

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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NEW STARTERS—ONE-A-DAY FOR REST OF YEAR: If we can accept promises of CP holders and assurances of transmitter manufacturers, we may see 50 or more new starters this month alone -- these in addition to the ones reported below as having gone on air during last 8 days. In fact, our carefully kept records show nearly 60 reporting that they expect to begin testing during Sept., and of course we count all new stations as being on the air from the moment of their first test patterns.

Add 6 who said they would start in Aug., but didn't, plus some 90 who have thus far reported to us that they plan to get under way during Oct.-Nov.-Dec. -- and the grand total of "promised starters" rest of this year exceeds 150.

Even discounting those who can't or won't make it -- though most of the ones reporting have been checked against equipment makers' orders and shipments -- and it is a fair assumption that average will run one-a-day during the nearly 4 months left. We figure about 120 more, which means total on air at end of 1953 will exceed 360.

That means at least 235 new stations will have started this year, for at end of freeze total was 108 and at end of 1952 it was 125. Thus our prediction in May (Vol. 9:18) was quite pat when we stated, "Unless grantees give up CPs in wholesale lots, and that isn't likely, 200-400 new stations could begin telecasting this year."

At guesstimated average of \$250,000 per station, 250 post-freeze stations represent investment of \$62,500,000. As for impact on telecasting as whole, on radio and on structure of the networks -- well, your deductions are as good as ours.

It's our conviction that the new markets being opened up -- for the new stations to great extent are going into new TV cities, large and small -- are providing an outlet for enough new TV set sales to assure a good year to manufacturers-distributors-dealers as a whole. New markets should more than offset the retarding influence of color publicity on the let's-wait-for-color consumers.

Note: We'll shortly publish a new up-to-minute log of TV stations on the air, with additional list of those among the nearly 300 present CP-holders who have reported, in our continuing survey, that they expect to start before end of 1953.

8 UHF AMONG WEEK'S 9 NEW STARTERS: Buffalo and Pittsburgh, each with one vhf and one uhf on air, got second uhf outlets this week as Milwaukee and Boston areas got their first uhf -- thus intensifying competition and stimulating buildup of uhf. Only new vhf went into Macon, Ga., where uhf WETV got head start last July 25 (Vol. 9:31). Uhf also got good head start this week in Columbia, S.C. There are now 247 stations on the air, 173 vhf, 74 uhf. The latest starters:

WCAN-TV, Milwaukee (Ch. 25) wired Sept. 4 that test patterns begin Sept. 5 weekend and that programming begins week of Sept. 7. RCA-equipped station has published notarized statement that 16% of sets in area are already equipped for uhf (nearly 70,000) and claims 46.1% more will be ready within 3 months (192,000). It becomes primary CBS-TV outlet as of Sept. 15, has base rate of \$300. Veteran broad-

casters Lou Poller, Cy Blumenthal and Alex Rosenman own station, with Poller as gen. & sales mgr.; Elmer F. Jaspan, asst. gen. mgr. Rep is Taylor.

WBES-TV, Buffalo, N.Y. (Ch. 59), second uhf in that one-vhf city, was all set to turn on juice Sept. 5, just about 3 weeks after Ch. 17 WBUF-TV (Vol. 9:34) -- and goes on regular commercial schedule Sept. 14. It's joint project of banker Chas. Diebold, heating-refrigeration contractor Joseph Davis and attorney Vincent Gaughan. Roger M. Baker, ex-WKBW mgr., is gen. mgr. & Robert Tryon, ex-KSCJ-TV, Pueblo, Colo. is chief engineer. Equipment is RCA. Base rate is \$350. Rep is Bolling.

WATR-TV, Waterbury, Conn. (Ch. 53), managed for veteran broadcaster Harold Thomas by Sam Elman, began testing RCA equipment Sept. 4, about month later than its last reported target. It will get ABC & DuMont service from New York via own microwave relay at Oxford, Conn. Base rate is \$200. Rep is Rambeau.

WCHA-TV, Chambersburg, Pa. (Ch. 46) put on first test patterns Sept. 3, second uhf project of John S. Booth-C. M. Cassell team who started WTVE, Elmira, N.Y. (Ch. 24) in June. Mr. Booth is gen. mgr. National rate card has base Class A rate of \$120, local card quotes \$80. Network is DuMont. Equipment is RCA. Antenna on nearby Snowy Mt. is 1314 ft. above average terrain. Forjoe is rep.

WNOK-TV, Columbia, S.C. (Ch. 67), second to get new 5-kw DuMont uhf transmitter using Eimac klystron, started out immediately on commercial schedule Sept. 1 and is now operating on daily 2-11 p.m. schedule. It's already interconnected for CBS & DuMont service, starts with \$200 base rate. Reception reports exceeded 70 mi. on first night of operation from 500-ft. tower giving antenna 624-ft. height above av. terrain, reports program director David Campbell. H. Moody McElveen Jr. is gen. mgr., W.C. Bochman, national sales mgr. Rep is Raymer.

WTAO-TV, Cambridge, Mass. (Ch. 56), first uhf in Boston area, began testing Aug. 31, will shortly go commercial under general managership of Frederic S. Bailey, with ex-WKNB-TV program supervisor Theodore B. Pitman Jr. as asst. RCA equipment is used with studios & transmitter on Zion Mt., Woburn, Mass., antenna 629-ft. above sea level. Station is controlled by Harvey Radio Laboratories Inc., electronics manufacturer (Frank Lyman Jr.) No rate card has yet been released nor rep announced.

WIRK-TV, West Palm Beach, Fla. (Ch. 21) went on test patterns Aug. 31 and goes commercial Sept. 13, claiming "first time residents of the rich Palm Beaches saw a clear sharp TV picture in their homes." RCA transmitter with antenna atop downtown Harvey Bldg. gives radiation from 248 ft. above ground. Joseph S. Field Jr. is pres., with Arthur S. Gray, ex-WTVJ national sales mgr., as operations mgr. ABC network was announced, along with base rate of \$150. Weed is rep.

WMAZ-TV, Macon, Ga. (Ch. 13), technically allocated to tiny Warner Robins, Ga., began testing Aug. 29, begins regular programming Sept. 27, affiliated with CBS and DuMont. Wilton E. Cobb is gen. mgr.; Herman Hatton, director of TV operations; Norman Gray director of production. Station's chief engineer George P. Rankin Jr. is pres. of grantee corporation (71% owner); Frank "Red Cross" Crowther, commercial mgr. Equipment is DuMont. Base rate is \$200. Rep is Katz.

WENS, Pittsburgh (Ch. 16), city's third station and second uhf (first having been Ch. 53 WKJF-TV, which first tested July 14), began commercial operation Aug. 29 after initial test pattern Aug. 25. First commercial program was Pirates-Cardinals game from Forbes Field, first of baseball "test" series (Vol. 9:33). Station is sold out nightly from 7:30-midnight, reports managing partner Larry Israel, who with A.D. Faust (also ex-WDTV) owns 5% of project backed by attorney Tom Johnson, chief owner of Pirates (45%) and Tom Rea, steelman (45%). Transmitter is 12-kw GE. Base rate is \$300, with CBS & ABC service. Rep is Petry.

4 CPs, 'PROFIT' DEALS PROMPT DISSENT: Some of most elaborate deals to date produced 4 vhf CPs this week -- in Des Moines, Providence, Waterloo, Ia. & Bay City, Mich. Amount of money involved in some of them stirred dissent from Comr. Bartley, who is generally a hands-off-industry man. Disagreeing with the rest of Commission in Des Moines and Providence cases, he said:

"Where I differ with the other commissioners is in their belief that we will be able to keep the situation from getting out of hand by curbing possible abuses

on a case-to-case basis, without establishing a firm policy of drawing the line in 'drop-out' cases at the 'no-profit' point." Here's what disturbed him:

In Providence, the 3 Ch. 12 applicants -- WPRO, Greater Providence Bcstg. Co. & Hope Bcstg. Co. -- will form Cherry & Webb TV Bcstg. Co., owned 55% by WPRO, 25% by Hope, 20% by Greater Providence. Greater Providence stockholders Charles G. Taylor and Robert T. Engles have 12-month option to buy 13% of new corporation from WPRO and Hope. But if WPRO and Hope cancel option (possible after 7 months have passed), they'll pay Taylor and Engles \$205,500. Stockholders of Greater Providence also get total of \$12,500 yearly, for 5 years, for personal services. FCC granted Ch. 12 to WPRO pending its action on the agreements.

In Des Moines, WHO got Ch. 13 CP, paying competing KIOA \$25,000 for out-of-pocket expenses and giving it option to buy 40% of CP. If FCC doesn't permit KIOA to exercise option, WHO will pay it \$75,000.

In Waterloo, KWWL obtained Ch. 7 grant after KXEL dropped out under these conditions: KWWL bought 500-ft. tower from KXEL for \$25,000, leased KXEL studio-transmitter space for \$25,000, settled litigation (Vol. 9:28) by paying \$50,000 to KXEL. Comr. Bartley didn't dissent in this case.

In Bay City, WBCM, WGRO & WSAM got together on Ch. 5. WGRO and WSAM formed new North Eastern Mich. Corp., 2/3 owned by former, 1/3 by latter. WBCM has option to buy 40% for \$120,000. Bartley entered no objection.

Week also produced another vhf CP cancellation -- KCNA-TV, Tucson (Ch. 9). That makes 3 vhf, 10 uhf post-freeze grants surrendered thus far (see Vol. 9:34 for others). Three more hearings were set this week, to start Oct. 2: Sioux City, Ia., Ch. 4; Cleveland, O., Ch. 19; Cincinnati, O., Ch. 74.

First allocation changes requiring channel amendments by applicants were finalized by FCC this week. Acting on proposal of John F. Easley, Ardmore, Okla., Commission dropped its proposal affecting Elk City and Ada, Okla., came up with this parlay: Add Ch. 10 to Ada; substitute Ch. 11 for 10 at Ft. Worth, Ch. 10 for 11 at Waco, 26 for 12 at Elk City.

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

INTENSE STRUGGLE FOR COLOR PRE-EMINENCE: Fierce back-of-the-scenes jockeying on color among manufacturers and networks is getting fiercer -- and no one reveals much.

Hottest focal point is probably tri-color receiving tube. RCA has had lead in tube production and planning, is determined to maintain it. RCA makes no secret of fact it has been stockpiling tubes -- but won't tell how many it has or present production rate. How about sizes larger than the 15-in. envelope, which produces 14-in. picture? "Plans are not frozen," is all RCA topkicks will say.

Chromatic TV Labs, Paramount Pictures affiliate which has been developing Lawrence tube, says it has been continuing discussions with "large tube and set manufacturers," looking towards construction and use of tube. Chromatic president Richard Hodgson insists tube makers should be able to produce Lawrence tube to sell to set makers at "less than \$100 -- compared with about \$250 for the RCA tube."

Hodgson reports additional developments of tube, still 22-in. and 1-gun, including a technique for applying color-difference and luminance signals directly to gun without decoding. This, he says, produces complete uniformity of grey scale, eliminates several tubes in receiver. Method will be demonstrated shortly.

Then there was note in columnist Drew Pearson's newsletter Aug. 29, stating that "CBS has privately developed a sensational new color electronic tube which can whittle down RCA's lucrative monopoly and royalty arrangement in the TV field." CBS, which owns tube-maker Hytron, merely says "No comment." Common speculation is that Hytron and/or GE may take license to produce Lawrence tube, perhaps 3-gun version.

With all this to-do in the labs, there are bound to be some sleepers. There always are when there's so much at stake.

