	1.31	1.85(e)	.80	14¾
General Electric	4.81	5.28	3.00	68½
General Instrument	1.63(d)	2.05(e3)	.25	13
Hallcrafters	.82(4)	.46(4)	Nil	8
Hazeltine	2.08	2.86	1.25	25¾
Hoffman Radio	.80	2.84	.25	15
Int'l Resistance	.57	.44	.30	5
Int'l Tel. & Tel. Co.	2.60	3.09	.85	17
Magnavox	.79(5)	2.02(5)	1.50	19½
P. R. Mallory	3.17	3.12	1.00	41
Motorola	3.74	3.62	1.50	37
Muter	.91	.52	.60	8
Oak Mfg.	2.08	2.10	1.40	16½
Olympic Radio	1.11	.20	Nil	8
Packard-Bell	1.73(1)	1.65(1)	1.00	14
Philco	3.35	3.15	1.60	32¾
RCA	2.02	2.10	1.00	26
Raytheon	.84(6)	1.90(e6)	Nil	13½
Speer Carbon	2.37	1.56	1.00	19
Sprague Electric	3.63	4.18	1.40	55
Standard Coil Prod.	1.69	1.95	1.00	15
Stromberg-Carlson	1.66	3.28	1.00	20½
Sylvania Electric	4.18	3.04	2.00	34½
Trav-Ler Radio	.76(d)	.38	Nil	2¾
Tung-Sol Electric	3.99	3.75	1.25	21
Wells-Gardner	1.10	1.12	.60	7½
Westinghouse Electric	4.03	4.25	2.00	44½
Wilcox-Gay	.08(d)	.10	Nil	1¼
Zenith	10.91	11.87	3.00	74¾

(d) Deficit. (e) Estimated. (1) Fiscal year ended September. (2) Fiscal year ended October. (3) Fiscal year ended February. (4) Fiscal year ended August. (5) Six months ended December. (6) Fiscal year ending May.

TV-radio-appliance manufacturers had better year in 1952 than most industrial firms, according to *Wall Street Journal's* recent "Corporate Report Card." Tabulation showed total 1952 profits of 319 industrial corporations were 9.4% below 1951. However, the 10 electrical equipment companies included reported increase of 7% above 1951. TV competition was blamed for 27.4% decline in profits of 7 film production and theatre firms.

Dividends: Magnavox, 37½¢ payable June 15 to stockholders of record May 25; Cle vite, 25¢ June 8 to holders May 25; Technicolor, 50¢ May 12 to holders April 27.



Motorola sales for first quarter 1953 totaled \$64,700,000, largest single quarter in company's history, up 66% from \$38,853,095 for same 1952 quarter and comparing with previous high of \$61,700,000 in fourth quarter 1952. Earnings figures haven't been finalized, reports exec. v.p. Robert W. Galvin. All major products divisions showed gains—TV, home & portable radios, auto radios, 2-way communications, military electronics.

Motorola's notice of annual stockholders meeting at Chicago's Graemere Hotel May 4 discloses aggregate 1952 remunerations and Feb. 2, 1953 stockholdings of these officer-directors: Paul V. Galvin, president, \$82,500, owns 105,010 out of 1,935,131 shares of common stock outstanding, holds in trust 186,696 shares, with Mrs. Virginia C. Galvin owning 13,010—total of 15.75% of outstanding shares; Robert W. Galvin, exec. v.p., \$55,000 (158,632 shares, plus contingent beneficial interest in aforesaid 186,696 shares held in trust, plus 8280 shares held by Mrs. Mary B. Galvin and 6140 held as guardians for 4 children—18.57%; Daniel E. Noble, v.p., \$55,000 (5866 shares); Frank J. O'Brien, v.p., \$55,000 (5814 shares); Elmer H. Wavering, v.p., \$55,000 (20,900 shares); Edwin P. Vanderwicken, v.p., \$50,208 (300 shares); Matthew J. Hickey Jr., financial consultant, \$30,000 (5500 shares). Eighth director, George R. MacDonald, farmer of Belton, S. C., holds 6260 shares. [For Motorola's 1952 revenue report, see Vol. 9:14.]

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American Broadcasting-Paramount Theatres Inc. estimates consolidated earnings for first quarter 1953 at \$5,732,000 compared with \$2,049,000 same period year ago—but this year's net includes \$4,252,000 of capital gains, principally from \$6,000,000 sale of WBKB, Chicago, as well as divestment of 9 theatres. ABC-UPT merger took place last Feb. 10. The 1953 quarter net of \$1,480,000 from operations is equal to 35¢ each on 3,967,531 common shares and \$1.42 a share on operations plus capital gains. For same 1952 period (without ABC) net from operations was \$1,805,000 and from capital gains \$244,000; on 3,300,846 shares then outstanding, earnings were thus 55¢ from operations and 62¢ from operations plus capital gains. Capital gains are not available for dividend purposes under terms of AB-PT loan agreement with Metropolitan Life and 3 banks. Corporation is following policy of acquiring its 5% \$20 par stock in open market to meet sinking fund requirements on preferred, and president Leonard Goldenson announced that 47,022 shares have been thus acquired through last April 10 at average of \$15.93 per share.

RCA has sold another \$10,000,000 in 3% promissory notes, due May 1, 1977, to institutional investors, according to statement filed with N. Y. Stock Exchange, bringing to \$40,000,000 its borrowings under \$50,000,000 credit set up in February 1952. Proceeds will be used for working capital and to pay for expanding defense business.

Trav-Ler's earnings in first quarter 1953 increased ninefold over like 1952 period, going to \$260,000 (34¢ a share) from \$28,955 (4¢). Sales increased to \$4,800,000 from \$2,736,000.

Lear Inc. (electronic aircraft controls) doubled its sales in 1952 to record \$43,575,980 from \$21,227,093 in 1951. Net earnings last year were \$957,543 (47¢ a share) vs. \$803,631 (40¢) year before.

Hoffman Radio's first quarter sales rose to \$13,839,947 from last year's \$9,393,084 for same period. Net earnings for 1953 period were \$476,646 vs. \$401,675 in 1952 period.

Packard-Bell's offering of 100,000 shares of capital stock has been oversubscribed.

Technicolor Inc. stockholders will be asked to approve 2-for-1 stock split at May 18 meeting.

**Electronics Reports:** Pattern for new defense production program began to take shape this week in form of "merger" of 2 plans to cut procurement costs: (1) Defense Secy. Charles E. Wilson's plan to concentrate output in smaller number of active plants. (2) Proposal by Studebaker chairman Harold S. Vance—now serving as ODM consultant—to keep standby productive capacity up-to-date through constant retooling of plants, as opposed to stockpiling military "hardware."

In electronics industry, effects of this double-barreled economy plan would be felt mostly by smaller companies and subcontractors turning out "expendable" mass-production military equipment (such as handic-talkies). But most big electronics contracts are so intertwined with research & development, and the equipment is so complex and vitally needed, that prospects still are against electronics being hit very soon by any large-scale cutbacks. Unnamed Motorola official, quoted in *Journal of Commerce*, sums it up this way:

"Our work isn't the sort you can concentrate [in a few companies]. Some of the projects we're researching are so vital to defense they couldn't possibly be eliminated. And when you've worked with these projects as long as we have, it would be foolish to try to transfer them to some other company. Research brains and techniques can't be transferred as you would transfer a production item like tanks, for example."

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Storm over transistor hearing aids was stirred up by Zenith president E. F. McDonald's announcement that his company had stopped production of them after use tests showed they had life expectancy of "only few weeks." Transistor failures, he said, apparently were caused by high humidity to which they were subjected when hearing aids were worn close to body. Zenith said it had inventory of several thousand instruments when production was stopped—but none had been placed on market—and is now conducting tests with hermetically sealed transistors. Announcement drew immediate retort from president Irving I. Schachtel of Sonotone Corp., which markets hearing aid containing one transistor, 2 electron tubes. He said many thousand Sonotone transistor hearing aids are now in use and "our experience with this model in actual use has been better than any previous instrument."

Hermetically sealed junction transistor, in moisture-proof light-proof metal case, was announced this week by CBS-Hytron for use in hearing aids.

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Philco's new continuous flying spot film scanner will be shown for first time at NARTB convention in Los Angeles April 28-May 1. Production model of DuMont's scanner, introduced at last year's convention, will also be displayed. Among other new equipment to be exhibited will be Dage Electronics' new line of portable studio-field TV equipment—including 20-lb. camera—said to cost one-fourth as much as conventional equipment.

New method of producing screens for color tubes by photographic process is described in paper presented April 15 by Sylvania's Sidney Levy and Brooklyn College's Dr. Albert K. Levine at meeting of Electrochemical Society in New York. Method can be employed to make RCA-type tri-color tubes and uses commercially available materials an inexpensive equipment.

Pioneer Electronics Corp., Santa Monica, Cal., claiming to be first in west to make TV picture tubes, is consolidating its 3 factories into new 30,000-sq. ft. plant at 2235 W. Carmelina, West Los Angeles, Cal. Laurence M. Perrish is pres., Victor E. DeLucia v.p. & chief engineer.

Erie Resistor has acquired location in Holly Springs, Miss., for new 50,000-sq. ft. plant to employ up to 300.

**Telecasting Notes:** Extremely bullish on TV-radio time sales prospects, separately and collectively, is NARTB's employe-employer relations v.p. Dick Doherty, who this week told Worcester (Mass.) Ad Club that "within a few years" combined TV-radio revenues will total \$1.7 billion. In this space last week, you'll recall, DuMont sales chief Ted Bergmann forecast "more than \$1 billion" will be spent on network and national spot TV time by 1956 . . . NARTB must play no favorites, so Doherty lumps the figures, said the \$1.7 billion will constitute 25% of nation's ad budget, suggests that in 2-3 years TV revenues of \$1 billion will profitably support at least 600 stations and 4 networks . . . Reasons for optimism, as Doherty outlined them: (1) The national economy is already in a buyer's market, with slowly declining prices. (2) Ad expenditures will be increased as the "prime force" to accomplish greater sales volume and lower per-unit profit margins. (3) TV-radio are "most effective means of overcoming today's and tomorrow's consumer resistance." (4) TV revenues will continue strong upward trend as more-&-more new stations go on the air—but radio is also creeping upward and "the advertising man who forgets radio and resists TV will soon be relegated to the case histories of yesteryear's success stories" . . . Combined TV-AM spot billings by station reps last year reached all-time high of \$206,000,000, of which \$82,000,000 was for TV, reports April 18 *Billboard Magazine* without quoting source. (Most reps now have different units selling AM & TV; for complete list of TV reps, see pp. 89-91, *TV Factbook No. 16*.) *Billboard* also notes that drift to alternate-week and participating TV sponsorship in effort to combat high costs of time & talent (Vol. 9:15) reached new high this month, with 38% of national network advertisers using either or both methods . . . Who buys TV films? Survey by gen. mgr. Peter M. Robeck to determine what types of local advertisers are sponsoring Consolidated TV Sales' syndicated film series (adventure, children's, sports), yielded this breakdown: beverages 36%, food 26%, appliances 12%, automotive 10%, dry goods 8%, banks & utilities 3%, miscellaneous 5% . . . Feature film, based on *I Love Lucy* programs and other material to add cohesiveness, is planned by Desilu Productions for annual showing in non-TV area theatres; this production is in addition to full-length feature about trailer trip adventures that Lucille Ball & Desi Arnaz are making for MGM (Vol. 9:6) . . . "Sneak preview" in New York's Gramercy Theatre was used last week to test audience reaction to half-hour pilot film of proposed new TV series produced in Paris by Sheldon Reynolds, producer of *Foreign Intrigue* . . . WBZ-TV, Boston, first TV station to win gold medal award of National Board of Fire Underwriters for "outstanding public service in fire prevention and fire safety" for series of cartoons and films integrated into local live shows; honor citations went to KRLD-TV, Dallas; WAAM, Baltimore; WFMY, Greensboro . . . Rep Joe Weed has established \$500 annual scholarship to outstanding Iowa State College senior or graduate student seeking professional training in TV or radio; applications for first, starting June 1, being received by Richard B. Hull, WOI-TV, Ames, Ia. . . . NBC employes' handbook, *NBC and You*, 72 pp., produced under Donald A. Rutledge, employe relations mgr., just out—good guidebook to workings of the network . . . Base rates reported by more new and upcoming stations: WTVO, Rockford, Ill., hour \$150, min. \$30; KNOE-TV, Monroe, La., \$200 & \$40; KCSJ-TV, Pueblo, Colo., \$150 & \$25; WIRK-TV, West Palm Beach, Fla., \$150 & \$25; WPMT, Portland, Me., \$200 & \$40; KFOR-TV, Lincoln, Neb., \$200 & \$35; KSBW-TV, Salinas, Cal., \$200 & \$40; WGLV, Easton, Pa., \$200 & \$40; WSVB-TV, Harrisonburg, Va., \$250 & \$50; KVOS-TV, Bellingham, Wash., \$90 & \$18; KMBY-TV, Monterey, Cal., \$200 & \$40.

Though educational TV spotlight was focused on Senate hearing on extension of channel reservations (see story, p. 8), there were these other developments this week: (1) Representatives of 5 private foundations endowed by Edward A. and Lincoln Filene, Boston dept. store founders, offered \$500,000 to Massachusetts Gov. Christian Herter for proposed educational station in Boston. (2) Educational TV's value to adults as well as students was stressed by WLWT's James D. Shouse in address to Cincinnati's International Mailbag Club. (3) U of Washington's board of regents authorized school to join in application for non-commercial Ch. 9 in Seattle. (4) Emerson's Benjamin Abrams, in presenting \$10,000 check to KUHT, Houston, due to be first educational station to go on air, charged "political pressure" dictated adverse report of New York State Temporary Commission on Educational TV (Vol. 9:9).

Dominating NARTB convention again this year will be TV, with all sessions centered at Los Angeles Biltmore & Statler Hotels, Tues.-Fri., April 28-May 1. TV also is chief topic of broadcast engineering conferences April 29-30, will feature speech by RCA's David Sarnoff which he has titled "Facing the Future in Radio and Television Broadcasting" and will deliver at opening business session Tue., April 28. Highly pitched interest in uhf and films will find outlet in panel discussions at April 30 morning session, following address by NARTB's TV v.p. Thad Brown, while engineers concentrate on film scanners, color, transistors. Small-market and low-budget TV will highlight that afternoon's meetings, along with workshops on TV-radio labor problems, etc.

Only 3 applications for new stations were filed this week—for Cincinnati, O., Ch. 54, by company headed by Robert W. Rounsaville, southern radio station owner and holder of CP for WLOU-TV, Louisville (Ch. 41); for Steubenville, O., Ch. 9, by John R. Osborne, local theatreman; for Waterloo, Ia., Ch. 16, by L. E. Kelly, engineer. With dismissals becoming more frequent as applicants combine, total applications now pending are 621 (215 of them uhf). [For further details about this week's applications, see *TV Addenda 16-O* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Annual program awards of Ohio State U's Institute for Education by Radio-TV were announced April 16 at dinner meeting in Columbus: public affairs, *Meet the Press* (NBC-TV) and *The Whole Town's Talking* (WOI-TV, Ames, Ia.); special interest, *Natl. Farm & Home Hour* and *It's a Problem* (both NBC-TV); cultural, *Live and Help Live* (WBAL-TV, Baltimore) and *Standard Hour* (KFMB-TV, San Diego); youth, *Watch Mr. Wizard* (NBC-TV), *Jet Pilot* (WNBQ, Chicago) and *Brother Buzz* (KPIX, San Francisco); special instruction, *Western Reserve U Telecourses* (WEWS, Cleveland); school, *Operation Blackboard* (WPTZ, Philadelphia).

Proof of that strange quirk in human nature that has made the old folks avid wrestling fans, ever since advent of TV, was story from Cincinnati this week. A 63-year-old widow, Mrs. Susi Robinson, of Dayton, killed in an auto accident April 6, willed \$12,000 of her double indemnity insurance policy to Neal Van Ells, program director of WLWD, Dayton, who also announces Sat. night matches on Crosley's 3 TV stations. Ells had never met the lady, but will stated she had followed his wrestling shows for 4 years.

Conclrad Manual (FCC 53-406), describing procedure for TV-AM-FM stations during air alert, was released this week by FCC and is available upon request.



# Television Digest

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**HANDY LOG OF ALL STATIONS NOW OPERATING:** We count exactly 167 TV stations on air in this country as of this writing, with more due momentarily -- and possibly as many as 100 additional stations to be added before end of this year.

As a handy reference, in response to insistent demands from subscribers, we have listed all the now-operating stations, added those on the Mexican border and in Canada, and appended a list of those known to have equipment on hand who have stated they intend to begin testing during the next few weeks.

The complete listings are on pp. 15-16 -- first such consolidated log to be made available since our TV Factbook No. 16 of last Jan. 15.

Bear in mind that this log is subject to almost daily additions. It's part of our service to report new stations to you as fast as they're officially announced. (For this week's new starters, see story on p. 3.) And for more detailed data on all stations, you can refer to our Jan. 15 TV Factbook's fuller listings of stations then on air and to its blue-section listing of all the then-pending applications.

Some significant facts adduced in compiling this log: 28 of the 167 stations in operation as of April 25 are uhf; 59 stations have gone on air since the first end-of-freeze grants of July 11, 1952 when there were 108 pre-freeze stations operating; 24 have no local radio affiliations (either AM or FM); 62 are owned in whole or part by newspaper interests, 4 by magazine publishers -- and 2 more transfers of ownership to newspaper and magazine publishers pend FCC approval.

**FACING THE FACTS ABOUT UHF TELEVISION:** There are few now who dispute fact that uhf is technically and economically capable of providing good TV service. But it's also generally agreed that uhf telecasters today have tougher row to hoe than vhf.

A realistic appraisal of uhf as it is today -- letting the chips fall where they may -- emphasizes undeniable fact that it's still very much the junior partner of vhf. But there's scant doubt that the day will come when the value of any TV franchise will be determined solely by its audience, not its wavelength.

Already there are 28 uhf stations on the air, being viewed in more than a half million homes -- just 7 months after first commercial uhf telecast by Portland's KPTV. New uhf stations are going on air in about the same numbers as vhf.

Uhf's future is secure, for it's the key to competitive nationwide service -- there's no other place for TV to expand. Such problems as receiver conversion and sensitivity, restricted coverage and power, are purely temporal. Already the electronics industry, which is solidly behind uhf and entirely confident of its future, has made astounding advances in development and production of uhf receiving and transmitting equipment. And it's only the beginning.

Early this year we began a series of personal surveys of the uhf markets. In visits to these cities and their surrounding areas we talked with telecasters,

dealers, distributors, viewers. Our aim at all times was an impartial evaluation of uhf progress and problems. The reports covered Atlantic City and York (Vol. 9:6), Wilkes Barre (Vol. 9:7), South Bend (Vol. 9:9), Youngstown (Vol. 9:10), Roanoke (Vol. 9:12), and Reading (Vol. 9:15).

These 7 markets run the gamut of conditions likely to be faced by the new uhf telecaster -- with respect to terrain, population and competitive TV services. From our surveys we've drawn these conclusions about the business of uhf TV, from the standpoint of the telecaster and the trade, as it exists today:

\* \* \* \*

If we were to select the "ideal uhf market", we would look for an area flat as a breadboard (except for one nice hill for our antenna) -- an area heavily populated within 10 or 15-mi. radius and with no vhf station within 75 mi.

That last consideration is by far the most important at this stage of the game. When a uhf station comes on air in unserved or sparsely served area, it has little difficulty building set circulation or selling time.

When it's the first station, it's "TV"; when it's the second, it's "uhf".

In rough terrain, "shadows" have given considerable trouble. To eliminate so-called "dead spots" and to cut down shadows, antenna height and location appear to be far more important than power.

Uhf coverage areas are quite a bit smaller than comparable vhf areas, as the situation stands today. And a circle drawn on a map doesn't necessarily give an accurate representation of coverage -- in mountainous or hilly areas there may be big holes within the circle, where reception is difficult or spotty.

\* \* \* \*

Attracting national sponsors has been biggest problem faced by first batch of uhf telecasters. Despite bargain-basement rates in many cases, sponsors have been quite reluctant to "go uhf", especially in situations where the new uhf station is in an area already claimed by an established vhf station.

Most uhf stations have found there's more money on Main St. than Madison Ave. Many of them -- especially those in vhf fringes -- are carrying more local programming than they had anticipated and are now doing big selling job on local advertisers. Basically, uhf today is providing a community TV service.

\* \* \* \*

The small coverage areas and reception difficulties -- even the "dead spots" -- are not necessarily part-&-parcel of uhf, any more than they are characteristic of high-band vhf. While antenna height and transmitter power are important in overcoming these deficiencies, infinitely more can be done on the receiving end.

Today's receivers are much less sensitive on uhf band than on vhf. At least half of the uhf receiving antenna installations have been unsatisfactory; nearly all could be improved on. But these are merely temporary obstacles, for the manufacturing and servicing industries are making tremendous strides in overcoming them.

Uhf set sales have posed no problem in areas not reached by good vhf signal. In these communities, too, we heard fewer reports of "dead spots", poor reception, etc. -- indicating that "where there's a will, there's a way." When uhf is the only picture available, servicemen always seem to find how to pick it up. But since uhf-only areas will be something of a rarity, most of our comments here apply particularly to areas with intermixture of vhf & uhf.

\* \* \* \*

New uhf station doesn't always bring TV boom. There have, in fact, been "buyers' strikes" in several communities after new station made debut. Sluggish set sales usually can be attributed to public disillusionment. Oftimes, uhf set and converter sales are high until station goes on air, and then -- plop -- everything stops. When this type of paralysis sets in, it's generally found that several or all of these conditions exist:

(1) Station gave widespread publicity to target date, then missed it by a month or more, or first few weeks of telecasting were annoyingly intermittent.



(2) Station and/or trade led public to believe outdoor antennas wouldn't be needed in most cases, that only expense would be uhf sets, converter or strip.

(3) Dealers didn't install equipment to give good demonstration in their own stores. In uhf, as in vhf, the axiom still applies that "you can't sell it unless you show it."

(4) Servicemen weren't prepared to make adequate uhf installations -- which require special transmission line and far more care in placement of antenna.

(5) Lack of good network shows on new station -- a vicious circle, since the station can't attract sponsors until it has audience, and potential audience won't buy uhf until it can see top-notch shows.

The first 4 conditions seem to be less prevalent in recently added uhf cities than they were in earlier ones -- and you can chalk that up to experience at all levels of the industry.

\* \* \* \*

One of the knottiest problems of new stations is counting the audience for guidance of potential sponsors. This was particularly big headache in East, where there was much trans-shipment of converters and sets, not only by distributors but by dealers themselves. Some sets picked up quite a bit of mileage before they were finally sold -- having traveled, for example, from Atlantic City to Reading to Harrisburg to Wilkes-Barre. But as production caught up with demand, problem died down.

Most uhf telecasters use distributors' sales as guide to circulation. To assure maximum accuracy, some are supplying distributors with questionnaires which are returned without signature or other identification. Others are making arrangements with local electric companies or chambers of commerce to do the surveying.

Close cooperation between new stations and the trade -- from early planning through actual telecasting -- always pays off in getting set and converter sales off to good start. Meetings between station officials and trade, regular progress bulletins, even cooperative advertising, help brush away public misconceptions and synchronize retailers' sales efforts with stations' actual progress. Hard feelings between stations and trade can only injure both.

Set and equipment manufacturers are doing increasingly good job of educating dealers and servicemen on basis of their experience in uhf markets. And they, too, are still learning.

\* \* \* \*

Most of the uhf pioneers still face a long, hard pull. But the fact remains that those now on air have made steady progress. Some, like KPTV in Portland, are already showing profits comparable to vhf -- and, indeed, Empire Coil Co.'s Herbert Mayer, who owns a vhf in Cleveland (WXEL) as well as KPTV, is so confident of uhf's future that he's rushing a new one in already vhf-served Indianapolis and has CPs to build 2 others in vhf-served Kansas City and Denver.

In the experiences of the pioneers, the newer grantees and the TV trade are finding a solid foundation to build on. Uhf is off to a good start.