On the station equipment side, RCA has lead which may be even more difficult to cut down. Of the big equipment makers, only GE has announced plans to make sta-

tion gear. Unconfirmed rumor has it that CBS also plans to make station equipment. Until this week, as far as we know, little Telechrome Inc. has been the only other outfit producing station equipment (Vol. 9:31). This week, it develops that the Wickes Engineering & Construction Co., 12th & Ferry Sts., Camden, N.J., has been quietly producing special color equipment.

Sparkplug on color at Wickes is engineering v.p. John Million, ex-RCA color engineer. Primarily a military electronics manufacturer, Wickes has completed over \$30,000,000 worth of military contracts, has backlog of \$6,000,000 new. Most of its color work has been for one big company on custom basis. It makes bar generators, color coders, vector display equipment for signal certification, dot generators. Due soon is portable test unit for color sets -- for which big demand is seen.

* * * *

How about AT&T? Will it be able to relay color to affiliates everywhere? A qualified "yes" is given by AT&T spokesmen. Says one: "We expect to do about the same sort of job for color as we did for black-&-white." Such performance would be quite good, since AT&T hasn't often lagged far behind orders for service. AT&T says rate of expansion depends on networks' demands.

We asked whether AT&T could put color coast-to-coast by Jan. 1, and answer was affirmative. This also means that intermediate stations along microwave route, plus many feeding off route (as well as other microwave routes), could get color signals. Whether such stations could also telecast the color, once they got it, depends on their acquisition of color rebroadcasting equipment.

A modest number of stations in the biggest cities should be able to telecast color by Jan. 1, according to manufacturers and networks. It's said group will certainly include New York, Chicago, Los Angeles, Philadelphia, Washington. Those stations now served by the 2.7-mc cable will have to wait longer for color service, generally, since cable needs extra equipment. How much longer? AT&T won't guess, says it depends on networks' orders.

NBC and CBS are stoking color fires, meanwhile, among their affiliates and sponsors -- scheduling demonstrations, clinics, etc. NBC's much heralded Kukla, Fran & Ollie opera in color Aug. 30 (Vol. 9:35) produced customary raves from news-men who monitored program on color sets. We saw it -- and it was good.

* * * *

FCC received only a few comments so far on its proposal to adopt compatible system, but deadline is Sept. 8. NTSC, for one, is making quite a ceremony of its filing on that date. Chairman W.R.G. Baker, to accompaniment of flashbulbs, will hand FCC chairman Rosel Hyde 16 documents weighing 50 lbs., after which Dr. Baker will go to Statler Hotel for press luncheon.

Those filing recently were Admiral, Hazeltine and one Howard H. Wixon of Chicago (see p. 8). Admiral told FCC it had participated wholeheartedly in NTSC, endorsed its findings. It also said that its chief engineer Robert Jones and his staff have devoted practically all their time during last 3 years to color experiments at Palo Alto, Cal. laboratories.

Hazeltine outlined its work with NTSC, described its contributions, included description of compatible standards in best non-technical language we've seen yet.

Harry Truman makes first TV bow as an ex-president Sept. 20 in 10-min. address on premiere of NBC-TV's *Excursion*, unsponsored weekly youth series produced by Ford Foundation (3:30-4 p.m.). Speaking live from his Kansas City office, he will discuss Point 4 program, will be paid \$8000 for single appearance, was represented in negotiations by Martin Stone, pres. of Kagran Corp., New York, program packagers (*Howdy Doody, Johnny Jupiter*, etc.). Ford Foundation also revealed that negotiations to put ex-President Hoover on subsequent program are under way.

Transcript of low-budget TV station operation symposium, conducted by NARTB at April convention in Los Angeles, now available from NARTB.

Exception to new priorities for hearings, under "manifest injustice" clause (Vol. 9:34), is requested by Westinghouse (KDKA), Ch. 11 Pittsburgh applicant. It told FCC that under old priorities it probably would have been set for hearing shortly but that new priorities would delay its hearing at least 2 years. It also notes that Pittsburgh has had only one station until recently and that Philadelphia, Detroit and Baltimore, which have had 3 stations each for years, have been set for hearings starting Sept. 24.

Adlai Stevenson's report on his world tour will be carried on 70-station NBC-TV hookup Sept. 15, with time donated by network as public service. In addition, more than 500 AM stations of all networks will carry it live (9:30-10 p.m. CDT).

Telecasting Notes: One station throwing down gauntlet to newspapers on comparative costs, one newspaper reviving old argument about charging for program listings, were very much in trade news this week. That TV reaches more people than newspapers at half the cost, is thesis of 22-p. study *Newspapers vs. Television* prepared by WOAI-TV's commercial mgr. Edward V. Cheviot (ex-San Antonio *Light*) and promotion mgr. Morton E. Grossman (ex-Washington *Post*) for San Antonio retailers . . . Major points in WOAI-TV study: (1) Station can reach 1000 people at half cost of any one of 3 local newspapers for same number. (2) Station reaches 38% more audience than newspaper with biggest circulation, 92% more than 2nd newspaper, 112% more than third. (3) Half hour costs less than 1200-line ad in any local paper . . . Oklahoma City *Daily Oklahoman*, which owns WKY-TV & WKY, now charging own stations for printing daily program logs, and demanding national rate (75¢ a line) from all other stations. Local stations, complaining bitterly, claim listings are news, saying charges against newspaper's own stations are mere bookkeeping. Newspaper carried statement on radio page Aug. 21 headed "Radio Stations Are Commercial Enterprises, Too" and using old argument that they're operated for profit and should pay for space . . . Sign of times: MGM announces in Hollywood this week that it will make only 18 pictures between now and next July, a reduction of 50% in its average annual production; it's going in for the "qualitative"—presumably leaving "quantitative" production for TV outlets, a definite trend . . . Movie business "can't afford to stay out of TV," said Herbert Yates, pres. of Republic Pictures in policy statement Sept. 3 paving way for Republic's entrance in full-scale distribution and production of films for

Network Accounts: Something new in network programming was disclosed this week when Kraft announced it would sponsor a second *Kraft Television Theatre* on ABC-TV, starting Sept. 15, Thu. 9:30-10:30 p.m., thru J. Walter Thompson, while continuing to sponsor program by same name on NBC-TV, Wed. 9-10 p.m. Each series will have separate production staffs and will present different plays. It's estimated 104 shows planned will involve outlay of \$8,000,000 in time & talent . . . Five new sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Capital Airlines, 39 partic., thru Lewis Edward Ryan; Standard Packaging Corp. (bottle caps), 13 partic., thru C. Wendel Muench & Co.; Congoleum-Nairn (floor coverings), 13 partic., thru McCann-Erickson; Prince-Gardner Co. (billfolds), 12 partic., thru Grey Adv.; Crowell-Collier Publishing Co., 4 partic., thru Kudner . . . Pan-American World Airways to be alt. week sponsor of *Meet the Press*, on NBC-TV, starting Jan. 3, Sun. 6-6:30 p.m., thru J. Walter Thompson . . . S.O.S. Co. (cleanser) buys Tue. & Thu. portion of *Hawkins Falls, U.S.A.* on NBC-TV, starting Sept. 15, Mon.-thru-Fri. 11-11:15 a.m., thru McCann-Erickson . . . Tappan Ranges buys 3:30-3:45 portion of *Bob Crosby Show*, on CBS-TV, starting Sept. 10, Tue. & Thu., thru Kethum, MacLeod & Grove.

Mutual's new option-time plan for affiliates goes into effect Oct. 1, under which it delivers 14 hours weekly of big-name unsponsored programs for local or national spot sales for which network receives no payment. In exchange, maximum network option time is reduced from 9 to 5 hours daily, which all contracting affiliates must carry but for which stations receive no payment. New option times: Mon.-thru-Fri. 8:45-9 a.m. & 11 a.m.-12:30 p.m., 2-3, 5-6, 7:30-8:30, 9-9:15 p.m.; Sat., 11:30 a.m.-12:30 p.m. & 2-3, 5-6, 7:30-8:30 p.m.; Sun., 9-11:30 a.m. & 1:30-2, 3-3:30, 4-5, 5:30-6 p.m.

TV. Head of first major studio to go "whole hog" into TV, Yates said movies and TV "must find a common ground to serve the public at large; they must live together and prosper." He was mum on prospects for release of Republic's theatrical film backlog to TV . . . TV exclusively employs 40% of Screen Directors Guild's 740 active members, taking up slack in movie employment, and provides \$2,000,000 of Guild membership's \$12,000,000 annual income, reports SPG pres. George Sidney, who commented: "If it weren't for TV we'd really be in trouble" . . . Testing film re-run value, NBC flagship WNBT next week starts setting aside 7-7:30 p.m. 3 times a week for second runs of first-rate film properties, under local sponsorships; mgr. Ernest de la Ossa says object is to build demand for 7-7:30 slot similar to 10:30-11 period, with prize-winning *Victory at Sea* scheduled for next week's repeat . . . Butler U's School of Religion, working with Broadcasting & Film Council of National Council of Churches, conducting 2-week training course for 28 churchmen in TV-radio techniques, using Indianapolis' WFBM-TV & WFBM as workshop . . . Cal Kuhl's *Lux Video Theatre* has moved lock, stock and crew of 10 from N. Y. to Hollywood, began this week producing live in CBS's big Television Center . . . Bob & Ray (Bob Elliott & Ray Goulding) have gone from NBC to ABC under contract, will first occupy 7-7:15 p.m. weekdays on WABC-TV, N. Y. . . WKAB-TV, Mobile, Ala. (Ch. 48), now on full power, has expanded daily schedule to start at noon and run to midnight . . . WDSU-TV, New Orleans, has released Rate Card No. 7 effective Oct. 1, raising Class A base rate from \$500 to \$600, one-min. from \$110 to \$130 . . . CBS-TV fall promotion campaign was launched this week with mailing of 24-p. brochure, *Eye Opener*, to affiliates, clients and agencies.

Argument for maximum vhf powers with 2000 ft. above average terrain in Zone I instead of present 1000-ft. limit is supported by 111-page engineering study by A. Earl Cullum firm which concludes: (1) For Ch. 2-6, area within Grade B contours would be 89% greater with 2000 ft. than with 500 ft. (2) For Ch. 7-13, area would be 109% greater. (3) Throughout service areas, field intensity would be 12-26 db higher with 2000 ft. than with 500 ft. In summary, report says, "An increase in field intensity at any location allows additional population to receive satisfactory service, results in an improvement in the quality of service provided, and lessens the requirements for receiving antennas."

A \$5,000,000 plan to recoup radio leadership will be presented to NBC Radio affiliates meeting in Chicago Sept. 17. As outlined by operations v.p. Ted Cott to affiliates committee in closed session Sept. 1, programming plans include 28 new top-flight sustainers, many featuring top show business names. They include Laurence Olivier drama series, James Stewart western adventure, Jessica Tandy & Hume Cronyn situation comedy, *Robert Montgomery Radio Playhouse*, 2-hour Sunday "newspaper of the air" series, new Gertrude Berg situation comedy, new *Fibber McGee & Molly* show, possibly Frank Sinatra.

WVEC-TV, Hampton-Norfolk (Ch. 15), now testing, which becomes primary NBC-TV outlet Sept. 19, won part-time NBC affiliation for its radio adjunct this week when network agreed to duplicate programs after 6 p.m. on WVEC, Hampton (250-w independent on 1490 kc) with recently-signed WAVY, Portsmouth (call letters changed from WSAP). Having lost WTAR affiliation, NBC-Radio signed WAVY (5-kw on 1350 kc) but decided to add WVEC nighttime because of WAVY's night directional.