**4 MORE BEGIN TESTING, 59 SINCE FREEZE:** Phoenix area got its second station this week with start of KTYL-TV, Mesa (Ch. 12), which began testing DuMont transmitter April 23 at 7:45 p.m., reporting next day "excellent reception with improved TV coverage of central Arizona." Mesa is just 12 mi. east of Phoenix; transmitter is in South Mtn. Park, about 5 mi. south of capital, so to all intents and purposes KTYL-TV is another outlet there -- first being Meredith's KPHO-TV (Ch. 5). Owner-managed by theatreman Dwight Harkins, represented by Avery-Knodel, its base rates are \$350 hour, \$65 min.

Three other stations were also added this week -- all with RCA uhf plants -- to make 42 starters so far this year, 59 post-freeze, 167 total. They are:

WCOV-TV, Montgomery, Ala. (Ch. 20), which began tests April 17, went commercial April 22 with CBS & NBC affiliations; manager is Hugh M. Smith, rep is Taylor.

WLEV-TV, Bethlehem, Pa. (Ch. 51), after many false starts, finally got its test patterns going April 21, will go commercial any day now. It's owned by Steinman interests, who also operate radio WEST, Easton; WGAL & WGAL-TV, Lancaster, and WDEL & WDEL-TV, Wilmington, among other radio properties. It's outgrowth of an old-time

uhf experimental station, which convinced gen. mgr. Clair McCollough that uhf has solid place in TV's future. It joins NBC network. Robert Meeker is rep.

WCOS-TV, Columbia, S.C. (Ch. 25), which ran first tests early this week, went on with full power April 23, will be affiliated with ABC & NBC. It's owned by C.W. Pittman, managed by Stewart Spencer, represented by Headley-Reed.

Correction: We were misinformed, hence erred in reporting that Rockford's WTVO (Ch. 39) is already on air; it hasn't started yet, though is due momentarily. (For other imminent starters, see list at end of TV log, p. 16.)

**4 CPs GRANTED, HEARINGS IN FULL SWING:** Second post-freeze examiner's decision on TV (Ft. Wayne) and 4 new CPs constituted FCC's action this week as 5 commissioners got ready for trip to NARTB convention in Los Angeles. At week's end, only Comrs. Webster and Doerfer weren't planning to go. The week's CPs -- making grand total 348:

Keene, N.H., WKNE, Ch. 45; Miami, Okla., Miami TV Co., Ch. 58; Wheeling, W.Va., WTRF (Bellaire, O.), Ch. 7. Ohio State U (WOSU) was granted reserved educational Ch. 34 in Columbus -- 15th educational CP to date.

Examiner Fanney Litvin's initial decision in Ft. Wayne Ch. 33 case favored WKJG over News-Sentinel (WGL). Her reasons for preferring WKJG: greater degree of integration of ownership with management; greater diversification of business interests of WKJG owners; WGL's principal stockholder, Helene Foellinger, controls both Ft. Wayne newspapers -- News-Sentinel and Journal Gazette. What with the filing of exceptions, oral argument, etc., final decision won't come for several months.

First post-freeze examiner's decision for Denver's Ch. 7 went to oral argument before commissioners April 23. Final decision is expected within a month.

\* \* \* \*

Illustrative of how complicated and expensive hearings can get were proposed findings filed in Denver's Ch. 4 case this week. FCC's Broadcast Bureau submitted 65 pages urging FCC to throw out application of KOA-Bob Hope group on the grounds that NBC can still control the station through complicated deal involving \$1,425,000 owed to NBC under terms of NBC's sale of KOA to new owners. The KOA group, in 271 pages, says no such control exists. But, KOA adds, if FCC thinks there is such control, station should be given opportunity to eliminate it. Opponent KMYR, in 200 pages, agrees with Broadcast Bureau.

Another good example of in-fighting is struggle over Wheeling Ch. 9 between WSTV, Steubenville, and theatre-owner John R. Osborne (Vol. 9:16). Answering WSTV's charges that he filed merely to delay TV, Osborne says allegations are "sham and frivolous" as well as "scurillous" and possibly slanderous and libelous.

FCC feels it's making progress in hearings under new procedures, nevertheless. This week, it got contestants for Ch. 4 in San Juan, P.R. to agree to submit entire direct cases on paper -- first hearing of its kind.

Senators still aren't satisfied with speed of hearings, however. In educational TV hearing this week (see p. 7), Senators Magnuson (D-Wash.) and Schoepfel (R-Kan.) asked Chairman Hyde why Commission can't let the contestants for a channel build station with understanding winner of hearing would reimburse losers for their share of expenditures. This is along lines of Hyde's own thinking (Vol. 9:7), and he promised that Commission would give idea careful study.

**EVERYONE LIKES HYDE AS FCC CHAIRMAN:** With elevation of Rosel Hyde to chairmanship, FCC is assured a "safe & sound" administration free of any built-in anti-business prejudices. And TV industry has satisfaction of seeing Commission headed by a man who, as much as any other person, put across an end-the-freeze plan that has stood a year's test remarkably well -- producing 348 CPs and 59 new stations on the air.

Industry considers it refreshing to hear an FCC chairman say, as Hyde did to us this week: "I feel very strongly about the merits of the private enterprise approach to service. I certainly want the FCC to have better relations with the industry -- having the proper regard for its views and at the same time getting a reciprocal treatment from the industry."

President Eisenhower named Hyde chairman April 18, limiting his tenure in



the position to one year -- a departure from previous practice under which chairmanship period was indefinite. Whether chairmanship is to be rotated yearly or Hyde is "on probation" for a year -- no one knows for certain.

Appointment is popular with staff as well as industry. Feeling prevails Hyde won't chop heads simply for sake of change.

\* \* \* \*

Rosel Herschel Hyde, 53, is indeed a veteran TV-radio regulator. He joined old Federal Radio Commission as an asst. attorney in 1928 while still a law student, went through all the ranks to general counsel until appointed commissioner in 1946. He was born in Idaho, is a Mormon, has 3 sons and a daughter.

Hyde had little time to accept congratulations this week, jumping into Senate hearings on educational TV (see p. 7) and FCC budget -- as Democrat Paul Walker reverted to commissioner status for remainder of his term which expires on July 1. Hyde's first speech as chairman comes at NARTB convention in Los Angeles next week.

Hearing on FCC budget April 23, before Senate Appropriations Committee, came day after House approved \$7,100,000 for Commission -- exactly what President Eisenhower recommended -- and \$691,540 more than it got last year.

Hearing was amicability itself, with Senate group obviously anxious to raise TV processing funds to point where Commission can clear the appalling backlog of TV hearings in year or two instead of the 4-5 years now in prospect.

Hyde made it clear FCC can't ask for more than the \$7,100,000 requested by Administration and passed by House, but he objected to the House's redistribution of funds so as to aid TV processing and safety & special services at the expense of other Commission functions.

Senate group was impressed by Hyde's testimony, same as Walker's before the House, showing that each TV station creates millions of dollars in business and taxes. It was further impressed by testimony of Sen. Edwin Johnson (D-Colo.), who last year almost single-handedly pushed through extra \$300,000 for TV processing. He now asks Congress to give FCC \$8,100,000, with \$1,671,000 of it to go to TV for 40 examiners plus engineers & attorneys to handle additional hearings made possible.

"One of the paradoxical factors involved in this entire situation," said Johnson, "is that it will not cost the Govt. any more to hear these cases next year than it would cost to string them out over a period of 5 years; yet, the cost to the applicants for a 5-year delay would be unbearable. Eventually, the money will be appropriated for hearings, so why not do it now, this year?"

If usual pattern develops, Senate will vote additional funds and a Senate-House conference will split the difference. FCC's situation is favorable, though it would take a long time to find 28 examiners to augment its present 12.

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**Personal Notes:** Wm. R. Baker Jr., Benton & Bowles, named TV-radio chairman, Advertising Council; NARTB president Harold Fellows named vice-chairman, gov't. relations committee . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, now on leave as business mgr. of new *TV Guide*, elected District 2 (N. Y., Pa., N. J., Del.) director of U. S. Chamber of Commerce . . . John Cowles, president of *Minneapolis Star and Tribune*, co-owner of new KVTU, Sioux City, Ia., elected president of Harvard Alumni Assn. . . . Emilio Azcarraga, Mexican telecaster-broadcaster and theatreman, elected president of Inter-American Assn. of Broadcasters at its biennial convention last week in San Juan, Porto Rico . . . Paul Mowrey promoted to gen. mgr., WABC-TV, reporting to Slocum Chapin, v.p. for ABC-owned stations . . . Gordon H. Mills, ex-mgr., NBC Radio, Chicago, appointed DuMont central div. sales mgr., Chicago, replacing David Lasley, resigned . . . Wm. Hollenbeck promoted to program director, KGO-TV, San Francisco, replacing Bloyce Wright, named program director of upcoming WAKR-TV, Akron . . . Byrne Litschgi, ex-Treasury Dept. and ex-asst. to Sen. Smathers (D-Fla.), becomes associate of Washington attorney F. Cleveland Hedrick Jr., who recently moved offices to 1001 Connecticut

Ave. NW; telephone National 8-5923 . . . Richard H. Roffman, WPIX Sunday commentator, planning to conduct 3-week tour of TV, radio, magazine & newspaper offices in 4 European countries in August, thru One World Tours, N. Y. . . . Arch B. Ragan, ex-Burke, Dowling & Adams Adv., appointed mgr. of Atlanta office, Paul Raymer Co. . . . James Atkins, ex-ABC, joins KOA, Denver, as asst. to mgr. Don Searle . . . Joseph Gill, chief engineer, WTVN, Columbus, named engineering director of upcoming WIFE, Dayton, replaced by Marvin Ingerson, asst. chief engineer . . . Sydney King promoted to production mgr. of WBAL-TV, Baltimore . . . Jerry Ford, ex-Grey Adv., joins TV-radio dept., Cecil & Presbrey, N. Y. . . . Arthur Pardoll, ex-Sullivan, Stauffer, Colwell & Bayles, appointed broadcasting media director, Foote, Cone & Belding, N. Y. . . . Joseph P. Henry named head of TV-radio timebuying, D. P. Brother & Co., Detroit . . . Stan Levy named sales service mgr., Jerry Agel promotion director, WHUM-TV, Reading, Pa. . . . Stewart Carr named Chicago & Michigan district merchandising supervisor for NBC, Roy N. James assigned to Minneapolis, Charles F. Barton to St. Louis . . . Bernard Howard elected president of new rep firm, Stars National Inc., 400 Madison Ave., N. Y.

## Network TV-Radio Billings

March 1953 and January-March 1953

(For February report see *Television Digest*, Vol. 9:14)

NETWORK TV time billings went to record high of \$18,509,328 in March, according to monthly Publishers Information Bureau report, which also discloses CBS-TV now only about \$150,000 away from consistent top-runner NBC-TV and DuMont forging ahead to within \$750,000 of third-runner ABC-TV. The \$18,509,328 aggregate compares with previous high of \$17,462,216 for Dec. 1952, with \$15,908,788 for Feb. 1953 and with \$15,789,126 in Jan. 1952. It brings aggregate for first 1953 quarter to \$51,693,476, which compares with \$45,674,288 for same 1952 quarter.

Coincidentally, network radio also went up in March— to \$14,626,103 for the 4 networks, best single month since 1951 and about \$100,000 ahead of same 1952 month. For quarter, network radio was \$41,163,628, not too far down from the \$42,600,798 for same 1952 quarter. The PIB figures (for comparative 1949-52 monthly figures, see p. 85, *TV Factbook No. 16*):

NETWORK TELEVISION				
	March 1953	March 1952	Jan.-Mar. 1953	Jan.-Mar. 1952
NBC	\$ 7,938,751	\$ 7,320,358	\$22,317,728	\$21,393,214
CBS	7,794,774	5,643,123	21,668,928	15,820,809
ABC	1,720,946	2,065,052	4,806,870	6,233,980
DuMont	1,054,857	760,593	2,899,950	2,226,285
<b>Total</b>	<b>\$18,509,328</b>	<b>\$15,789,126</b>	<b>\$51,693,476</b>	<b>\$45,674,288</b>

NETWORK RADIO				
	March 1953	March 1952	Jan.-Mar. 1953	Jan.-Mar. 1952
CBS	\$ 5,513,015	\$ 5,154,077	\$15,339,508	\$15,103,981
NBC	4,340,845	4,184,074	12,414,383	12,535,445
ABC	2,797,544	3,355,715	8,010,829	9,835,164
MBS	1,974,699	1,826,527	5,398,908	5,126,208
<b>Total</b>	<b>\$14,626,103</b>	<b>\$14,520,393</b>	<b>\$41,163,628</b>	<b>\$42,600,798</b>

NETWORK TELEVISION—January-March 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,129,226	\$ 982,794	\$ 7,558,448	\$17,275,360
Feb.	1,481,032	6,744,928	862,299*	6,820,529	15,908,788*
Mar.	1,720,946	7,794,774	1,054,857	7,938,751	18,509,328
<b>Total</b>	<b>\$ 4,806,870</b>	<b>\$21,668,928</b>	<b>\$ 2,899,950</b>	<b>\$22,317,728</b>	<b>\$51,693,476</b>

NETWORK RADIO—January-March 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	3,812,983	12,659,810
Mar.	2,797,544	5,513,015	1,974,699	4,340,845	14,626,103
<b>Total</b>	<b>\$ 8,010,829</b>	<b>\$15,339,508</b>	<b>\$ 5,398,908</b>	<b>\$12,414,383</b>	<b>\$41,163,628</b>

\* Revised to April 23, 1953.

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

**Network Accounts:** Multi-sponsored *Omnibus* on CBS-TV, Sun. 4:30-6 p.m., which ends May 3, definitely will return next year, according to Ford Foundation's George Benson, who told TV Assn. of Philadelphia program cost Foundation \$500,000 for its first 26 weeks but is regarded as both a programming and commercial success. Of the 5 sponsors—Willys-Overland, Remington-Rand, Scott Paper, Greyhound Bus, American Machine & Foundry—2 are considering buying own TV programs, said Mr. Benson, pointing to "surprisingly high sponsor identification." Next season's commercials, he said, will be integrated into the program instead of running as separate spots . . . Gillette will sponsor *Kentucky Derby* May 2 on CBS-TV, Sat. 5-5:45 p.m., thru Maxon; TV-radio receipts will go to Red Cross . . . Sunbeam Corp. (electric appliances) buys *Ethel & Albert*, starting May 9 on NBC-TV, Sat. 7:30-8 p.m., thru Perrin-Paus, replacing Pearson Pharmacal Co. (Ennds) which decided at last minute to drop program

before its sponsorship began; Ennds also drops *Eye Witness* on NBC-TV, Mon. 9-9:30 p.m. . . . Congoleum-Nairn Inc. (Gold Seal Congo-Wall), former sponsor of *Garroway at Large*, returns to TV May 1-June 3 with purchase of 12 segments of *Today* on NBC-TV, weekdays 7-9 a.m., thru McCann-Erickson; NBC-TV reports that *Today* had 363 segments sold first 1953 quarter, compared with 141 same 1952 period . . . Arthur Murray's own program will move from DuMont, Sun. 10-10:30 p.m., after April 26, to be summer replacement for Ipana's *Time to Smile* on CBS-TV, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield; Charles Antell Inc. moves *What's My Bid* from ABC-TV, Sat. 7:30-8 p.m., to replace *Arthur Murray Show*, starting May 3 on DuMont, thru TV Adv. Assoc. . . . Westinghouse to sponsor *Summer Theatre* as summer replacement for *Studio One* on CBS-TV, Mon. 10-11 p.m., thru McCann-Erickson . . . General Electric (lamp div.) to sponsor musical program with singers Mel Torme & Teresa Brewer as summer replacement for *Jane Froman's U.S.A. Canteen* on CBS-TV, Thu. 7:45-8 p.m., thru BBDO . . . Paul Mall and Simoniz Co. will replace *The Big Story* for 8 weeks during summer with *Doorway to Danger* on NBC-TV, Fri. 9-9:30 p.m., both thru Sullivan, Stauffer, Colwell & Bayles . . . Lucky Strike replaces *Robert Montgomery Presents* with *Summer Theatre* for 8 weeks starting July 6 on NBC-TV, Mon. 9:30-10:30 p.m., thru BBDO . . . Plymouth reported so pleased with *Plymouth Playhouse*, formerly *ABC Album* (Vol. 9:15) on ABC-TV, Sun. 7:30-8 p.m., that it plans to extend contract from 9 weeks to 13 weeks . . . Chrysler is reported ready to enter TV, either with musical variety program on ABC-TV, or half-hour drama on NBC-TV or CBS-TV, thru BBDO.

**Station Accounts:** Unusual package deal, amount undisclosed, whereby General Mills buys 2000 daytime plus 100 night spots on Crosley's 3 Ohio TV stations (WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus), beside 5000 spots on WLW, was closed last week with Knox Reeves Adv., handling Wheaties, and Dancer-Fitzgerald-Sample, handling Gold Medal Flour. Local live talent will be used entirely, including film spots made by Olympus Film Productions, Crosley subsidiary. Contract covers 52 weeks . . . How Pan American Airways pre-tested with one spot on Mary Wilson's *Pots, Pans & Personalities* on WPTZ, Philadelphia, offering free ticket for short flight and disposing of 400 limit within few hours, is recounted in "TV Results" page of April 20 *Sponsor Magazine*; same page tells how war surplus dealer, overstocked with 350 wooden airplane propellers, carried one announcement on KDYL-TV, Salt Lake City, sold them as decorations . . . Falstaff Brewing Co.'s sponsorship of 50 simulcasts of St. Louis Browns games (Vol. 9:16) will be divided between KSD-TV and upcoming new suburban WTVI, Belleville, Ill. (Ch. 54) due on air in latter May . . . Richfield Oil Corp. includes TV-radio in biggest promotion campaign in its history, plugging new Richfield Ethyl gas and Richfield Super HD motor oil, thru Morey, Humm & Johnstone, N. Y. . . . Standard Oil of Indiana using TV-radio spots throughout midwest to introduce new Permalube motor oil, thru McCann-Erickson, N. Y. . . . Big Hudson-Ross Stores co-sponsoring with Wilcox-Gay (Majestic TVs & radios) half-hour musical comedy show on WBKB, Chicago, for 13 weeks . . . Among other advertisers reported using or preparing to use TV: Gold Seal Co. (Snowy powdered bleach), thru Campbell-Mithun, Minneapolis; Charles E. Hires Co. (root beer), thru N. W. Ayer, Philadelphia; Eastco Inc. (Scratch-X dog powder), thru Ruthrauff & Ryan, N. Y.; Duotone Co. (TV filters, recording discs), thru Conti Adv., N. Y.; Plantation Chocolate Co. (candies), thru Martin Agency, Philadelphia; Wish-Bone Salad Dressing Co., thru Allamyer-Fox Agency, Kansas City.



**E**ducational TV proponents got some welcome re-assurance this week from 2 top-level sources on future of their channel reservations after June 2. New FCC chairman Rosel H. Hyde told Senate Interstate Commerce Committee April 21 he felt there should be no deadline on filing applications for educational channels. And committee Chairman Tobey (R-N. H.), always ready with a fast phrase, shouted:

"I hope the Commission announces these educational stations are available until hell freezes over. Let the Commission say 'hands off, private industry.'"

Hyde's statement was particularly gratifying to educators, though they recognize he's not the educational crusader former chairman Paul Walker is. Yet his statement—"if there's any doubt about it, now, on the record, I would reiterate that there is no time limit on our educational reservations"—was strong enough to breathe renewed hope into the educational TV camp.

Next step, educators hope, will be a formal statement by FCC backing up Hyde's declaration as a matter of policy. Tobey, among other committee members, has urged such a statement.

It was also advocated by Comr. Hennock, but not until she had done a flip-flop which threatened for a time to dissipate much of the goodwill her testimony last week had engendered (Vol. 9:16). She admitted that under Section 4(d) of the Administrative Procedures Act, Commission could not legally enter into any rule-making to bar petitions for changing educational allocations to commercial—a power which only last week she stoutly maintained Commission had. Section 4(d) establishes right of any American citizen who feels he has been injured by administrative regulation of Govt. to petition for change.

Sen. Pastore (D-R.I.), one of her staunchest sup-

porters last week, was particularly irked by her reversal, which she admitted it was, under questioning by Sen. Johnson (D-Colo.). And she got deeper into trouble when she urged that FCC deny all commercial petitions for educational channels unless it could be proven that entire philosophy of educational reservations "should be disregarded and nullified." When she tried to explain that this permanent policy is necessary because "other members and I won't be on this Commission forever," Sen. Magnuson (D-Wash.) interrupted to say:

"Yes, I know. I tried to keep you off originally."

Other educational TV developments this week: (1) Zenith adv. director Erik Isrig urged educational TV leaders to consider subscription TV as one way of raising money for stations, in address to Ohio State U's Institute for Education by Radio-TV. (2) Mrs. Gertrude Broderick, U. S. Office of Education TV-radio consultant, elected president, Assn. of Education by Radio-TV; Armand L. Hunter, TV development director, Michigan State College (holder of CP for commercial Ch. 60), elected regional director. (3) Bill to appropriate \$850,000 for educational TV stations in Philadelphia, Erie & State College was introduced in Pennsylvania legislature. (4) Chicago Educational TV Assn., comprising 20 organizations, received non-profit charter to apply for non-commercial Ch. 11. (5) Valuable tips for educators on station construction, based on commercial experience, published in booklet, available without cost from RCA Victor's educational div., Camden, N. J.

Also this week, first tests of educational TV's first station, the well-endowed (privately) KUHT, Houston, scheduled for April 20, were again postponed another week because of delay in arrival of Federal transmitter. Dedication is set for May 4.

**F**IVE APPLICATIONS filed this week included 2 for channels already granted. Application by group headed by auto dealer Albert B. Wagner for Youngstown's Ch. 21, which was granted last September to Polan Industries (WUTV), was accompanied by charge that WUTV has shown lack of diligence, seeks competitive hearing for channel. Application for Durham, N. C., Ch. 46, already granted to T. E. Allen & Sons (WCIG-TV), was resubmitted by group protesting the grant; it's headed by Internal Revenue employe P. M. Sawyer and includes Harold H. Thoms, who has holdings in several other grantees and applications. Other applications filed this week were for Phoenix, Ch. 3, by group of local businessmen headed by ex-Asst. Navy Secy. H. R. Askins, now auto supply dealer; North Miami, Fla., Ch. 10, by 10 business & professional people headed by steel man Frank Bryson; Claremont, N. H., Ch. 37, by local WTSV, also applicant for Manchester, N. H. [For further details about this week's applications, see *TV Addenda 16-P* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, amendments, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Terms of Birmingham News Co.'s purchase of WAFM-TV, and assumption of leasehold on radio station WAPI (Vol. 9:15), were disclosed in applications filed with FCC this week. Deal involves payment of approximately \$2,400,000, with Thad Holt, 23.636% stockholder, to receive \$567,272.75 cash at time FCC authorizes transfer. Majority stockholder Edward L. Norton (76.364%) was paid \$91,636.36 upon signing of sale agreement, will get same amount at time of transfer, then same amount annually for 18 years "on each successive anniversary date of said transfer and conveyance"—the unpaid balance drawing interest of 4% payable quarterly.

Canada has abolished \$2.50 license fee on radios, has no plans to levy tax on TVs.

Valuation of \$2,900,000 on WIND, 5-kw Chicago radio station granted uhf Ch. 20 last month (Vol. 9:12), is indicated in application to FCC for change of ownership in compliance with Commission's conditions on TV grant that part-owner H. Leslie Atlass, who is also CBS Chicago div. v.p., should divest himself of his stockholdings. To proposed new WIND Inc., Atlass would sell his 19.47% interest for \$564,498.60; Philip K. Wrigley Jr. his 38.85% for \$1,126,566.42; *Chicago Daily News* its 41.68% for \$1,208,938.98. It's largely paper transaction, however, for new officers and stockholders would be: Ralph Atlass, pres., 11.1% (brother of Leslie); John T. Carey, v.p. & secy., 5.5%; H. Leslie Atlass Jr., treas., 9.9%; Frank Atlass, 9.9%; Harriet Jane Atlass, 9.9%; Helen A. Wrigley, 6.5%; Blanche W. Hagenah, 6.5%; Dorothy W. Rich, 6.5%; Wm. Wrigley, 6.5%; *Chicago Daily News*, 27.7%.