Wm. J. Wagner, operator of 6 radio stations in Alaska, with offices in Seattle, appointed to territorial defense staff as officer in charge of radio broadcasting.

GENERAL ELECTRIC shipped 12-kw transmitter this week to Polan Industries' WUTV, Youngstown, O. (Ch. 21), which is aiming to get on air in about month (Vol. 9:35). Week's new GE orders included 5-kw transmitter for KRGV-TV, Weslaco, Tex. (Ch. 5), to be shipped by Oct. 12, and 20-kw for WSLI-TV, Jackson, Miss. (Ch. 12), for shipment Nov. 12.

Only new transmitter shipments this week reported by RCA were destined for WBTM-TV, Danville, Va. (Ch. 24); WECT, Elmira, N. Y. (Ch. 18). DuMont reported no new shipments or orders this week, but verified Sept. 7 as shipment date for Ch. 10 transmitter for time-sharing KOY-TV & KOOL-TV, Phoenix, and said it would shortly announce new 5-kw uhf transmitter orders and possible delivery dates. Its next 1-kw uhf are due to go out Sept. 15 to KNUZ-TV, Houston (Ch. 39), and Oct. 1 to WNOW-TV, York Pa. (Ch. 49).

* * * *

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

KFIA, Anchorage, Alaska (Ch. 2), should be ready about Nov. 1 and KFIF, Fairbanks (Ch. 2), by Jan. 15, reports Keith Kiggins, ex-ABC v.p. and co-grantee with Richard R. Rollins, onetime radio station owner, ex-Des Moines banker, now a director of Solar Aircraft Co. Operating as Kiggins & Rollins, 841 Turquoise St., San Diego, they're planning first TV stations in what Kiggins calls "boom cities whose populations are pyramiding faster than they can be recorded." Both stations will be locally staffed, so far as possible, and this month James Duncan, ex-WBKB, Chicago, KTLA, Los Angeles, and KFMB-TV, San Diego, will move to Anchorage to make his home and be gen. mgr. of both stations. Bill Williams, ex-KFMB-TV, will supervise construction and engineering. Composite transmitters built in San Diego are due to be shipped, along with RCA antennas. Reps have not yet been designated.

WCSH-TV, Portland, Me. (Ch. 6), has moved forward its starting date to Dec. 1 as result of discussions with RCA and local contractor which managing director Wm. H. Rines reports makes it possible to be "completely realistic." Weed will be rep.

KFEQ-TV, St. Joseph, Mo. (Ch. 2), has had RCA transmitter since June but has been proceeding slowly. It now aims for Sept. 27 commercial debut, its 810-ft. Lehigh tower being up and RCA studio equipment all on hand in new 50x80-ft. brick studio-transmitter building on 5½-acre site. Veteran broadcaster Barton Pitts is gen. mgr.; J. Wesley Koch, chief engineer; Glenn Griswold, commercial mgr.; Carleton Schirmer, program & film mgr.; J. Ted Branson, promotion mgr.; Wally Johnson, production mgr. Headley-Reed is rep.

KZTV, Reno (Ch. 8), Nevada's second outlet, is aiming for Sept. 8 test patterns, plans to go on 4:30-11 p.m. schedule about Sept. 15, affiliates with CBS (kine) and will have working arrangements with other networks, reports gen. mgr. Harry Huey, handling station for controlling Donald W. Reynolds newspaper-radio interests of Arkansas. State's first was KLAS-TV, Las Vegas (Ch. 8), which began July 8 (Vol. 9:29). KZTV chief engineer is Curtis I. Kring, program director Louis Zegerman. Pearson is rep.

KERO-TV, Bakersfield, Cal. (Ch. 10), with DuMont transmitter and antenna and Motorola microwave unit shipped via motor express this week, plans test patterns approximately Sept. 20 and commercial programs with CBS affiliation Sept. 26, reports pres. Gene DeYoung. It's promoting fact it will be only vhf in San Joaquin Valley, and that its transmitter location atop 7600-ft. Breckenridge Mt. is highest on Pacific Coast. Base rate will be \$200. Rep is Avery-Knodel.

KTVA, Anchorage, Alaska (Ch. 11) has ordered DuMont transmitter, GE antenna and studio equipment and, though construction hasn't started yet, proposes to get on air about Dec. 15, reports pres. A. G. Herbert. Tower and antenna will be atop 14-story Mt. McKinley apartment building, whose first floor will house studios and transmitting equipment. Mr. Herbert resigned recently as mgr. of radio KENI, Anchorage, along with chief engineer Jack Walden, to launch new project.

WJHL-TV, Johnson City, Tenn. (Ch. 11), which has planned to test with GE transmitter by mid-Aug., has completely discarded present TV tower, is having it replaced, now figures on start some time in Oct., reports mgr. Hanes Lancaster Jr. It has published rate card with \$200 base, will be represented by Pearson.

KIVA, Yuma, Ariz. (Ch. 11), last promised in Aug., is about 30% ready and, with DuMont transmitter on hand and tower due to be completed by Sept. 20, should begin test patterns before Oct. 1, reports gen. mgr. Walter Stiles, ex-Boston consulting engineer, who built KOPO-TV, Tucson. W. S. Grant will be rep.

WTOK-TV, Meridian, Miss. (Ch. 11), is due to test Sept. 9, connects will all 4 networks Sept. 27—DuMont equipment having been shipped Aug. 27. Headley-Reed will be rep.

WSJS-TV, Winston-Salem, N. C. (Ch. 12), two-thirds owned by local publisher-broadcaster Gordon Gray, ex-Secy. of the Army, now pres. of U of North Carolina, one-third by former film star Mary Pickford Rogers—result of merger for quick grant (Vol. 9:28)—will have its GE transmitter on air week ahead of World Series, when it proposes to debut commercially. That's Sept. 30, and v.p. & gen. mgr. Harold Essex reports he will have separate program and sales staffs for TV and radio, with Robert C. Estes detailed as program mgr.; Harry B. Shaw, sales mgr.; Phil Hedrick, operations mgr. Base rate will be \$400. Rep is Headley-Reed.

New Sweetwater, Tex. Ch. 12 grantee, W. D. (Dub) Rogers, operator of KDUB-TV, Lubbock, Tex., has ordered DuMont equipment but has no call letters, target date or construction plans yet, will appoint Avery-Knodel as rep.

WTAP, Parkersburg, W. Va. (Ch. 15), should get test patterns on air last week in Sept., following erection of tower scheduled to start Sept. 14, reports mgr. T. A. Eiland. Transmitter building is virtually completed, RCA transmitter on hand, and studio building will take about 3 weeks to complete. Station is 42.5% owned by Howard L. Chernoff, mgr. of KFMB-TV, San Diego, has James F. Cox as sales mgr.; Don Painter, program mgr.; George W. DeBlieux, chief engineer. Base rate will be \$150. Forjoe is rep.

WECT, Elmira, N. Y. (Ch. 18), has switched to RCA equipment, now plans to begin tests between Sept. 15-25, and has published 2 rate cards—national fixing base hour at \$150, local at \$110. It will program from Sept. 29, reports gen. mgr. Walter A. Valerius. Station is 51% owned by *Corning Leader*, 49% by *Elmira Star-Gazette* (Gannett). Rep is Everett-McKinney.

WICS, Springfield, Ill. (Ch. 20), should be ready to go on tests by Sept. 15 with RCA equipment and is aiming for commercial start about Oct. 1 with \$200 base rate. It affiliates with all 4 networks, expects interconnections by Oct. 1. Station is one-third owned by Harry & Elmer Balaban, Chicago theatremen who also are half owners of WTVO, Rockford, Ill. (Ch. 39), and controlled by the Scheftel-Burger theatrical interests who operate WFTV, Duluth, Minn. (Ch. 38), and hold CPs for KETV, Little Rock, Ark. and KCTV, Sioux City, Ia. Milton D. Friedland is mgr.; James K. Harelson, ex-WBKB & WBBM-TV, Chicago, program mgr.; Basil O'Hagan, ex-WBKZ-TV, Battle Creek, Mich., chief engineer. Adam Young is rep.

KCEB, Tulsa, Okla. (Ch. 23), broke ground for new plant Aug. 21 and, with RCA transmitter delivered, has fixed Oct. 15 as target for first test patterns and Oct. 31 for programs. Project is backed by oilman Elfred Beck, with N. Ray Kelly as gen. mgr.; he's ex-NBC mgr. of eastern div. program production, was later film div. director and then a consultant with Noran Kersta, now mgr. of WFTL-TV, Ft. Lauderdale, Fla. Elaborate studio structure is described as "America's finest and most modern TV program plant."

KETV, Little Rock, Ark. (Ch. 23), won't make previously announced Sept. 15 starting date, has set no definite target, but gen. mgr. Ross B. Baker reports it's working to get on within 60-90 days. Station is one of uhf group launched by theatremen Herbert Scheftel and Alfred Burger. Rep will be Adam Young.

WMAC-TV, Massillon, O. (Ch. 23), an Edward Lamb project, has GE equipment but has postponed probable starting date to mid-Oct., pending modification of CP for transmitter site necessitated by CAA requirements. James Bushman has been named sales representative, \$200 base rate has been set. Petry will be rep.

WJRE, Indianapolis (Ch. 26), has ordered RCA equipment but is holding construction in abeyance pending final appearance before local zoning board, scheduled Sept. 14, reports grantee John L. Ramp, auto dealer and owner of radio WBAT, Marion, Ind. No rep has yet been chosen.

WMIL-TV, Milwaukee (Ch. 31), has ordered GE equipment, will be on air between Dec. 15-31, reports gen. mgr. Jerome Sill. National rep not yet chosen.

WACH-TV, Newport News-Norfolk, Va. (Ch. 33), is definitely slated to get test patterns on air Sept. 15, begins programs Oct. 1, reports gen. mgr. Frederic F. Clair. It's second uhf to test in area, WVEC-TV, (Ch. 15) having started testing Aug. 15 and due to become basic NBC outlet Sept. 19. Federal transmitter is going in, 351-ft. antenna up, \$200 base rate set. Avery-Knodel will be rep.

WJHP-TV, Jacksonville, Fla. (Ch. 36), has GE equipment enroute and construction scheduled for completion within 30 days, plans Nov. 1 tests, Dec. 1 programming, according to gen. mgr. Tom Gilchrist. Owner Jacksonville Journal Co. (Perry Newspapers) was one of 16 that turned in pre-freeze CP (Vol. 9:34). Rep will be John H. Perry Assoc.

WKNE-TV, Keene, N. H. (Ch. 45), has ordered RCA equipment, affiliated with NBC, but pending approval of new transmitter site isn't aiming to get on air before Jan. 1, 1954, reports pres. Joseph K. Close. Meeker will be rep.

WMEV-TV, Marion, Va. (Ch. 50), controlled by executives of local Lincoln Industries, furniture manufacturers and TV cabinet makers, is negotiating for Federal equipment but hasn't yet decided on target date, reports v.p. Robert C. Wolfenden. Donald Cooke will be rep.

WRAY-TV, Princeton, Ind. (Ch. 52), has switched to RCA equipment, plans north-south directional antenna to get Grade A signal into Evansville and Vincennes, has target date of Oct. 1-15, reports gen. mgr. Robert L. Epstein, successor to Bryan Davidson, resigned. Mr. Epstein is v.p. and part owner of new So. Indiana Telc-Casting Inc., headed by M. R. Lankford, farm & hatchery operator. No rep yet announced.

WBCK-TV, Battle Creek, Mich. (Ch. 58), awaiting DuMont equipment, has changed target date to Dec., reports E. F. Cahill, program mgr. Headley-Reed will be rep.

Power increases: GE this week shipped 35-kw amplifier to KING-TV, Seattle (Ch. 2) and 1-kw uhf transmitter to KRTV, Little Rock, Ark. (Ch. 17), which has been operating with 100-watt driver. RCA shipped 10-kw transmitter to KROC-TV, Rochester, Minn. (Ch. 10).

Personal Notes: Edward Lamb, owner of WICU, Erie, grantee of CP for WMAC-TV, Massillon, and proposed purchaser of assets of WTVQ, Pittsburgh, also publisher of *Erie Dispatch*, appointed to advisory committee of Democratic National Committee and reported by AP Sept. 3 as under consideration as next treasurer . . . Benito Gaguine, FCC examiner and former asst. to Comr. Rosel Hyde, becomes partner in firm of Fly, Shuebruk, Blume & Gaguine, Sept. 9 . . . Don Fedderson has resigned as gen. mgr. of KLAC-TV & KLAC, Los Angeles, succeeded by Mortimer Hall, son of owner Mrs. Dorothy Schiff Sonneborn; Fedderson is opening Beverly Hills offices to handle package shows, continuing an old affiliation with Guild Films . . . John K. Herbert, NBC-TV sales v.p., elected to NBC board of directors taking the place of ex-pres. Frank White . . . Lowell E. Jackson resigns as sales mgr. of ABC central div. Sept. 15 to become sales mgr. of new WAKR-TV, Akron . . . Robt. H. Boulware, ex-WSAI commercial mgr., named mgr. of WLWT, Cincinnati . . . Carl Haverlin, BMI pres. and a noted Lincoln scholar, awarded honorary degree by Lincoln College (Ill.) at Sept. 1 ceremonies addressed by former "Veep" Alben Barkley and broadcast via WBBM, Chicago, and other midwest stations . . . B. Lowell Jacobsen, ex-RCA Victor home instrument dept. personnel mgr., named NBC personnel director . . . Frank D. Rubel, ex-WTVJ, Miami, named gen. mgr. of newly granted Ch. 9 station in Cedar Rapids, Ia., whose prime movers include Iowa theatremen Myron N. Blank and *Cedar Rapids Gazette*; it's due on air before end of year . . . Robert B. Owens Jr., ex-Young & Rubicam (General Foods accounts) named v.p. & chairman of plans board, Robert W. Orr & Assoc. . . Maurice Morton promoted to director of business affairs, CBS-TV, Hollywood . . . Wm. A. Berns resigns as program mgr. of WABC to become news & special events mgr., WNBT & WNBC, N. Y. . . Stanley Sievers new chief of technical operations, KKTU, Colorado Springs; L. V. Hostetler, ex-WBAP-TV, Ft. Worth, named production mgr. . . James E. Chubb, ex-*March of Time*, named film supervisor of KDYL-TV, Salt Lake City . . . Don Moore, ex-Warner Bros. eastern story editor, named head of CBS-TV story, script & rights dept.; script editor Arthur Heinemann, story editor Janet Wood and asst. Bernice Galland have resigned . . . Riley Gibson, ex-KOME (AM), Tulsa, named gen. mgr. of KXO, El Centro, Cal., applicant for Ch. 16 there . . . Al Constant, ex-KRON-TV, San Francisco, named operations mgr., KONA-TV, Honolulu . . . Edward H. Feldman, ex-Biow, named head of new commercial dept. of Desilu Productions Inc. (Desi Arnaz) which is going into film advertising . . . George Wolf, ex-TV-radio production director, Foote, Cone & Belding, named TV-radio director, Geyer Adv., N. Y., succeeding Norman Blackburn . . . David E. Durston, ex-ABC Chicago, named director of TV radio productions, Lynn Baker Adv., N. Y. . . J. E. (Jake) Hines, ex-WNBK & WTAM, Cleveland, named gen. mgr. of new TV-radio dept., R. C. Wellman & Assoc., Cleveland industrial adv. agency . . . Tom Dawson, ex-KTTV, named client service director of Los Angeles office, American Research Bureau . . . Jerome L. Joss, ex-Olian & Bronner, ex-v.p. of Radio Features Inc., named v.p. of Weiss & Geller agency, Chicago.

Orville B. Littick, 62, president and gen. mgr. of the *Zanesville Times-Recorder* and *Signal* and 25% stockholder in WHIZ-TV & WHIZ there, died Sept. 2 of a rare bone disease. His brothers Clay & Arthur also own 25% each of the stations.

Canadian Assn. of Radio & Television Broadcasters is new name adopted by Canadian Assn. of Broadcasters in recognition of advent of privately owned TV stations in Canada.

Financial & Trade Notes: Sparks-Withington Co. reports net profit of \$951,895 (\$1.03 a share) after taxes of \$960,000 on sales of \$27,577,807 in year ended June 30, up from \$528,293 (56¢) after \$476,000 taxes on \$20,621,271 sales preceding year. Profit was highest in last 23 years, reports pres. John J. Smith. Out-of-court settlement of suits involving company and 2 ex-officers, which had been pending in Jackson, Mich. Circuit Court for 2 years, was also disclosed this week. Ex-pres. Harry G. Sparks and Charles J. Kayko, onetime Sparton gen. mgr., had sued in May 1951 for \$135,000 for back salaries and other compensation after they were ousted when stockholders, led by Smith, then company accountant, gained control of firm. Sparks-Withington, in countersuit, charged they had diverted company contracts and revenue to Mastick Co. Inc., in which they had financial interest. Settlement calls for Mastick to pay Sparks-Withington \$40,000 within 10 days, and Kayko will receive compromise salary settlement.

Gabriel Co. reports sales of \$11,240,046 for first 6 months of 1953, net income of \$285,308, compared with sales of \$7,997,494, and loss of \$2999 for first half 1952. For second quarter, sales were \$5,623,126, net income \$164,124 (30¢ a share) vs. \$3,945,000 sales, \$21,907 loss in same 1952 period. Company is now disposing of undisclosed segments of its business which are showing loss—which “may result in substantial non-recurring book losses” but will “materially improve the operating results and capital structure of the company,” according to pres. John H. Briggs.

Dividends: Admiral, regular 25¢ quarter payable Sept. 30 to stockholders of record Sept. 15, plus 20% stock dividend payable Oct. 19 to holders Oct. 9, subject to ratification at stockholders meeting Oct. 5; Sparks-Withington, 15¢ payable Oct. 1 to holders Sept. 19; Muter Co., 15¢ Sept. 30 to holders Sept. 15; Arvin Industries, 50¢ payable Sept. 30 to holders Sept. 14; WJR, The Goodwill Station Inc., 10¢ Sept. 16 to holders Sept. 9.

New Avco reorganization, following in wake of recent consolidation of Crosley and Bendix distributing subsidiaries, merges old Crosley and Bendix divisions into new Appliance & Electronics Div., with 4 subdivisions, each headed by gen. mgr., all reporting to v.p. James D. Shouse. New subdivisions: TV-radio, gen. mgr. Leonard F. Cramer; home appliances, Parker H. Ericksen; govt. products, C. G. Felix; administration, L. W. Adkins. Shouse said new organizational setup would give first 3 gen. mgrs. complete control of their product lines while shifting their administrative tasks to Adkins.

Objecting to NTSC color standards for not-too-clear reasons, Howard H. Wixon, 3657 W. 59th Place, Chicago, says he has a new and better system. Identifying himself as an inventor with a “record extending back 50 years in the U. S. Patent Office,” Wixon says his proposal “is based on a system wherein a single carrier, ordinarily indistinguishable from the usual picture carrier, also contains the color quality which may be resolved into a color picture in something like 5 or more different ways.” Then, he says, “there is every reason to believe that CBS can surpass the proposed standard.”

Coronet Television Corp., Walkerville, Ont. (Wm. Horowitz, pres.), claiming 100 sets per day production now and announcing first line of own-brand 21-in. sets via skywriters over Canadian National Exposition in Toronto this week, has arranged to manufacture for Mexican distribution by Industrias Comerciales S.A. Television (M. Zykofsky, pres.) which later will set up own assembly lines. Manufacturing for private brands until now, Coronet claims it has sold some 35,000 sets in Canada.

SUBSCRIPTION TV protagonists will gather in Philadelphia for all-day meeting Sept. 17—but pendency of Congressional action appeared to cast a pall over any prospects for early consideration of subject by FCC.

Sponsors of conference—the 4 uhf grantees who petitioned FCC last month for approval of subscription TV (Vol. 9:32, 35)—say they expect 30-40 telecasters and CP holders to attend meeting in studios of WIP, Ch. 29 grantee and one of petitioners. Chairman will be Hugh N. Boyd, gen. mgr. of *New Brunswick* (N. J.) *Home News*, permittee of WDHN-TV (Ch. 47). Morning session, he says, will be devoted to discussion of “economic factors confronting all TV broadcasters; of programming and economic problems facing uhf broadcasters in areas where vhf service is now strongly entrenched; and avenues of relief possible, should FCC authorize a limited service of subscription TV.”

Afternoon meeting will be addressed by Dr. Millard C. Faught for Zenith's Phonevision, attorney James M. Landis for Skiatron Subscriber-Vision, International Telemeter v.p. Paul McNamara, Madison Sq. Garden Corp. exec. v.p. Ned Irish, and additional “prominent sports and entertainment figures.” RETMA will be represented by house attorney Wm. L. Reynolds.

There's considerable feeling that question of fee-TV is too hot for FCC to handle, that it should be thrashed out in Congress. Proposed legislation by Rep. Hinshaw (R-Cal.), to classify subscription TV as “common carrier” (Vol. 9:31-32), makes it quite likely FCC will withhold any consideration until Congress at least has had chance to hold hearings.

Original uhf petitioners for subscription TV, in addition to WDHN-TV and WIP-TV, are grantees Stamford-Norwalk TV Corp., Stamford, Conn. (Ch. 27), and WELI-TV, New Haven, Conn. (Ch. 59). They were joined last week by WACH-TV, Newport News, Va. (Ch. 33), slated to begin test patterns Sept. 15.

Aid to educational TV programming by commercial stations is cited by report of NARTB's TV Information Committee listing 226 hours of educational programming by commercial stations at cost of \$128,000 during sample week in May. Titled *Facts About TV*, pamphlet available from NARTB on request stresses value of TV in home education, says children are watching TV more frequently than in 1950, but also are reading more books. Among other educational TV developments this week: (1) Max F. Balcom, Sylvania, reappointed chairman of RETMA educational TV committee, (2) Dr. Kenneth Christiansen, on leave as TV-radio education chairman at Stephens College, Columbia, Mo., appointed to direct 2-year survey of possible educational program sources in 14-state area of South, under auspices of Southern Regional Conference on Educational TV.

WABD started telecasts of Brooklyn Dodgers' home games Sept. 1 after applying for court order to prevent members of IBEW, striking against WOR-TV, from interfering with originations from Ebbetts Field (Vol. 9:35). Violence flared on picket line in 3-week strike against WOR-TV, Mutual's engineering v.p. Earl M. Johnson and WOR traffic dept. supervisor Wm. McEvelly being hospitalized when assaulted by 4 pickets outside WOR bldg. as they arrived for work Aug. 30. On another labor front, 3-week strike at New York's radio station WEVD was settled with average \$10 weekly raise to engineers.