TV winners of George Foster Peabody Awards for 1953 were presented April 24 at luncheon meeting of Radio-TV Executives Society of New York: special award, *Victory at Sea* (NBC-TV); news, *Meet the Press* (NBC-TV); education, *Johns Hopkins Science Review* (DuMont); entertainment, *Mister Peepers*, and *Your Hit Parade* (both NBC-TV); children's, *Ding Dong School* (NBC-TV); local public service, WEWS, Cleveland. Radio winners: news, Martin Agronsky (ABC); music, New York Philharmonic Symphony (CBS) and *Standard Symphony* (NBC); regional public service, WIS, Columbia, S. C.

Transfer of KHMO-TV, Hannibal, Mo., holder of CP for Ch. 7, from Courier-Post Publishing Co. to WTAD, Quincy, Ill., is proposed in application filed this week. The towns are 15-mi. apart, and plan is to sell *Courier-Post* 20% of WTAD, dispose of KHMO (AM), dismiss WTAD application for Ch. 10 in Quincy. WTAD would pay KHMO out-of-pocket expenses of \$7580 incurred in pursuit of CP.

**Telecasting Notes:** Most expensive single-sponsor TV network shows of 1952, program-wise, were *Texaco Star Theatre* (Milton Berle), averaging \$59,000 per week, and *Colgate Comedy Hour*, \$50,000, both on NBC-TV, according to new *Television Magazine* data book. In section listing all network programs, advertisers, number of performances, time charges and average program costs, these were next highest-priced (from production standpoint only, not time costs): Buick's *Circus Hour*, NBC, \$45,000; Blatz's *Amos 'n' Andy*, CBS, and Lucky Strike's *Your Hit Parade*, NBC, \$40,000 each; Philip Morris' *I Love Lucy*, CBS, and Tide's *Rcd Skelton*, NBC, \$38,000 each; Gillette's *Cavalcade of Sports*, NBC, \$35,000; GE's *Fred Waring*, CBS, \$32,000; General Foods' *Our Miss Brooks*, CBS, \$31,000. Running at higher total costs, of course, were some multiple-sponsor programs—NBC's *Your Show of Shows & All Star Revue* and CBS's *Omnibus & Jackie Gleason Show*. All costs aren't stratospheric, however, as can be seen by these averages at other end of scale: Burton-Dixie's *Remember These Things*, ABC, \$1000; Quaker Oats' *Gabby Hayes*, NBC, \$1100; Longines' *Chronoscope*, CBS, \$1500; Procter & Gamble's *Guiding Light*, CBS, and American Home Products' *Love of Life*, CBS, \$1700 each; Procter & Gamble's *Search for Tomorrow*, CBS, and Norwich Pharmacal Co.'s *Sunday News Special*, CBS, \$1800 each; Tide Water Associated Oil Co.'s *Broadway to Hollywood*, DuMont, Lever Bros.' *Hawkins Falls*, NBC, and Serutan's *Life Begins At Eighty*, DuMont,

\$2000 each . . . Headline in April 22 *Variety* that tells its own story: "Alert Radio (1st), TV (2nd) Scoop All Dailies (3d) on War Prisoner Names" . . . Fred Ziv's burgeoning TV-radio program operations now represent \$25,000,000 annual billings, reports *Variety*, of which \$13,000,000 is derived from service to 80 TV stations . . . How TV stimulated growth of Alexander Film Co., Colorado Springs, Colo., into a top place among nation's industrial film producers, is described in 5-col. article in April 20 *Advertising Age* . . . DuMont has signed East-West football game for benefit of Shriners' Crippled Children's Hospital for next 3 years, sponsor to be announced . . . CBS-TV signs Frederick DeCordova, veteran movie director recently with Universal, to long-term contract as producer-director . . . George Jessel's first chore on ABC-TV will be quiz show titled *The Last Word*; he will answer questions about show business . . . Six years of cooperation between WFIL-TV and Temple U's campus stations WRTI-AM & WRTI-FM, which it helped found, are reviewed in pamphlet titled *Working Together*, printed and distributed by Temple and listing all TV-radio courses offered there . . . WTOP-TV, Washington, April 1 raised Class A hour rate from \$700 to \$1100, min. from \$140 to \$165 . . . WBKB, Chicago, April 15 raised Class A hour from \$1500 to \$1650, all other program time 10%, but Class B spots were cut \$50 . . . WICU, Erie, May 1 raises Class A hour from \$500 to \$600, min. from \$90 to \$120, sets up new Class C schedule, reducing daytime rates.

**E**XTENSIONS OF CPs will soon be sought by quite a few 1952 new-station grantees in line with FCC rules requiring that construction begin within 2 months of grant and be completed within 6 additional months. Since uhf equipment was slow in coming off the line until only recently, FCC has been lenient in matter of granting extensions—but it can be assumed it will ask for progress reports from every laggard grantee. In that connection, of the 174 CPs granted last year, we're proud to report that our continuing survey of upcoming new stations has been able to give you a progress or target date report on all but a scant half dozen of the 1952 grantees—and, of course, on most of the 150-odd others granted thus far this year.

The only 1952 CP holders from whom neither questionnaires nor repeated letters of inquiry have evoked replies—and on whom we have no reports from manufacturers that they have ordered equipment as yet—are WATR-TV, Waterbury, Conn. (Ch. 53); WSJL, Bridgeport, Conn. (Ch. 49); KCTV, Austin, Tex. (Ch. 18); KTVR, Galveston, Tex. (Ch. 41); WONN-TV, Lakeland, Fla. (Ch. 16); WARD-TV, Johnstown, Pa. (Ch. 56). In addition to these, WIP-TV, Philadelphia (Ch. 29) has replied but hasn't ordered equipment yet or fixed target date; nor has WRAK-TV, Williamsport, Pa. (Ch. 36), which is still casting about for a suitable uhf site (Vol. 9:16).

Otherwise, this column has reported more or less definitely on all 1952 grantees, and will continue to do so on those and on subsequent CPs as quickly as replies are received from the principals. This week's reports from uhf grantees:

KFSA-TV, Fort Smith, Ark. (Ch. 22) has rescheduled opening to May 31 from previously reported May 1 (Vol. 8:50, 9:4) due to delay in GE equipment delivery, reports mgr. Weldon Stamps. Pearson will be rep.

WGOV-TV, Valdosta, Ga. (Ch. 37) has ordered RCA equipment, is selecting building site and plans November debut, according to v.p. W. H. Keller Jr., representing E. D. Rivers Jr., owner. New firm, Stars National Inc., 400 Madison Ave., New York, will be national sales rep.

KEDD, Wichita, Kan. (Ch. 16) has moved forward its projected starting date again, now plans test patterns

around Aug. 1, reports Stanley H. Durwood, of the Kansas City theatre family, who has charge. GE equipment has been ordered. Ben B. Baylor Jr., ex-WMAL & WMAL-TV, Washington, has been engaged as gen. mgr.

WIBM-TV, Jackson, Mich. (Ch. 48), authorized last Nov. 19, still hasn't ordered equipment or begun construction, but owner Roy Radner reports he expects to begin operation in Sept.; previously he had reported "early summer" target (Vol. 8:50).

WCBI-TV, Columbus, Miss. (Ch. 28) has not ordered equipment as yet, but plans to begin operation in "late 1953 or early 1954," according to owner Birney Imes Jr. McGillvra will be rep.

WCOC-TV, Meridian, Miss. (Ch. 30), granted CP last December, is proceeding with construction, has been promised delivery of GE equipment by July 15 and plans to begin operation "soon as possible after delivery," reports Withers Gavin, president and gen. mgr. Rep has not yet been chosen.

WTVU, Scranton, Pa. (Ch. 73), previously reported due in April or May (Vol. 9:10, 13), now plans test patterns May 25 with Federal equipment and programming June 1, reports gen. mgr. Jan King. Rep will be Bolling. If it makes dates, it will be first on air of the 3 uhf scheduled for Scranton—others being WGBI-TV (Ch. 22), which last reported June 7 target (Vol. 9:13), and WARM-TV (Ch. 16), scheduled for late summer or early fall (Vol. 9:10).

WDAK-TV, Columbus, Ga. (Ch. 28), authorized last month to Allen M. Woodall's WDAK and Martin Theatres of Georgia Inc., gets first transmitter to be shipped during May from RCA. It's scheduled to leave Camden week of May 4. Tests are tentatively set for Sept. 1. Headley-Reed will be rep.

Grantee in Waterloo, Ind. (Ch. 15), headed by R. Morris Pierce, president of WDOK, Cleveland, has ordered RCA equipment, aims to "kick off" with World Series Oct. 1, hasn't yet selected call letters or national rep.

KAGR-TV, Yuba City, Cal. (Ch. 52) has plans partially completed for downtown studios but hasn't ordered equipment yet because it may seek to amend CP for mountain-top location, reports Paul E. Leake, of Lafay-



ette, Cal., TV advisor to grain dealer John Steventon, grantee. Present plans are to test by November, begin commercial operation in December. No rep has yet been chosen.

Television Services of Knoxville (Ch. 26), only TV grantee in Knoxville following merger of competing applicants (Vol. 9:12), expects delivery of RCA transmitter by Sept. and aims at early fall debut, according to W. R. Tuley, 80% owner. Call letters and rep not yet designated.

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On the vhf front, RCA reported this week it is shipping 2-kw interim transmitter to KTVH, Hutchinson, Kan. (Ch. 12) week of April 27, so that it is entirely likely to meet its June 10 target date for tests (Vol. 9:15). Other reports on upcoming vhf stations:

KCNA-TV, Tucson, Ariz. (Ch. 9) granted CP last December, has nearly completed construction plans, will order equipment after NARTB convention and plans Dec. 18 debut, according to mgr. Wayne Sanders. Hollingbery will be rep.

KFEQ-TV, St. Joseph, Mo. (Ch. 2) now reports July target date, with RCA transmitter and 810-ft. Lehigh tower ordered. Construction of studio building is well along, and about 45% of equipment has been received, reports mgr. Barton Pitts. Headley-Reed will be rep.

KGVO-TV, Missoula, Mont. (Ch. 13) hasn't ordered equipment yet, is amending to ask for 6800-ft. mountain-top site so as to cover all western Montana, so doesn't expect to begin tests before June 15, 1954, according to report from owner A. J. Mosby. Gill-Perna will be rep.

KFXD-TV, Nampa, Ida. (Ch. 6) got STA from FCC this week to operate from temporary site, using 500-watt Gates transmitter and composite antenna comprising folded dipole and reflector atop a wooden pole only 8 ft. above ground. Site is 6558-ft. above sea level, however. Station has run into trouble with state over proposed transmitter site on Deer Point Peak.

KRBC-TV, Abilene, Tex. (Ch. 9) hasn't decided yet between 2-kw RCA transmitter or 5-kw DuMont, reports gen. mgr. Howard Barrett, but hopes to get on air by Aug. 1. It plans 400-ft. tower 11 mi. south of Abilene, will be represented by Pearson.

WJDM-TV, Panama City, Fla. (Ch. 7) has ordered RCA equipment for July delivery, expects to begin testing by Sept., reports owner J. D. Manly, Pensacola contractor. Hollingbery will be rep.

Commercialization of boosters was urged this week by Rep. Pat Sutton (D-Tenn.), who comes from Lawrenceburg where Nashville's WSM-TV has operated experimental booster repeating WSM-TV programs 3 days weekly (Vol. 9:15). In long statement inserted in April 20 *Congressional Record*, he said that Lawrenceburg is too small to support regular station; that WSM-TV's experiments have proved practicality of boosters; that it's time for FCC to act now. Rep. Sutton told us pictures from boosters in Lawrenceburg "are as good as those in Nashville—70 mi. away," and said great advantage over community antenna systems is that booster-served viewers won't have to pay installation and monthly fees.

GE makes pitch for small-market TV aspirants at NARTB convention in Los Angeles with new "one-man" station, permitting single operator to control transmitter, slide and film projectors, audio and transcription facilities and network programs. Heart of setup is newly developed switching system. GE says all equipment would be grouped at transmitter building where operator sets up whole day's slide and film programs in advance, then controls them from single point. GE revealed no prices in advance, said setup is available for vhf or uhf, in various powers.

**P**OWER CEILINGS for TV stations in each group of channels, as set by FCC, are constantly misconstrued by advertisers and agencies who tend to assume automatically that "the higher the power, the greater the coverage."

Though it's only natural for operators to promote fact they have greater power than competitors, it should be remembered that FCC set different power ceilings for sole purpose of trying to equalize coverage of all TV stations and place them on same competitive footing. The power maxima are: 100 kw for Ch. 2-6, 316 kw for Ch. 7-13, 1000 kw for all uhf channels.