Subscription-TV service in Palm Spring, Cal., via community antenna system, is to start Nov. 1, according to latest word from International Telemeter Corp. Oft-delayed beginning, says publicity director Paul McNamara, will feature premiere of major feature movie. Telemeter is 50% owned by Paramount Pictures.

RCA & ZENITH RAISE SOME PRICES, TOO: It seems pretty academic now to speculate on possibility of new round of TV price increases. Fact is we're already well into the new round. RCA Victor, frequent bellwether in industry trends, raised prices on 14 models Sep. 1. And Zenith upped prices by \$10 to \$30 on 32 models same day. (For details of RCA and Zenith price increases, see pp. 10-11).

These added starters must now be fitted into pattern triggered by actions of Admiral in raising list prices of 21 models by \$20 to \$40, and Philco's boost of \$10 on four 21-in. models (Vol. 9:30-31).

Only Motorola among major manufacturers hasn't raised prices -- and nobody there was prepared to rule out the possibility that it will be forced to go along with trend. Spokesman told us Motorola had no "present plans" to raise TV prices, but that costs of components and labor have been rising steadily this year.

Other manufacturers were cautious in their comments -- Hallicrafters, Hoffman Radio, Packard-Bell and Kaye-Halbert spokesmen all quoted as saying their companies planned no increases at present. Crosley made a vertical price adjustment last week, raising prices on 11 TVs, reducing 20 others (Vol. 9:35).

RCA price boost took in both low and high ends of line. It said increases were dictated by rising costs of labor and materials but, as did Admiral, added that discounts to distributors and dealers will also go up as result.

Of equal significance in RCA announcement was fact that it will retain its current line until next spring -- thus ostensibly bringing it into camp of advocates of one-line-a-year. Few set makers now are expected to bring out completely new lines in fall, though occasional models will be added as market conditions dictate.

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Price increases seem aimed at fast-expanding TV market, which finds new stations going on air at clip of at least one a day (see p. 1) -- many of them in new, untapped areas. They're still hungry for TV everywhere and the manufacturers, though wary of how much the traffic will bear, are poised to supply their needs to the hilt. Motorola, for example, is increasing production by 25-30% in final 3 months of year to take care of increased demand.

Production is now hitting on all six, standing at about 4,820,000 through August. Output through August is highest on record, comparing with 4,004,214 for first 8 months year ago. (RETMA revised its July output total this week to 316,289, bringing official 7-month production to 4,150,525; add this figure, plus 524,479 for June, to table on p. 318, TV Factbook No. 17, for official 7-month TV output.)

TV production climbed again -- to 166,383 (7154 private label) for week ended Aug. 28, up from 157,885 preceding week and 150,111 week ended Aug. 14. It was year's 34th week, compared with 144,212 in the corresponding week year ago, and brought August output to approximately 650,000 units.

Radio also shared in boom, totaling 239,454 (88,626 private), compared to 254,353 week ended Aug. 21 and 226,608 week before. It compared to 170,208 in same week year ago. It brought month's production to about 950,000 and for year to about 8,890,000, also a record.

Against these encouraging factors stands spectre of loaded inventories. Industry statisticians estimate about 2,250,000 TVs were in all pipelines at end of August (630,000 at factory, estimates RETMA). How quickly all levels of industry can clear these stocks may well be key to entire price structure. One manufacturer, revealing his mix is currently 50% table models due to demand for lower-priced units -- which he attributed largely to publicity about color -- told us he wanted to be sure his stocks were clean by end of year before making any decision on prices. He added that stock carried into January may have to be sold at cut prices.

Topics & Trends of TV Trade: "Big business suffering from discount distemper." That's how reporter Francis P. Douglas describes \$100,000,000 Washington TV-radio business in penetrating close-up in Sept. 2 *Washington Star* after making personal calls on distributors, dealers, dept. stores and discount houses to ascertain if Washington's reputation for price-cutting and back-door selling is deserved. His conclusion: It is.

Plenty of dirty pool was seen in making the rounds. Example: Visiting 2 dealers, dept. store and a discount house, Douglas found price ranged from \$300 to \$400 on same 1953 model 21-in. console which had been advertised in newspaper; in one of the stores, he was told model wasn't available but could be obtained.

Emergence of discount house in Washington market in last few years has raised hackles of distributors and dealers alike. Discount house, which apparently is confined to few highly-saturated markets, is usually small store crowded with merchandise, most of it in factory cartons. Usually they don't advertise, except by word of mouth, but display window signs that they'll cut prices 5% below wholesale. They get merchandise from overstocked distributors, resulting in low overhead, another cause of irritation to dealers "with shiny stores, a fleet of delivery trucks and elaborate service departments."

Bitter internecine warfare between distributors and dealers seethes beneath surface, too. Distributors complain that 60% of retail business is in hands of group of dealers in 10-block area downtown who, by controlling volume, cut prices indiscriminately on established brands and dictate trade policies to distributors. Dealers complain that distributors short-circuit normal trade channels by going directly to discount houses and even to consumers with promises of saving markups.

Results of sharp competition are constantly evident in the Washington market. Head of one of Washington's largest retail chains, after splashing alleged "half-price" sale of DuMont sets in local newspapers, presently faces action on 2 charges of fraudulent advertising. Big Phillip's chain, operating 4 retail stores, recently went into bankruptcy.

Whole problem of distributor-dealer relationships will be discussed at regional meeting of National Appliance & Radio-TV Dealers Assn. at Washington's Shoreham Hotel, Sept. 15. Principal speaker will be Crosley v.p. William A. Blees, whose speech is appropriately titled "Facing the Evils of the Industry."

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Trade Miscellany: Philco kicks off what it boasts is biggest ad campaign in TV-radio history this week to celebrate 25th anniversary; it runs through Christmas, will include consecutive double-page 4-color spreads in leading weekly magazines, as well as TV, radio and newspaper ads in 200 leading markets . . . NARDA *TV Blue Book* for 1954, listing suggested trade-in values on more than 4000 TV sets produced by 50 manufacturers, plus evaluation of 1954 market, now available at \$5 per copy, \$3.50 for 2-5 copies, from National Appliance Trade-in Guide Co., 3132 Fordem Ave., Madison, Wis. . . . Chicago area TVs totaled 1,439,693 as of July 31, up 13,297 from preceding month and 251,274 over July 31, 1952, reports Chicago Electric Assn. . . . Retail TV sales in 24-county area served by Pennsylvania Electric Co. (excluding Philadelphia & Pittsburgh) totaled 24,866 in first 7 months, up from 16,892 in same 1952 period . . . TV sales in Washington area in first 7 months totaled 30,644, down from 34,500 same 1952 period, reports Electric Institute of Washington.

Hallicrafters Canada Ltd., Toronto, started construction of \$400,000 branch plant on 6-acre site northeast of Toronto, to have daily production of 200 TV receivers.

RCA VICTOR'S price increases were on 14 models of 32-set line introduced first week in June and supplemented week later (Vol. 9:23-24). Uhf prices remain \$30-\$60 higher:

Table Models: Craig, 17-in. ebony metal, increased from \$180 to \$190; Barton, 21-in. ebony metal \$230-\$240; Cameron, 21-in. maroon metal \$240-\$250; Blake, 21-in. mahogany wood \$260-\$270, blonde \$270-\$280.

Consoles: Denham, 17-in. open-face mahogany \$270-\$280, limed oak \$285-\$295; Hillsdale, 21-in. open-faced mahogany \$350-\$360; Latham, 21-in. open-face, walnut or oak \$380-\$390; Preston, 21-in. half-door mahogany \$400-\$420, limed oak \$420-\$440; Powell, 21-in. full-door mahogany, cherry or maple \$430-\$440; Sutton, 21-in. full-door walnut or oak \$430-\$440; Chadwick, 21-in. full-door mahogany or walnut \$430-\$440; Caidwell, 21-in. half-door mahogany \$465-\$475, limed oak \$485-\$495.

Combinations: Whitfield, 21-in. mahogany \$525-\$550, oak \$550-\$575; Birchfield, 21-in. mahogany \$525-\$625.

Unchanged were following: *Table Models* — Brent, 17-in. maroon metal \$200, blonde \$210; Bristol, 17-in. mahogany wood \$230, blonde \$240; Hays, 17-in. mahogany \$260, blonde \$275; Bentley, 17-in. mahogany \$325, blonde \$340; Dunbar, 21-in. mahogany \$350, limed oak \$365.

Consoles:—Highland, 17-in. open-face mahogany \$290, \$300 & \$340, limed oak \$350; Talbot, 21-in. open-face mahogany \$300, blonde \$315; Lockwood, 21-in. open-face mahogany \$330, blonde \$345; Hayward, 21-in. open-face mahogany console \$390, limed oak \$410; Talmadge, 21-in. open-face mahogany \$395, limed oak \$415; Vincennes, 21-in. full-door mahogany, cherry & natural cherry \$495; Bradbury, 21-in. full-door mahogany or walnut \$495; Beaumont, 21-in. full-door maple, mahogany or cherry \$525; Copeland, 27-in. full-door mahogany or walnut \$700; Longchamps, 27-in. full-door mahogany or maple \$750.

Combinations: Lawrence, 21-in. full-door mahogany \$525, oak \$550; Montgomery, 21-in. full-door mahogany or walnut \$595; Rutherford, 21-in. full-door mahogany \$795.

Picture tube sales in first 7 months of year totaled 5,831,271 valued at \$137,649,617 at factory, compared to 2,623,013 worth \$57,323,570 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 71% of sales. July picture tube sales totaled 634,200 worth \$15,155,870, compared to 746,822 at \$17,480,475 in June and 324,143 at \$6,847,290 in July 1952.

Receiving tube sales in first 7 months totaled 269,622,417 valued at \$183,646,726, compared to 118,128,357 at \$131,036,805 in same 1952 period. Of sales, 184,082,608 went for new sets, 66,439,944 replacement, 11,766,804 export, 7,333,061 Govt. For July, receiving tube sales totaled 26,462,069 worth \$18,243,030, compared to 42,505,685 worth \$29,634,656 in June and 20,944,831 at \$14,867,509 in July 1952.

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Draft of high-fidelity standards was agreed upon this week at meeting of RETMA's high-fidelity equipment section in Chicago, will be submitted for ratification at next meeting of section in New York, Oct. 14. Proposed minimum "hi-fi" standards: wide-range loudspeakers, minimum range of 60-10,000 cycles per second; tuners, sensitivity on FM, minimum standard of 30db of signal, with 25 microvolts into antenna; amplifiers, minimum frequency response, plus or minus 3db from 30-15,000 cycles at no less than 10 watts, with maximum of 5% intermodulation distortion. High-fidelity also dominated International Sight & Sound Exposition at Chicago's Palmer House, drawing estimated 14,000 visitors to booths of some 50 exhibitors. Few new products were exhibited, most having been introduced to trade at parts show in May (Vol. 9:21).

ZENITH RAISED prices on 32 out of its 49 models, selecting middle and higher end of line for boosts, which it attributed to increased cost of parts, material and labor. Dealer discounts will be lengthened as result. Price changes:

Table Models (21-in.): Dale, mahogany wood, increased from \$240 to \$250; Franklin, mahogany pyroxylin, \$260-\$270; Winston, blonde pyroxylin, \$270-\$280; Clybourn, mahogany wood, \$280-\$290; Wellington, blonde wood, \$290-\$300; Aldrich, mahogany wood, \$300-\$310; Robinson, blonde wood, \$310-\$320.