FCC and everyone else has a lot to learn about coverage, but foregoing figures are best anyone has come up with so far in attempting to equalize stations' potential coverage. The 1000-kw uhf maximum is out of fairly thin air, since no one had ever approached that output when FCC chose it. In any event, no one has yet seriously challenged FCC's limits.

Location and height of antenna are frequently much more important than channel number or power—a factor all too often overlooked.

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Regardless of channel, any power boost is good, and this week brings reports of another crop: WNAC-TV, Boston, to 220 kw April 26; WDAF-TV, Kansas City, to 100 kw April 10; WSB-TV, Atlanta, aiming for 100 kw June-July. RCA reports 25-kw amplifier already shipped to WFBG-TV, Altoona; two more going to WAGA-TV, Atlanta, and WLWT, Cincinnati, next week; another scheduled for WLWC, Columbus, following week. WNBT, New York, gets 10-kw driver week of May 4, 25-kw amplifier to follow. "Channel moving day" for Crosley's 3 Ohio stations, all of which must change channels under FCC rules, is May 1 for WLWD, Dayton, shifting from Ch. 5 to 2; June 1 for WLWT, Cincinnati, from Ch. 4 to 5; July 1 for WLWC, Columbus, from Ch. 3 to 4. All are getting new RCA equipment. WOR-TV, last of New York's 7 stations to seek move to Empire State Bldg., was given permission to do so by FCC this week. Both WOR-TV and WATV, Newark, await fabrication and installation of new antennas—though there's possibility they may use temporary antennas in order to move sooner.

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First Mexican TV "notifications" of CPs awarded within 250 miles of U. S. border were submitted to State Dept. this week under terms of agreement concluded last year. Mexican Govt. doesn't indicate status of construction, but agreement specifies that notification must be given 30 days before or after CP is granted. All are listed with 5-kw ERP, height above average terrain not given. Following are CPs listed (for longitudes and latitudes, see *TV Addenda 16-P* herewith): On air—Matamoros, XELD-TV, Ch. 7; Tijuana, XETV, Ch. 6. Grantees—Reynosa, XERA-TV, Ch. 12 & XERO-TV, Ch. 9; Juarez, XECZ-TV, Ch. 2, XEDI-TV, Ch. 11 & XECJ-TV, Ch. 5; Nuevo Laredo, XELN-TV, Ch. 3; Nogales, XENS-TV, Ch. 2; Mexicali, XEBC-TV, Ch. 3; Piedras Negras, XEPN-TV, Ch. 2; Tijuana, XETC-TV, Ch. 12.

Amendments of TV technical rules, proposed Jan. 8 (Vol. 9:2) and covering methods of computing height above average terrain, designation of city to be served, transmitter attenuation, etc., were finalized by FCC this week with minor changes. Details of changes are in Notice 53-448, Mimeo 88537, may be obtained from Commission—or we'll get copy for you.

Zenith filed court appeal in District of Columbia Court of Appeals April 21, asking for reversal of FCC decision denying Zenith comparative hearing for Chicago's Ch. 2 (Vol. 9:15). It also requested injunction to keep WBBM-TV from moving from Ch. 4 to Ch. 2 while appeal is pending.

**COLOR'S IMPACT ON TRADE—NOW AND LATER:** Concerned but not worried about prospect of color TV, revived by last week's exciting demonstrations (Vol. 9:16), industry leaders are thinking hard these days about how to gear their organizations to introduce color as smoothly as possible -- and to hold disruptions to a minimum.

We talked this week with quite a few key set makers, large and small, found most have positive ideas about keeping black-&-white sales at reasonable levels until they're able to offer the public color receivers bearing their cherished brand names.

Public's anticipation of color is bound to affect black-&-white sales. All manufacturers concede that -- and they all anticipate that the situation will get tougher until color sets actually appear on the market. But they disagree considerably on just how rough this interim period will be.

It's a matter of informing public, distributors and dealers, and, as one manufacturer put it, "The public will believe the truth, if you tell them the truth often enough, before they will believe the big lie." Here are some essential facts about color sets, as industry sees them now:

- (1) They'll be very expensive at first, much more than black-&-white.
- (2) Initial production will be quite limited, increasing slowly.
- (3) Hours of color programs will be few at first, expanding gradually.

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Some of the set makers we polled spoke for quotation; others preferred not to be quoted. Here's what we gathered:

RCA's attitude is plain -- color is ready for approval and some sets can be produced in 9-12 months. As v.p. Dr. Elmer Engstrom has testified, if approval were obtained now, a manufacturing unit capable of turning out 2000 color tubes monthly could be put into production by year's end (Vol. 9:13). And RCA's offhand estimate of color set prices is that they'll run about 50% more than black-&-white at start, dropping to about 25% more eventually.

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"The trade situation, so far as the impact of color is concerned, isn't too bad -- not nearly as serious as you've been intimating in The Digest," said another of the largest set makers. "Our movement to distributors for the week ended April 16, for example, was better than 100% ahead of the same week last year. To be sure, our mix is changing constantly -- tables very strong, combinations tremendous, consoles not so hot. But you can put this down as an axiom: The dealers aren't buying anything these days that they're not selling.

"RCA wants color so badly," he went on, "that it's willing to forego today's business for its main objectives -- compatibility and the preservation of its patent licensing position when new license agreements are due on Jan. 1, 1955.

"I suppose we'd take the same position if we were RCA. We're all for it on compatibility, of course. As for getting color onto the market, whether we can make workable and saleable sets as soon as RCA says, I'm not so sure. We know the tubes, both RCA's and Chromatic's, can't be built in mass production, can't be made to keep colors in true register and correct focus in sets we could build -- as of now.

"We want color, of course. But Dr. DuMont is right in saying it's several years away yet. I'd say the earliest we'll have some sets might be latter 1954 -- probably well into 1955 is a better guess. Meanwhile, business holds up nicely."

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Motorola's exec. v.p. Robert W. Galvin said: "It's hardly fair to say that color TV sets will cost 25% or 50% more than black-&-white, for in the first place there aren't likely to be any table models -- what with more chassis, costlier picture tube, more circuit tubes and twice the circuitry.



"Our thinking is that color sets will necessarily all be consoles and will cost at least double what a 21-in. open console now costs. That means a lowest price of \$650-\$700, which itself will serve as a checkrein on demand and insure continued greater demand for black-&-white sets than for color at the outset at least. And Motorola, of course, will have color sets as soon as anyone else."

Galvin said his dealers report color talk is affecting trade to a degree -- "but we don't know how to interpret the degree." Dealers at this time of year aren't building inventories anyhow, he said, and there was the normal seasonal slough-off after Easter. Today, dealers are buying hand-to-mouth and business is about as expected for this time of year, he said.

"The whole color situation is too involved to explain it in any one-sentence similes," said Galvin. "But I think the important thing to emphasize is that color sets are going to be very costly and the amount of color broadcasting is going to be very limited at the outset -- and there aren't going to be any prices comparable to today's excellent black-&-white buys -- not for a long while."

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"The prospects of color can't help but interfere with sales," said another of the major makers, "particularly in the saturated markets. There's not going to be much shift from small to large sets in those markets. In the new markets, however, curiosity about TV itself will sell black-&-white sets."

"Color tubes are the key to the whole thing," he went on. "There is no estimate yet of the cost of tubes, and it will take a good 9-12 months to start tube production. We'll have color, but it will take 1-2 years to really tool up."

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Another of the bigger set producers told us: "Trade is good, well ahead of 1952," adding that at the moment no specific market seems to have been affected one way or other by color talk. "Where we've been hurt has been due to other factors-- in Washington, for example, by uncertainty of employment; in New York, by trade deals. New uhf markets are holding up extraordinarily well, and such spottiness as we may be suffering at the moment is not in uhf areas. As for color sets, it must be remembered they'll always be substantially higher than black-&-white. And it should be stressed that compatibility means no obsolescence of black-&-white sets."

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Hallicrafters' president Wm. Halligan said: "We've been working on color in the laboratory and we have some pretty good stuff. We'll be joining NTSC in field tests soon. But color tubes are the thing; we've had our purchasing people out talking to the tube makers, but we can't get any idea when they'll come or what the cost will be. Of course, the tube makers dare not tool up until the FCC acts."

"As for black-&-white sales, people are bound to pause at the high end of the line. They'll think twice about buying a 27-in. console, for example. But I still think we'll have a good fall market. It should be pointed out that pictures on color tubes will be smaller than black-&-white at first. There will only be a few hours of color weekly at first, too."

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Said Emerson president Benjamin Abrams: "The closer and closer we get to the actual availability of color sets on the market, the more black-&-white sales will be hurt. But when the public sees that color sets cost 3 or 4 times as much as black-&-white, introduction of color will actually stimulate black-&-white sales."

"I think color sets will cost 3-4 times as much at first, though I suppose they'll eventually cost 25-50% more. I expect the first color sets to come during the first half of 1954, but it will take 2-3 years for them to come in reasonably large numbers." He reported "good results" from promotion offering customer guarantee that any Emerson set he buys today can be turned in on any brand of color set by June 30, 1954, and full purchase price of the set will be applied to color set."

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Fierce competition in color tubes and sets is certain, as the day of actual production approaches. There's good race on now between RCA and Chromatic TV Labs, each touting its own type. RCA is leaving no avenue unexplored, showing not only

its shadow-mask tube but a "focus-mask" or "line-grid" type -- latter apparently similar to Lawrence tube but with 3 guns instead of one (Vol. 9:16). Chromatic says it plans a Lawrence tube with 3 guns, and several other tube and set makers say they're enthusiastic about that approach.

Another tube idea is broached by Zenith, owner of Rauland, its tube-making subsidiary. Tube is a 4-gun affair, shadow-mask like RCA's except that it has a white phosphor dot in center of each triad of red-blue-green phosphor dots. Three guns activate the color phosphors and a fourth is aimed at white dots, hitting them when other 3 are turned off. This is said to ease tolerance requirements for color balance and convergence, producing superior whites and pastels.

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TV set production totaled 150,712 units (12,069 private label) week ended April 17, year's 15th week, down from 154,860 preceding week but up from 149,735 in week ended April 3. Factory inventories went up to year's high of 281,050, compared to 243,009 week ended April 10 and 204,648 week before. Radios totaled 315,123 units (148,884 private), up from 305,084 for week ended April 10 and 309,306 week before. Inventories advanced to 478,811, compared to 448,384 on April 10. Week's radios: 77,887 home, 53,579 portables, 53,836 clock, 129,822 auto.

**Topics & Trends of TV Trade:** Revamping of RTMA to give louder voice to electronics manufacturers looks like good bet—though details of reorganization have yet to be worked out and might give rise to a hassle before it's over. Originally approved "in principle" by RTMA board at New York meeting Feb. 6 (Vol. 9:6), proposals advanced another step at Los Angeles parley April 17 when board authorized special reorganization committee headed by Robert C. Sprague, chairman of Sprague Electric Co., to work out details for consideration by board at RTMA's annual convention in Chicago, June 15-18.

If approved then, plan must be submitted for ratification to full membership, which in past has usually gone along with board. Sprague committee must iron out details on 2 major points:

(1) Representation on board: One school of thought contends board membership should be expanded to take in electronics as well as TV-radio manufacturers; another believes 2 separate boards—one for TV-radio, other for electronics manufacturers—should be set up.

(2) Paid president: RTMA hasn't had paid president since Glen McDaniel quit \$50,000-a-year job (Vol. 8:26), and membership's attitude toward paid presidency, in view of operation without one since then, is uncertain—especially so since reorganization will involve considerable additional cost, in terms of expansion of staff and services. In final analysis, said one authority, it boils down to who the man is and how much the job will cost.

As an incidental feature, RTMA's name would be changed in deference to expanded membership among electronics manufacturers. Several names have been suggested, including "Electronics Manufacturers Assn."



Optimism keynoted RTMA panel discussion in Los Angeles April 15 on future of TV-radio-electronics business—Sylvania's Max Balcom predicting sales of 400,000,000 receiving tubes by manufacturers this year vs. 312,000,000 in 1952. Other RTMA div. chairmen who expressed optimism, but without being specific, were: RCA's J. B. Elliott, set div.; Quam-Nichols' Matt Little, parts; Westinghouse's C. W. Miller, technical products; RCA's A. K. Ward, amplifier & sound equipment. Elliott, in interview in April 21 *Retailing Daily*, amplified his remarks to say soft TV business in some areas now is nothing more than seasonal. He said RCA would have some "changes and additions" to its line about June or July. As for prices, he said they definitely won't be lower, hinted at small increases.