Consoles (21-in.): Sutton, mahogany wood, \$310-\$320; Abbott, blonde wood, \$320-\$330; Washington, mahogany wood, \$330-\$340; Calhoun, blonde oak, \$350-\$360; Byron, mahogany wood, \$370-\$380; Cameron, blonde oak, \$390-\$400; Nightingale, mahogany wood, \$450-\$470; Mendelssohn, blonde wood, \$470-\$490; Nocturne, ebony wood, \$480-\$500; Patrician, cherry wood, \$490-\$520.

Consoles (24-in.): Brewster, mahogany wood, \$460-\$480; Bailey, mahogany wood, \$500-\$525; Todd, blonde wood, \$500-\$525; Gibson, mahogany wood, \$550-\$575; Fulton, blonde wood, \$570-\$600; Dynasty, ebony, \$580-\$600.

Consoles (27-in.): Clark, mahogany wood, \$595-\$625; Drew, blonde oak, \$625-\$650; Carroll, mahogany wood, \$675-\$695; Archer, blonde wood, \$695-\$725.

Combinations: Thornton, 21-in. mahogany wood, \$420-\$430; Barlow, 21-in. blonde oak, \$430-\$440; Classic, 21-in. mahogany wood, \$550-\$580; Rodgers, 21-in. mahogany wood, \$650-\$680; Wentworth, 21-in. blonde wood, \$695-\$725.

Unchanged were following: *Table Models*—Sargent, 17-in. mahogany pyroxylin, \$180; Lexington, 17-in. mahogany pyroxylin, \$200; Medallion, 17-in. blonde pyroxylin, \$210; Gladstone, 17-in. mahogany wood, \$220; Bancroft, 17-in. blonde wood, \$230; Hamilton, 21-in. mahogany wood, \$290; Balboa, 21-in. blonde wood, \$300.

Consoles: Mozart, 17-in. mahogany wood, \$270; Brent, 17-in. blonde oak, \$290; Appleton, 21-in. walnut wood, \$300; Saratoga, 21-in. mahogany wood, \$400; Astor, 21-in. cherry wood, \$390; Voltaire, 21-in. blonde wood, \$390; Georgian, 21-in. mahogany wood, \$400; Bernhardt, 21-in. cherry wood, \$470.

Combinations: Sutherland, 17-in. mahogany wood, \$470; Carleton, 21-in. walnut wood, \$400; Austin, 24-in. mahogany wood, \$795; Barry, 24-in. cherry wood, \$850; Stratosphere, 27-in. cherry wood, \$1250.

Emerson Radio is latest entry in fast-expanding air conditioner manufacture—pres. Benjamin Abrams announcing plans this week to introduce 4 models at distributors' conference early next year. He said he's entering field "at a crawl rather than a headlong rush," estimating production first year will be "considerably under 100,000 units," added: "We feel that we're getting on the ground floor of the air conditioning industry. There are no real giants and leadership can go to anybody who plans his entry in a correct manner." Emerson's announcement followed by week disclosure that Westinghouse will re-enter air conditioning field next year after 12-year absence, making new line this fall at Mansfield, O.

RETMA's first meeting under its new name will consist of industry conference at New York's Biltmore Hotel, Sept. 15-17, with 2 newly-created board committees—Radio-Television Industry Committee and Electronics Industry Committee—convening final day, just prior to meeting of full board. All RETMA directors serve on one of the 2 committees, and all directors whose companies engage in both TV-radio and electronics manufacturing may name alternates to serve on second committee. In addition, special subcommittee headed by H. J. Hoffman, Machlett Laboratories, will report to Electronics Industry Committee on proposals for reorganization of electronics group.

Trade Personals: Wm. L. Dunn, Raytheon, elected chairman of sales mgr. committee, RETMA . . . Larry H. Kline, chairman of RETMA antenna section, promoted to newly created post of gen. sales & merchandise mgr. of Gabriel's Ward Products Div. . . F. G. Hickling, veteran of 43 years with Westinghouse, named asst. to central district v.p. J. E. Payne, succeeded as Cleveland mgr. by E. S. Rehagen, ex-St. Louis mgr. . . John A. McDougald, chairman of Avco of Canada Ltd., named a director of parent Avco Mfg. Co. . . E. Terry Southard resigns as national sales mgr., Columbia Records Inc. . . Raymond Fox, asst. treas. of Stromberg-Carlson, retired Sept. 4 after 24 years with firm . . . Martin W. Krenske, ex-Standard Transformer, named asst. sales mgr., Edwin I. Guthman Co., Chicago . . . A. L. Champigny promoted to adv. mgr., GE tube dept., Schenectady, succeeding G. A. Bradford, now adv. mgr. of TV-radio dept., Syracuse . . . Edwin M. Perkins, ex-Hoffman Radio & Admiral, named Capehart-Farnsworth New England sales mgr., Boston . . . Pat Cominsky, ex-Philco Distributors, Philadelphia, named electronics district rep for Philco's new sales office in Washington . . . Chester A. Wallack, ex-KVGB (AM), Great Bend, Kan., named Denver field sales rep, RCA Victor broadcast marketing div. . . Theodore H. Cook Jr. appointed senior electronic engineer, Israel Melman named chief engineer for special products, CBS-Columbia . . . Robert S. Windt, ex-DuMont, joins CBS-Columbia as publicity-promotion mgr.

Distributor Notes: Avco continued this week to expand own factory branch setup and regroup distributors to effect consolidation of Crosley and Bendix lines. Atlanta factory branch took over Crosley-Bendix distribution from Charles S. Martin Distributing Co., while Cain & Bultman Inc., Miami, added 5 new salesmen. Elsewhere, there were these Avco appointments: Graybar Norfolk, for Virginia, replacing Bowers Wholesale Corp.; Larson Distributing Co., Denver, replacing Graybar; Miami Valley Distributing Co., Dayton, O.; Globe Television & Appliance Co. (ex-Emerson TV & Radio Center), Charlotte . . . Bruno-New York Inc. (RCA) takes on Thor appliance line to replace Bendix franchise, now in Crosley factory branch (Vol. 9:35), appoints Carl Sonnet, ex-Kane Distributors, as adv. mgr., replacing Milton Brown, resigned . . . Simon Distributing Corp., Washington (Zenith) appoints Saul Greber, onetime pres. of Greber Bros., Motorola distributor in Washington-Baltimore, as mgr. of Hotpoint appliances div. . . Bendix Radio names newly-formed David & Sexton Co., 5606 Kingston Pike, Knoxville (Fred David & Calvin Sexton, partners) . . . Electro-Pliance Distributors, Milwaukee (Motorola) names Bill Baker gen. mgr. . . Olympic Radio appoints Jack Haizen, pres. of Olympic of Chicago, as supervisor of all distributor operations, replacing E. R. Glauber, resigned; Olympic also appoints newly-formed Connor, Teal & Callaghan Inc., Milwaukee . . . Peaslee-Gaulbert Corp., Cincinnati (Sylvania) appoints Raymond J. Turner appliance sales mgr. . . Haynes & Waller, Washington (Stromberg-Carlson) appoints Joseph Camp TV mgr. . . Tubbs Electric Co., Spokane (Hallcrafters) appoints Peter Plakos, ex-Leo J. Meyberg Co., San Francisco (RCA), as sales mgr. . . American Wholesalers, Washington (Hoffman Radio) opens branch at 2330 No. Howard St., Baltimore (Joseph Casale and Nick Nechamkim, co-mgrs.) . . . Scott Radio (Meck TV) appoints Oliver Specialty Co., Tucson, as factory sales rep . . . Leo J. Meyberg Co., Los Angeles (RCA Victor) announces resignation of adv. mgr. George Oliver, who becomes Westinghouse district sales promotion mgr. . . Transvision Inc. appoints Morris F. Taylor Co., Philadelphia . . . Raytheon appoints G. M. Popkey Co., San Francisco.

GEORGE STORER interests, already holding allowable limit of 5 TV stations, filed this week for Ch. 10 in Miami, his home base—again indicating willingness to divest one of the 5 operating stations in eagerness to get into that market. There are already 4 others on file for that channel (see *TV Factbook No. 17*), auguring hearing, with Miami No. 11 on Group B priority list.

Storer application stipulates plant costing \$1,393,187, yearly operating cost of \$780,000. Balance sheet shows total assets of \$15,069,000 as of July 31, 1953, current assets \$6,277,205, current liabilities \$3,595,889, net income in 1951 after all taxes \$1,539,260, net income in 1952 after all taxes \$1,458,173.

This application was one of only 3 filed this week, bringing to 502 total now pending. One of others, for Ch. 5 in Bay City, Mich., was granted this week also—representing merger of 3 competing applicants (see p. 3). Other was for Ch. 2 in Springfield, Ill., with WMAY there as 50% owner and Lee Ruwitch, gen. mgr. of WTVJ, Miami, as v.p. with 28%.

[For further details about foregoing applications, see *TV Addenda 17-1* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* and Addenda to date.]

Portland Oregonian, which in 1948 voluntarily gave up its Ch. 3 CP, this week sold its radio KGW (5-kw on 620 kc, NBC) for \$500,000 in order to pave way for acquisition of half-interest in CP outstanding for KOIN-TV (Ch. 6). The selling price of \$500,000 included approximately \$100,000 in cash assets. Purchasers are Mrs. Scott Bullitt, owner of KING-TV, Seattle (Ch. 5) and group of Portland businessmen with whom she is associated in North Pacific Television Inc., in Portland, one of 4 competitors in recently concluded Ch. 8 hearing, on which examiner's report is awaited. Mrs. Bullitt owns 40% of the organization buying the radio station, other stockholders being: Henry A. Kuckenbergh, contractor, 35%; Paul F. Murphy, realtor, 16%; Gordon D. Orput, insurance, 6%; W. Calder McCall, heating oil distributor, 2%; Prescott W. Cookingham, attorney, 1%. In other radio station sales deals reported this week, Rollins Bcstg. Co., owner of string of east coast radio stations, purchased heavy loser WNJR, Newark (5-kw on 1430 kc, Ind.) from the *Newark News* for \$145,000 through brokers Blackburn-Hamilton, and WICH, Norwich, Conn. (250 watts on 1460 kc, Ind.) has been sold for \$75,000 to J. K. Lasser, the N. Y. tax accounting authority, whose son Donald will take part in station's management. All of these deals are subject to FCC approval.

RCA's next step in uhf transmitters will be to 10-kw—available some time next year—using type A-2500 tetrode, and driven by 1-kw uhf units now in production. RCA this week notified consulting engineers that "we have been unable to obtain a satisfactory klystron which will develop 5 kw over the uhf band, and it does not appear that such a tube will be available in the near future." It added that all development on its proposed TTU-5A 5-kw transmitter has been discontinued, "and we are putting all possible engineering and manufacturing pressure on the 10-kw [TTU-10A]." RCA engineers feel next step after 10-kw transmitter will be klystron or magnetron-powered 50-kw capable of putting out full FCC-authorized power of 1000 kw, but that such a transmitter is at least 3 years in the future.

Novel statistics produced by GE: Average TV-radio home has more vacuum tubes than light bulbs (31 vs. 19.5) and nation's homes as a whole have more tubes than bulbs (964,000,000 vs. 905,000,000). GE figures average TV set has 21.5 tubes, average radio 9.5.

Network TV service was extended to 6 more stations this week by AT&T's long lines dept. Newly interconnected stations are WPMT, Portland, Me. (Ch. 53); KHSL-TV, Chico, Cal. (Ch. 12); WENS, Pittsburgh (Ch. 16); WNOK-TV, Columbia, S. C. (Ch. 67); and shared-time stations WMIN-TV, Minneapolis & WTCN-TV, St. Paul (Ch. 11). Scheduled to get AT&T interconnection next week is KFMB-TV, San Diego, Cal. (Ch. 8), which has been using off-air pickup for network programs. AT&T also filed 2 applications with FCC for additional TV network facilities: (1) Microwave routes serving KCEN-TV, Temple, Tex. (Ch. 6); KCMC-TV, Texarkana, Tex. (Ch. 6); WREX-TV, Rockford, Ill. (Ch. 13); KTTS-TV, Springfield, Mo. (Ch. 10). (2) Two additional TV channels from Chicago to Milwaukee, to serve Milwaukee, Green Bay & Oshkosh, Wis., and one additional channel from Palmyra, Wis. junction (88 mi. north of Chicago) to Minneapolis.

Construction of 2 new 1000-ft. TV towers got underway in recent weeks. WFMJ-TV, Youngstown, O. (Ch. 73), began construction of its new \$225,000 tower Aug. 29. In suburban Dania, Fla., Miami's WTVJ (Ch. 4) is now completing new transmitter building and paving way for "highest structure ever attempted in the Florida hurricane belt." Of unique design, 990-ft. tower is now being built by Lehigh in New York, with erection slated to begin Nov. 1. It will be first commercial tower of comparable size to house Otis elevator with all safety features found in regular building elevator. Florida's hurricanes posed unusual problems in design of tower—solved principally by constructing tower of rounded steel. Tower is stressed for force of 70 lb. per sq. ft., or "approximately twice that of ordinary antenna towers," according to station—to withstand hurricane winds up to 160 mi. per hour.

Rubbing it in: In wake of July article on "CBS Steals the Show" (Vol. 9:29), September *Fortune Magazine* carries layout captioned "NBC presidents exit smiling" and picturing Niles Trammell, Joseph McConnell, Frank White. Caption goes on to tell how David Sarnoff, RCA head, has had difficulty finding right man to run NBC, which since founding in 1926 has had 5 presidents, "all Sarnoff appointments." *Fortune's* diagnosis: "Principal trouble has been that most NBC presidents seem to be out-manuevered regularly by William Paley of CBS." Digging harder, *Fortune* concludes: "Sarnoff's sixth appointment to the NBC job: David Sarnoff."

Why do old folks go for wrestling on TV in such a big way? Dr. Winfred Overholser, chief of St. Elizabeths, big Washington mental hospital, explains it's "a safe and legal way to let out one's hostilities, to vent one's aggressions." It's good for Grandma, this authority on psychiatry avers, and can even prevent high blood pressure and ulcers. He likes wrestling himself, he added in interview with Lawrence Laurent in Aug. 30 *Washington Post*.

County-by-county TV "set circulation" figures as of July 1, 1953 are published in August *Television Magazine*, copyrighted, based on own researches with "market definition largely a matter of judgment of our Research Dept." Tables are alphabetically by TV markets (125 of them), include also tables of population, buying income, retail sales, etc., sources not stated.

RCA engineering sets next TV clinic for Sept. 14-18 at Benjamin Franklin Hotel, Philadelphia—17th in series. Technical training course will feature latest uhf & vhf equipment, including new 25 & 50-kw transmitters, specialized antennas, etc.

TV station licenses of 3 years, instead of one, were urged by all networks, NARTB and many stations this week, endorsing FCC's 3-year proposal. Only objector, asking hearing, was American Veterans Committee.

Television Digest

with **ELECTRONICS REPORTS**

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LOG OF OPERATING & UPCOMING STATIONS: They're going on the air so fast these days, and so many more CP holders are promising early starts, that today's records are out-dated tomorrow. Nevertheless, as an interim service between our semi-annual TV Fact-books of July 15 & Jan. 15, we're sending you herewith a handy quick reference list of all stations on air as of this date, plus all CPs outstanding for new stations.

It's published as a Special Report herewith, and includes what data we can get on the prospective starting dates of most CP holders. Altogether, it lists 252 stations now operating, with channels and with radio affiliations and national sales representatives (if any). It also lists 293 CPs for stations yet to start, with same basic data plus starting dates where procurable. Operating stations in Canada and on Mexican border are listed, too, plus Canadian CPs; also, there's list of the 15 post-freeze U.S. grantees which have relinquished their CPs.

These lists recapitulate our carefully kept master files, which incorporate a continuing survey of upcoming new stations, with records of equipment shipments. We hope you find them useful. If you tell us you do, we'll publish them periodically.

Note: We startled a lot of you last week, apparently, with prediction that new stations will go into operation at rate of one-a-day for last 4 months of 1953. That means about 120. If you'll tab the dates given by CP holders in the Special Report herewith, you'll note why we went out on that limb. Counting in the "fall 1953" reports, adding the 9 that have already started since Sept. 1, allowing for those who can't or won't make it, we still think the figure will run about 120.

COLOR COMMENTS IN, DEMONSTRATIONS OCT. 1-2: Deadline for filing color TV comments, Sept. 8, has come and gone and situation remains about same -- final approval of compatible standards is due in couple months, with effective date near year's end.

Though some newspapers and trade press found news angle in fact that some comments questioned NTSC standards on basis of initial station and receiver equipment costs, prospects for standards approval are unchanged. That starting costs will be substantial, is something FCC has long known -- and knew when it unanimously proposed adoption of NTSC standards (Vol. 9:32). (For current sizeup on receiver costs and impact on trade, see p. 9.)

Though further FCC inquiry into costs is conceivable -- particularly if color proponents don't elaborate on costs in counter-comments due Sept. 23 -- CBS has stated situation as well as anyone. In comments well-written by v.p. Richard Salant, who was CBS counsel during the bitter 1949-51 color struggle, CBS said:

"CBS believes that the risk to the successful realization of color TV in the foreseeable future is too great if the Commission, by literal application of its criteria [on costs and complexity], should refuse now to adopt the one available color system which, as noted, has general industry sponsorship, is, in basic principle, completely developed, and which is fundamentally capable of producing satis-

factory color pictures. To reject the NTSC system now might well be to blunt industry interest and activity in color, and postpone color TV indefinitely."

Indicative of FCC's general disposition is its attitude on demonstrations. It's now amenable to demonstrations in New York, though it reserves right to call for Washington transmissions if it considers them necessary.

Out of the blue, on Sept. 10, Commission asked color parties to meet informally with staff next day to discuss demonstrations. Suddenness of notice made it impossible to get officials capable of committing their organizations; representation was generally by Washington counsel. However, FCC staff said Commission wants demonstrations in New York Oct. 1 or 1-2, wants it to be "joint industry" affair. Another meeting next week, probably Sept. 16, is expected to iron out details.

Demonstrations in Washington, comprising rebroadcasts of New York originations, are now possible, NBC having equipped its WNBW for such transmissions. It asked for and received FCC permission to test equipment this week. It's expected NBC will next equip its KNBH, Los Angeles, and WNBQ, Chicago. KNBH will have to be geared to originate color to handle Jan. 1 Tournament of Roses (Vol. 9:35).

* * * *

NTSC's comments were presented to FCC Chairman Hyde Sept. 8 by NTSC chairman Dr. W.R.G. Baker, who told Comr. Hyde he thought they'd "make good reading". Comr. Hyde smilingly limited himself to statement that they'd "prove helpful".

Dubbed "Dr. Baker's 5-ft. Shelf of Books," NTSC's comments comprised 16 volumes weighing 52 lbs. They include everything -- technical monographs, field test data sheets, correspondence, minutes of meetings, etc. -- but some of FCC staff are a bit miffed at enormous job of culling the mass, calling it "an unfair imposition". Dr. Baker said the 3823 pages represent 1,000,000 man-hours and an investment of about \$10,000,000.

Principal questions on equipment costs were raised by Paramount Pictures, through Paramount TV Productions (KTLA, Los Angeles) and Chromatic TV Labs, developer of Lawrence tube. Speaking for former, Paul Raibourn said FCC should withhold final action until it has assurance 17-in. color set can be sold for \$500 or less. He then proposed a "4-color" system of his own employing "color sequences of equal luminance," claimed it would result in cheaper sets, said NTSC was studying it.

NTSC's comments included evaluation of the idea by ad hoc subcommittee headed by Hazeltine's Knox McIlwain. Group concluded: "Because of the severe pictorial degradation resulting from large area flicker, or moving patterns upon the picture surface, or both, none of the various forms of the proposal [can] properly be called compatible [and] cannot generally reproduce acceptable color pictures."

Regarding Raibourn's criticisms of receiver costs, group said he was unduly concerned about the "normal difficulties facing any new consumer product" and that his proposal seemed to offer little in cost reduction. NTSC comments also included analysis of another system advanced earlier by Raibourn, found it similarly wanting. It reached the same conclusions on Dana Griffin's proposals for exhuming the line-sequential system killed off in last color hearing (Vol. 9:35).

Chromatic called cost of prospective color receivers "fantastically high," said FCC should get detailed cost breakdowns of equipment before acting. It said that sets would cost too much, even with its Lawrence tube (see p. 9).

A rambling attack on CBS, RCA, "monopolies," etc., constituted comments of U.A. Sanabria (Vol. 9:34). He asked that color be confined to one area of country for at least 3 years until economics are settled.

Another filing was that of M. Soghoian and S.L. Cooke Jr., Research Instrument Co., Richmond, Va., claiming invention to make CBS system compatible.

Westinghouse came through with solid endorsement of standards.

* * * *

CBS's comments, while urging adoption of standards, were concerned about the cost of transmitting equipment as well as receivers. It was only party going into detail about transmitting gear. It stated that initial complete color camera chain costs \$95,000, additional chains \$65,000 -- 2-3 times that of comparable monochrome

equipment. The "special trio" of image orthicons in color camera cost \$5700. Furthermore, CBS estimated, camera tube operating costs would run 12½ times those of black-&-white. It said that on annual basis, this would mean increase from \$350,000 to \$4,200,000 for CBS. In addition, CBS stated, fourfold increase in studio lighting would be required, necessitating air-conditioning.

Though CBS called field-sequential standards a "nullity" which should be withdrawn, it said it still believes those standards to be free of the "complexity, costliness, sensitivity and instability which still mark the presently known camera and receiver equipment which now must be used with the NTSC standards."

Despite NTSC equipment problems, CBS said, it has completely equipped a New York studio, is training personnel, will shortly begin experimental network transmissions, plans clinics for affiliates and advertisers next month and: "Promptly upon the effective date of the proposed standards, CBS will begin regular commercial network color broadcasts."

* * * *

RCA-NBC seem to be completely color-oriented nowadays. Gen. Sarnoff stated that this week's NBC executive realignment (see p. 5) is dictated by color considerations. Detailed for months to head up NBC color activities, vice chairman Pat Weaver is again in charge of all TV network programming.

NBC this week released schedule of "color premieres" -- dress rehearsals of its regular commercial programs, in color, until FCC approves standards and permits commercial colorcasts: Robert Montgomery Presents, Sept. 28; Dinah Shore, Oct. 6; Paul Winchell, Oct. 11; TV Playhouse, Oct. 18; Show of Shows, Oct. 24; Hit Parade, Nov. 7; Bob Hope, Nov. 17. Those normally originating in Hollywood will be brought to New York to be staged at Colonial Theatre.

All phases of programming are caught up in color preparations. For example: O.B. Hanson, NBC engineering v.p., cautions film producers to go slow on shooting color film until they know requirements for color TV more precisely; Max Factor's makeup specialists are conferring with NBC color experts on proper cosmetics.