Trade Miscellany: National Electronic Distributors Assn. moves headquarters to 228 N. La Salle St., Chicago . . . Stromberg-Carlson introduces new TV line July 9 at distributors meeting in Rochester . . . Philadelphia Electric Assn., reporting on sales of 19 brands in area, counts 13,964 TVs sold in March vs. 11,210 in March 1952 . . . Kansas City Electric Assn. reports 7038 deliveries by distributors in March, up 866 from year ago . . . Webster-Chicago has new "pushbutton" spindle adapter for 45rpm . . . Admiral this week lighted 38x58-ft. spectacular electric sign at Stuart & Tremont in downtown Boston.

Distributor Notes: Raymond Rosen & Co. (RCA), Philadelphia, announces resignation of Harry Lasky as v.p. & gen. sales mgr., his duties to be absorbed by sales v.p. Jack Rosen . . . Admiral appoints Major Appliance Corp., Burlington, Vt. (Hyman Lash, pres.) . . . Hallcrafters-Chicago names Thomas Paxton gen. mgr., replacing Ernest Riehl, resigned . . . Capehart-Farnsworth appoints W&W Distributing Co., Memphis (S. D. Wooten, pres.) . . . Arvin appoints Buchanan-Williamson Co., Grundy, Va. (George W. Bishop Jr., pres.) . . . N. C. Teakle Co. (Pacific Mercury), San Francisco, appoints Charles W. Ricketts sales mgr.

"Tape phonograph" attachments for TV-radio sets at low cost will be made possible by new playback head for magnetic recordings, according to Illinois Institute of Technology's Armour Research Foundation. Invented by senior physicist Dr. David Wiegand and described as "major advance," new head gives far stronger signals than conventional heads. Simple audio circuits used in any TV or radio can substitute for the elaborate sound system required with conventional magnetic playback equipment. Foundation has made information on new head available to licensee companies, and officials say it will probably be on market in near future.

Strikes against GE, which halted production at 2 electronics plants in Syracuse (Vol. 9:15), went through 3rd week April 25, with no settlement in sight following collapse of negotiations with IUE. Also unsettled was 2-week strike of 300 UE workers at GE's Scranton tube plant, which has remained open. Threat of national strike against all GE plants disappeared temporarily when CIO's Conference Board voted April 18 against walkout pending outcome of current wage talks.

Westinghouse's new tube div., Elmira, N. Y., is now making transistors, and DuMont plans to begin making them before end of year.



**Electronics Reports:** America is not ready for an "electronic war," despite 2 years of mobilization buildup. This is alarming conclusion of article in April *Nation's Business* by Richards W. Cotton, chairman of govt.'s high-level Electronics Production Board. Bringing out into open a problem that has long plagued industry and the military, he attributes electronic unreadiness to 2 principal factors: (1) over-complexity of equipment; (2) shortage of well-trained technicians in the armed forces.

The author, who served as controller of signal equipment in British Air Commission during World War II, says Russia's electronic equipment "compares favorably with ours" and her military technical force is large and highly trained—giving that nation 80-90% "maximum utility" from its electronic gear, contrasted with the 60% we "too often" get from ours. The 2-year service period is woefully inadequate to train an electronic technician, he says, quoting EPB estimate that "it takes not less than 5 years of intensive training to make an across-the-board electronics man."

He contrasts Govt.'s development of military electronics gear—which has evolved from the simple to the extremely complex—to civilian industry's constant simplification of TV receivers. "We have spent more than \$15 billion on military electronics since the war and are now up to a national annual expenditure of \$2.5 billion a year," he states. "We cannot surrender our civilian control of well-planned military progress—we must demand that it be properly managed and fully exploited."

Among his recommendations for improving electronic gear is proposal for incentive contracts to manufacturers which would reward them for simplification of equipment. "The present system of contracting is one of the major faults of the world of military electronics," he asserts. "Frequently one company receives a research & development contract [and] then finds the manufacturing contract is awarded elsewhere. The reason is the archaic lowest-bidder law."

Although article doesn't make a point of it, Congressional action would be necessary to accomplish Mr. Cotton's 2 main proposals: (1) Reward manufacturers for cutting costs and complexity of equipment; current procurement and renegotiation regulations actually would penalize them for it. (2) Offer more inducements to encourage military personnel to take up electronics careers in the services.

\* \* \* \*

New method of producing transistors which may bring down price and improve quality was announced this week by GE. Developed by physicist Dr. Robert N. Hall, new technique can produce as many as 100 layers of treated germanium in single 6-in. ingot, yielding several thousand transistors per ingot. Other methods produce only 1 or 2 layers per ingot, GE says.

American Car & Foundry Co. has purchased entire capital stock of Avion Instrument Corp., Paramus, N. J., researchers and developers of fire control, guided missile and other electronics devices. Richard F. Wehrlin, founder and president of Avion, continues with ACF with staff.

Olympic Radio this week announced purchase of Electrona Corp., Irvington, N. J., research laboratories, for affiliation with its Olympic Development Co., Stamford, Conn. Electrona's Dr. Carl Bosch is promoted to v.p.

Oxford Electric Corp., Chicago (speakers) has acquired Radionic Controls Inc. & Wilder Mfg. Co., both of Carbondale, Ill. Hugo Sundberg, Oxford v.p., elected exec. v.p. of both subsidiaries.

RCA international div. plans to establish electronics service laboratory in Japan—its first outside continental U. S.—for assistance to its 17 licensees in Japan.

**Trade Personals:** John W. Craig, Avco v.p. and Crosley gen. mgr. since 1948, has resigned to become president of Aluminum Industries Inc., Cincinnati manufacturer of castings, engine parts, valves, pistons, etc.; James D. Shouse, Avco v.p. and chairman of its subsidiary Crosley Broadcasting Corp., becomes chief executive officer of all Crosley div. operations, including TV-radio and appliance activities . . . Dr. W. R. G. Baker, GE v.p., chosen by RTMA to receive annual Medal of Honor for outstanding contributions to industry, to be awarded at RTMA's Chicago convention June 15-18 . . . Herbert Riegelman, GE TV-radio marketing mgr., promoted to TV-radio gen. mgr., Syracuse, replacing Willard H. Sahloff, promoted gen. mgr. of small appliance div., Bridgeport, Conn. . . Dr. Wm. L. Everitt, dean of U of Illinois engineering college, has been nominated by IRE (of which he is a past president) to serve on committee of scientists formed to evaluate functions of Bureau of Standards; Dr. M. J. Kelly, president of Bell Labs, is chairman . . . David H. Cogan, CBS-Columbia president, elected director of Victoreen Co., Cleveland (radiation instruments) . . . Thomson A. Moore, asst. to F. R. Deakins, president of RCA Victor Co. Ltd., Montreal, and onetime Ford Motor Co. export sales mgr., named to new position of exec. v.p. . . J. A. H. Torrey named commercial v.p., GE International . . . John G. Thompson and Franklin P. Hinman, both ex-RCA, appointed product mgrs., Westinghouse electronic tube div. plants at Bath & Elmira, N. Y., respectively . . . Leonard Rosenfeld, ex-General Instrument Co., named Jerrold production mgr. . . Richard M. Kaplan named chief of methods & production systems dept., CBS-Columbia . . . Michael Kory, ex-mgr. of all distributing subsidiaries, appointed administrative director, Emerson sales & adv. depts. . . Raymond H. Zipf appointed Stromberg-Carlson district merchandiser, St. Louis . . . Frank P. Delay promoted to Zenith personnel director . . . Charles W. Finnigan, ex-Sylvania, appointed chief electronics engineer, Stromberg-Carlson, replacing Garrard Mountjoy, now asst. to v.p., American Radio-Television Inc., Little Rock (parts) . . . John Kingston, ex-Westinghouse, named Motorola director of training, succeeding George Lambert, retired.

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College football TV program next fall will be announced next week by National Collegiate Athletic Assn. TV committee and it's expected to resemble closely last year's one-game-a-week plan. TV committee was directed by NCAA convention last January to continue TV "controls" (Vol. 9:2) and committee has given no indication since then that it plans any radical changes. To prepare way for submission of 1953 program to member colleges within next few days, NCAA this week released report of U of Chicago's National Opinion Research Center, hired by NCAA to study effects of TV on college football. Report shows how NCAA's position has shifted since it inaugurated TV "controls" in 1951. At that time, it was claimed that restrictions were needed to protect small colleges. But this week's announcement states large and medium-sized colleges were "harder hit by TV than the less attractive games and the small colleges." Research group also claims that as total sets-in-use increased, adverse effects on football attendance increased. But at another point, it says that NCAA's TV "controls" reduced attendance losses 13% since 1950.

Ex-Senator Ernest W. McFarland (D-Ariz.) is under retainer of \$2500 a month plus \$1000 monthly expenses to study possibility of merger of Western Union, RCA Communications Inc. and American Cable & Radio Corp. (IT&T), according to statement filed with Senate under the lobbying act. He was formerly majority leader and member of Senate Committee on Interstate Commerce, handling radio-communications legislation.

**Financial & Trade Notes:** Korean peace prospect and consequent trimming of defense spending doesn't faze GE. President Ralph J. Cordiner told annual stockholders meeting April 21 that GE's defense business, which accounts for 30% of total billings, is of a highly specialized and technical nature—"the kind of defense which would be the last to be discontinued in any general paring of the national defense program." He predicted electrical manufacturing industry would grow more than twice as fast as remainder of national economy in next 10 years and, in anticipation, said GE expects to spend some \$500,000,000 for expansion of facilities in next 3 years, bringing total postwar expenditures for new plant & equipment to \$1.1 billion. Without breaking down revenues by products, he reported GE's first-quarter earnings & sales in 1953 had broken all quarterly records. Earnings were \$45,849,000 (\$1.59 a share on 28,845,927 common shares outstanding) on sales of \$777,819,000 compared to \$29,024,191 (\$1.01) on sales of \$560,557,000 in first quarter of 1952. Backlog of orders, including defense, stood at record \$3.3 billion at end of quarter, up from \$2.1 billion at end of 1952.

\* \* \* \*

Sparks-Withington sales for quarter ended March 31 were \$7,420,098, including "highest level ever" for TV sales, compared with \$5,425,404 same 1952 period. For 9 months ended March 31, consolidated net sales were \$22,542,396 vs. \$15,727,455 same period preceding year and \$20,621,271 for full 1952 fiscal year. Defense backlog exceeds \$23,000,000 and defense billings are at highest rate since end of World War II.

Magnavox net income went up to \$506,000 (68¢ a share) on sales of \$18,883,000 for quarter ended March 31, compared with \$454,840 (61¢) on sales of \$10,193,000 same 1952 period. For 9 months ended March 31, net income was \$2,052,000 (\$2.70) on sales of \$45,009,000 vs. \$1,043,000 (\$1.40) on \$25,896,000 same period preceding year.

Stromberg-Carlson, in first quarter of 1953, more than doubled its earnings of same 1952 period, totaling \$576,300 (\$1.55 a share) after taxes of \$1,921,000 on sales of \$13,339,203 vs. \$248,191 (65¢) after taxes of \$516,000 on sales of \$9,000,008 year ago.

Muter Co. reports net profit of \$117,888 (18¢ a share on 661,825 common shares outstanding) for 3 months ended March 31 compared to \$129,820 (20¢ on 651,200 shares) corresponding 1952 period.

Canadian Admiral reports 1952 earnings of \$1,721,315 (\$5.98 a share), nearly 8 times greater than the \$217,099 (75¢) reported last year. Sales were \$19,743,327 in 1952 and \$5,349,660 in 1951.

Emerson reports net income of \$899,516 (46¢ a share) for first 1953 quarter, compared with \$351,858 (18¢) same 1952 period.

Standard Coil Products reports net income of \$1,737,045 (\$1.18 a share) for quarter ended March 31, up 92% over \$905,116 (62¢) same 1952 period.

\* \* \* \*

**Dividends:** Standard Coil, 25¢ payable May 15 to stockholders of record May 5; Oak Mfg., 35¢ June 5 to holders June 1; P. R. Mallory, 35¢ June 10 to holders May 22; Stewart-Warner, 35¢ June 6 to holders May 15; Servomechanisms, 10¢ May 15 to holders May 1; Avco, 15¢ June 20 to holders May 29.

WJR The Goodwill Station Inc., Detroit, reports sales of \$814,708, net profit of \$133,209 for quarter ended March 31 vs. \$852,957 sales, \$130,662 profit same period last year.

Rumored sale of Warner Bros. Burbank studios to RCA, or merger with NBC-TV's which they adjoin, was flatly denied this week by RCA.

**S**O "DEVASTATING" is impact of TV on movie attendance that it will close down 30% of nation's theatres in next 12 months unless Congress repeals 20% Federal tax on movie admissions. Thus did film industry—which heretofore has publicly minimized TV's effects—plead before House Ways & Means Committee this week for opportunity to increase its revenues by letting theatres keep the 20% which now goes to U. S. Treasury.

Speaking for industry-wide Council of Motion Picture Organizations, Dallas exhibitor Col. H. A. Cole told Congressmen that theatres' greatest challenge came in 1948 with rise of TV. Said he: "The results were staggering. Assured by the purchase of a TV set, of what was the equivalent of a free motion picture show in their living room, millions of Americans made the pleasant discovery that there is no place like home." COMPO statement presented these statistics:

(1) Theatre attendance dropped 40% in TV-saturated metropolitan areas, 22% in fringes. (2) For every 2% increase in number of TV sets in an area, there is corresponding drop of 1% in theatre grosses. (3) In TV areas, 23% of all indoor theatres have closed since 1948, while theatre grosses in non-TV areas increased 3.2%. (4) Theatres closed at rate of 2-a-day in 1952 and 3-a-day so far this year. (5) By end of 1953, some 91% of nation's theatres, contributing 98% of total theatre grosses, will be in TV areas. (6) If it weren't for popcorn, candy or other concessions, "U. S. exhibitors would have operated in 1952 at a loss of \$147,785,000."



Color TV tape recordings are definitely in works, according to Frank Healey, executive director of Bing Crosby Enterprises' electronic div. Writing in April 25 *Billboard*, he reports: "We are far enough advanced in our experiments to predict that not only will we provide TV on tape but we will provide colored TV on tape." Furthermore, he says, color tape will cost little more than black-&-white. He gives this status report on black-&-white tape progress: (1) It's "well toward readiness for commercial production." (2) "Pictures may be recorded directly on tape from TV camera or recorded from a monitor TV set with greater fidelity than is possible under the present methods such as kinescope." (3) Equipment is about half size of kine equipment. (4) A 15-min. 35mm tape will cost \$50, compared with \$150 for equivalent "hot kinescope." He reports these additional companies experimenting with TV tape: GE, Armour Research, Magnecord, RCA, Webster-Chicago, Minnesota Mining & Mfg.

New TV camera which can be used for film and slides as well as live shows will be introduced by Standard Electronics Corp. (Claude Neon) at NARTB convention. Tailored for small new stations, it will sell for about \$15,000, considerably cheaper than image orthicon camera. Weighing 75 lbs., it's called "Multi-Con" and has newly developed tube which "has better resolution than an image orthicon," according to v.p. Wm. Zillger. Tube costs \$300, compared with \$1200 for image orthicon, and life tests have shown it will survive 1000-1500 hours of use, he added. Camera is slated for production in July or August.

TV films made by new electronic technique were demonstrated in Hollywood by Norman Collins, ex-BBC controller, now chairman of High Definition Films of London Ltd., touring U. S. and Canada to observe production methods and possibly drum up market for his company's "telefilms." British company is shooting films from kinescope tube of closed-circuit TV system with 750-900 lines of definition. Company was formed by Collins and Sir Alexander Korda to produce TV films for expected British commercial stations (Vol. 8:26).



**Handy Reference Log of the 167**

**Television Stations in Operation as of April 25, 1953**

With Supplemental List of New Stations Reported Due on Air During Next Few Weeks

Radio station affiliations (if any) indicated in parentheses

For further details about these stations, consult *TV Factbook No. 16* with Weekly Addenda to date

**ALABAMA**

WAFM-TV, Birmingham (Ch. 13)—The Television Corp. (WAPI).  
[Sale to Birmingham News Co. pends FCC approval; Vol. 9:15.]  
WBRC-TV, Birmingham (Ch. 6)—Birmingham Bcstg. Co. Inc. (WBRC). [Sale to Storer Bcstg. Co. pends FCC approval, Vol. 9:13.]  
WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA).  
WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB).  
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV).

**ARIZONA**

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

**ARKANSAS**

KRTV, Little Rock (Ch. 17)—Little Rock Telecasters.

**CALIFORNIA**

KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA).  
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ).  
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC).  
KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc.  
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).  
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.  
KTTV, Los Angeles (Ch. 11)—KTTV Inc.  
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).  
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).  
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO).  
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co. (KRON-FM).

**COLORADO**

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

**CONNECTICUT**

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

**DELAWARE**

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

**DISTRICT OF COLUMBIA**

WMAL-TV, Washington (Ch. 7)—Evening Star Bcstg. Co. Inc. (WMAL).  
WNBW, Washington (Ch. 4)—National Bcstg. Co. Inc. (WRC).  
WTOP-TV, Washington (Ch. 9)—WTOP Inc. (WTOP).  
WTTG, Washington (Ch. 5)—Allen B. DuMont Laboratories Inc.

**FLORIDA**

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL).  
WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR).  
WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co.

**GEORGIA**

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

**ILLINOIS**

WBBM-TV, Chicago (Ch. 4)—Columbia Bcstg. System Inc. (WBBM).  
WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR).  
WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN).  
WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ).  
WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK).  
WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF).

**INDIANA**

WTTV, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTV).  
WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM).  
WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT).  
WOI-TV, Ames (Ch. 4)—Iowa State College of Agriculture & Mechanic Arts (WOI).  
WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC).  
KVTU, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.).

**KENTUCKY**

WAVE-TV, Louisville (Ch. 5)—WAVE Inc. (WAVE).  
WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS).

**LOUISIANA**

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

**MAINE**

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

**MARYLAND**

WAAM, Baltimore (Ch. 13)—WAAM Inc.  
WBAL-TV, Baltimore (Ch. 11)—Hearst Corp. (WBAL).  
WMAR-TV, Baltimore (Ch. 2)—A. S. Abell Co.

**MASSACHUSETTS**

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ).  
WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC).  
WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN).  
WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR).

**MICHIGAN**

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG).  
WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ).  
WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK).  
WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ).  
WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD).  
WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO).  
WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM).  
WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX).

**MINNESOTA**

KSTP-TV, Minneapolis-St. Paul (Ch. 5)—KSTP Inc. (KSTP).  
WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO).

**MISSISSIPPI**

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

**MISSOURI**

WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF).  
KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD).  
KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS).

**NEBRASKA**

KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN).  
KMTV, Omaha (Ch. 3)—May Bcstg. Co. (KMA, Shenandoah, Ia.).  
WOW-TV, Omaha (Ch. 6)—Meredith WOW Inc. (WOW).

**NEW JERSEY**

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

**NEW MEXICO**

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

**NEW YORK**

WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF).  
WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN).  
WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC).

(Continued on next page)

## NEW YORK—(Continued)

WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc.  
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS).  
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC).  
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR).  
 WPIX, New York (Ch. 11)—WPIX Inc.  
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM).  
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY).  
 WSYR-TV, Syracuse (Ch. 5)—Central N. Y. Bcstg. Corp. (WSYR).  
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp.  
 WKTU, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.).

## NORTH CAROLINA

WBTU, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT).  
 WFMV-TV, Greensboro (Ch. 2)—Greensboro News Co. (WFMV-FM).

## NORTH DAKOTA

KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB).

## OHIO

WCPO-TV, Cincinnati (Ch. 7)—Scripps-Howard Radio (WCPO).  
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC).  
 WLWT, Cincinnati (Ch. 4)—Crosley Bcstg. Corp. (WLW).  
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc.  
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM).  
 WXEL, Cleveland (Ch. 9)—Empire Coll. Co. Inc.  
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS).  
 WLWC, Columbus (Ch. 3)—Crosley Bcstg. Corp. (WLWF-FM).  
 WTVN, Columbus (Ch. 6)—WTVN Inc.  
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO).  
 WLWD, Dayton (Ch. 5)—Crosley Bcstg. Corp. (WLWB-FM).  
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK).  
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD).  
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ).  
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN).

## OKLAHOMA

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO).  
 WKY-TV, Oklahoma City (Ch. 4)—WKY Radiophone Co. (WKY).  
 KOTV, Tulsa (Ch. 6)—Wrather-Alvarez Inc.

## OREGON

KPTV, Portland (Ch. 27)—Empire Coll. Co. Inc.

## PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG).  
 WLEV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton).  
 WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK).  
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP).  
 WJAC-TV, Johnstown (Ch. 13)—WJAC Inc. (WJAC).  
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL).  
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST).  
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU).  
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL).  
 WPTZ, Philadelphia (Ch. 3)—Philco Corp. [Sale to Westinghouse pending FCC approval, Vol. 9:8.]  
 WDTU, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc.  
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU).  
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM).  
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE).  
 WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA).

## RHODE ISLAND

WJAR-TV, Providence (Ch. 11)—The Outlet Co. (WJAR).

## SOUTH CAROLINA

WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS).

## TENNESSEE

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

## TEXAS

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA).  
 KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC).  
 KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC).  
 KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD).  
 WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA).  
 KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD).  
 KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM).  
 WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP).  
 KGUL-TV, Galveston (Ch. 11)—Gulf Television Co.  
 KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC).  
 KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc.  
 KEYL, San Antonio (Ch. 5)—San Antonio Television Co.  
 WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI).  
 KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX).  
 KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT).

## UTAH

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

## VIRGINIA

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA).  
 WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR).  
 WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG).  
 WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV).  
 WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS).

## WASHINGTON

KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING).  
 KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ).  
 KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY).  
 KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT).

## WEST VIRGINIA

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

## WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY).  
 WTMJ-TV, Milwaukee (Ch. 3)—The Journal Co. (WTMJ).

## TERRITORIES

KGMB-TV, Honolulu, Hawaii (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB).  
 KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (Authorized March 12 to remain silent pending technical and financial changes; see Vol. 9:11.)

## MEXICAN BORDER STATIONS

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

## CANADIAN STATIONS

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

Note: New CBOT, Ottawa, Ontario (Ch. 4) now being constructed by Canadian Broadcasting Corp. and due for completion in May, using special temporary equipment in order to carry June 2 Coronation.

## U. S. Stations Reported Due on Air Within Next Few Weeks \*

KVEC-TV, San Luis Obispo, Cal. (Ch. 6)—Valley Electric Co. (KVEC).  
 WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN).  
 WTVO, Rockford, Ill. (Ch. 39)—Winnebago Television Corp.  
 WFAM-TV, Lafayette, Ind. (Ch. 59)—WFAM Inc. (WASK).  
 WLBC-TV, Muncie, Ind. (Ch. 49)—Tri-City Radio Corp. (WLBC).  
 WFTV, Duluth, Minn. (Ch. 39)—Great Plains Television Properties of Minnesota Inc.  
 KFOR-TV, Lincoln, Neb. (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR).  
 WNAO-TV, Raleigh, N. C. (Ch. 28)—Sir Walter Television Co. (WNAO).  
 WDAY-TV, Fargo, N. D. (Ch. 6)—WDAY Inc. (WDAY).

WHIZ-TV, Zanesville, O. (Ch. 50)—Southeastern Ohio Television System (WHIZ).  
 KELO-TV, Sioux Falls, S. D. (Ch. 11)—Midcontinent Bcstg. Co. (KELO).  
 KCBD-TV, Lubbock, Tex. (Ch. 11)—Bryant Radio & Television Inc. (KCBD).  
 KUHT, Houston, Tex. (Ch. 8, educational)—University of Houston (KUHF-FM).  
 KVOS-TV, Bellingham, Wash. (Ch. 12)—KVOS Inc. (KVOS).

\* Note: Foregoing are known to have received equipment and have indicated imminent starts, but first tests and commercial debuts are subject to unforeseen delays. All new-station starts are chronicled in *Television Digest* as soon as officially reported.