5 ON AIR THIS WEEK BRING TOTAL TO 252: One new market was opened up and additional stations went into 4 already-served vhf & uhf areas as result of latest accretions to fast-expanding list of telecasters on the air commercially and/or with test patterns. Strategically located Henderson, Ky.-Evansville, Ind. area got first station -- a uhf -- and first uhf went into Louisville to compete with 2 pre-freeze vhf. The uhf-only Wilkes-Barre area got second uhf this week, while more vhf competition went into San Diego and Kansas City.

Of total of 252 stations now on air (for full list see Special Report herewith), 175 are vhf, 77 uhf. These were the week's starters:

WEHT, Henderson, Ky. (Ch. 50), just across Ohio River from Evansville, Ind., opening brand new TV area, began testing late in afternoon of Sept. 11, aiming for commercial target Sept. 27 and CBS affiliation. It's headed by broadcaster Hecht S. Lackey, backed by Malco Theatres Inc. & Citizens Theatre Co. Donald T. Maloney, ex-WJIM-TV, is asst. gen. mgr. Equipment is RCA. Base rate is \$150. Rep is Meeker.

KFSD-TV, San Diego (Ch. 10) began testing Sept. 9, planned some network programs starting Sept. 13. It's NBC-TV "must" buy at \$700 rate, with \$500 local rate. Using RCA transmitter and 6-bay antenna on Mt. Soledad, station will operate noon-midnight at start, gives city second local outlet -- though nearby Tijuana's XETV (Ch. 6) also offers coverage. Station is result of get-together of rival applicants for Ch. 10 with veteran broadcaster Tom Sharp, who pooled his radio KFSD with TV, built station and optioned one-third interest to TBC (group of 34 local citizens who exercised option Sept. 2 to buy for \$456,402) and one-third to Charles Salik (operating local KCBQ, which he now will sell). Sharp is pres., with Louis N. Papernow of TBC as gen. executive, John Merino as mgr., Jack Tolen as program director, Chas. Baldour as production supervisor -- latter 2 from WDTV, Pittsburgh. Rep is Katz.

KCMO-TV, Kansas City (Ch. 5) began testing Sept. 8, fifth TV and fourth vhf in that longtime one-station city (others being pre-freeze WDAF-TV, time-sharing WHB-TV & KMBC-TV and uhf KCTY) and it will become basic ABC outlet. Formal debut

date is scheduled for Sept. 27. Transmitter is RCA. Tom Evans-Lester Cox project (each 49.5%) has E.K. Hartenbower as gen. & commercial mgr.; Clarence Breazeal, asst. mgr. for both TV & radio; S.R. Tremble, program director; Ken Heady, production mgr.; Karl Troeglen, technical director. Base rate is \$750. Rep is Katz.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34) got video portion of its transmitter on air Sept. 7 & 8, then ran into transmission line trouble and signed off until end of week. Audio didn't work due to klystron trouble, but that also was soon remedied, and gen. mgr. Tom Shelburne states station was deluged with phone calls commenting favorably on video signal even though no advance announcement was made. Good reception as far away as Northumberland, Pa., 65 mi. southward toward Harrisburg, was reported and excellent reception in Scranton, 20 mi. to north. Area already has uhf outlets in both Wilkes-Barre & Scranton, is regarded as uhf-only territory. GE 12-kw is used, with 250-ft. Truscon tower on 2140-ft. Penobscot Summit, 4 air mi. away. Networks will be ABC & DuMont. Base rate is \$250. Rep is Avery-Knodel.

WKLO-TV, Louisville (Ch. 21) began testing with 12-kw GE transmitter evening of Labor Day, Sept. 7, first uhf in city with 2 pre-freeze vhf outlets. It will run daytime test patterns all through Sept., going commercial next month. Antenna is on 730-ft. Bald Knob. Joe Eaton is gen. mgr.; Russell Pirkey, sales mgr.; Jack Everbach, program mgr.; D.C. Summerford, technical director. Networks will be ABC and DuMont. Base rate is \$250. Rep is O.L. Taylor.

ONE CP, MORE UHF ASSIGNMENTS PROPOSED: It would have been a week without CPs, first of its kind since end of freeze, had not a final decision come through granting KOA Ch. 4 in Denver. There were 2 initial decisions, which should become final before long -- WDSM, Duluth-Superior, Ch. 6; WERC, Erie, Pa., Ch. 35.

Week also saw 2 more vhf CPs go by the boards, Texas oilman M.B. Rudman dropping KNDK, Minot, N.D. (Ch. 10) and KBSM, Bismarck, N.D. (Ch. 12), saying he'll keep KRHT, Billings, Mont. (Ch. 8). That makes 15 CPs turned in since lifting of freeze.

In effort to obviate a flock of hearings, speed grants, FCC suddenly proposed allocation of 35 uhf channels to "tight" cities where the competitors are now headed for hearings. In some cases, move may prompt filing of more applications, again tying things up -- but chances are that quite a few grants will result soon. In separate allocation proceedings, Commission also finalized and proposed other channel changes. (For list of cities and channels, see p. 7 and TV Addenda 17-J.)

KOA grant has quite a history. Examiner Cunningham had proposed to grant KOA if it paid off \$1,250,000 note held by NBC, deciding that NBC would control the station otherwise. Then, after examiner's decision, competitor KMYR agreed not to prosecute its application further if KOA paid it \$125,000 for expenses incurred in hearing. Comr. Hennock dissented. KOA is controlled by 2 groups, one headed by actor Bob Hope, other including Denver Mayor Quigg Newton. Principals hope to beat the weather on Lookout Mt., get on air in 8-10 weeks.

WDSM, Superior, owned by Ridder publishing family, was awarded initial decision by Examiner Sharfman after competing Lakehead Telecasters dropped out under option to buy up to 49% of grant. In Erie, WERC got Examiner Hunting's initial decision after Civic TV Inc. dismissed. WERC has agreed to pay Civic \$6750 for expenses and take \$2250 option on land held by Civic.

Commission also scheduled more hearings this week, to start Oct. 9: Topeka, Kan., Ch. 42; Binghamton, N.Y., Ch. 40.

WOR-TV goes off air for indefinite period after close of telecasting Sept. 13. Now in fourth week of strike by IBEW engineers (Vol. 9:34-36), General Teleradio pres. Thomas F. O'Neil announced N. Y. station would take this "opportunity to plan the physical transition of WOR-TV from our North Bergen [N. J.] transmitting site and our 67th St. studios to a consolidated new operation in the Empire State Bldg." WOR-TV is negotiating with "several other TV and related entertainment production organizations" for sale or lease of old studios when station moves to smaller quarters on 83rd floor of Empire State

Bldg. Strike against station has also caused work stoppage by IBEW members working on Empire State installation, and station's moving day appears to depend on settlement of strike. O'Neil said WOR-TV expects to resume operations about a month after settlement. He denied persistent reports that TV station, said to be deep in the red, is up for sale. "We have no intention of selling it," he said. "We are going to try out some new program ideas, but they're still on the drawing board at present." Radio WOR, Mutual flagship, continues to be operated by supervisory personnel during strike.

Personal Notes: Eugene S. Thomas, TV v.p. for Hollingbery rep firm, on Sept. 14 joins Herald Corp., publisher of *Omaha World-Herald* and applicant for Ch. 7 there, as gen. mgr.; he's ex-operations mgr. of WOR-TV, New York, was first mgr. of old WOIC, Washington (now WTOP-TV), and ex-pres. of Advertising Club of N. Y.; John I. Peterson named Hollingbery TV-radio v.p. . . . Robert J. Landry returns to *Variety* Sept. 14 as managing editor after absence of 11 years; George Rosen promoted to associate editor in charge of TV-radio. Landry recently has published newsletter *Space & Time* . . . James Shattuck, from commercial copy dept., named CBS-TV color sales mgr. . . . L. T. Steele, Benton & Bowles v.p., named exec. head of all TV-radio activities, succeeding Walter Craig (now with Pharmaceutical Inc.); Tom McDermott elected v.p. and placed in charge of TV-radio programming and production . . . Perry Nelson, ex-sales mgr. of KFBK, Sacramento, transferred by McClatchy to KMJ-TV & KMJ, Fresno, as mgr., succeeding Wm. S. Sanford, deceased . . . Guy F. Main, ex-KTLA-TV, Hollywood, named sales mgr. of upcoming new WCIA, Champaign, Ill. . . . Mori Greiner has returned to WHB-TV, Kansas City, as director of TV; recently he has been copy chief of Rogers & Smith agency . . . Harry Kalkines named program director of WMBR-TV, Jacksonville, with Windsor Bissel promoted to production mgr. and Gerard White to sales service mgr. . . . Alvin M. King, ex-midwest rep, Lang-Worth, joins upcoming new KSTM-TV, St. Louis, as commercial mgr. . . . Dan Wozniak, news editor of WOI-TV, Ames, Ia., resigns to become asst. professor at U of Florida, working on TV-radio; he's succeeded by Wallis Bishop; Creighton Knau, ex-WOI, named farm director of WABY-TV & WABY, Green Bay, Wis. . . . Jack Goodman, ex-*Salt Lake City Tribune*, joins KDYL-TV & KDYL as news & special events director . . . Frank LaTourette, ex-ABC Hollywood news editor, joins KNXT in same capacity, Wm. Whitley being transferred to mgr. of public affairs . . . R. V. Pollock, film specialist, joins D. P. Brother & Co., Detroit, as asst. to TV-radio v.p. Kenneth G. Manuel . . . Peter Clapper has resigned from KFEL-TV, Denver, to join news staff of CBS, N. Y. . . . Oscar Elder, NARTB publicity mgr., named asst. to govt. relations v.p. Ralph W. Hardy; Fran Riley becomes information mgr. . . . James A. Von Striver promoted to studio-control room supervisor, KGMB-TV, Honolulu; John S. Lugt, ex-KMJ-TV, Fresno, appointed chief producer . . . Morton A. Barrett, ex-WCBS-TV operations & sales service mgr., joins Bolling Co. . . . George Crothers, producer, named CBS-TV director of religious broadcasting; Elmer W. Lower, ex-asst. public affairs director, U. S. High Commission for Germany, named CBS-TV Washington news director.

Iowa State College's WOI-TV, Ames-Des Moines, continues on commercial basis indefinitely, accepting network and spot like any private station, as result of 6-1 vote of State Board of Education Sept. 11. Chairman abstained from voting and one member was absent as attack on commercial operation of state's first station (founded Feb. 21, 1950) came to head with vote of confidence in present management (Richard B. Hull) and resolution pointing out that its futile to expect support from public tax sources when station can pay own way. Iowa Broadcasters Assn. recently passed resolution opposing "continuance of WOI-TV as a commercial station after other facilities become available."

W. Byron McGill, 54, adv. mgr. of Westinghouse Radio Stations Inc., died of a heart seizure Sept. 6 at his summer home in Atlantic City. With Westinghouse 14 years, he headquartered in Washington, was a painter, expert in typography, amateur astronomer and inventor. His widow is Lois Miller McGill, organist at Convention Hall, Atlantic City.

Network Accounts: ABC-TV starts daytime programming Oct. 5, with TV version of radio's *Turn to a Friend*, audience partic., Mon.-thru-Fri. 4-4:30 p.m., and *Ern Westmore Show*, featuring make-up & beauty expert, Mon.-thru-Fri. 4:30-5 p.m., both sustaining. For earlier afternoon schedule, network is considering half-hour *Dean Murphy Show*, audience partic. featuring the radio m.c., and TV adaptation of radio's *My True Story*, possibly beginning around Xmas. Further in future there's possibility of going into morning programming with simulcast of ABC Radio's long-time favorite *Breakfast Club*, Mon.-thru-Fri., 9-10 a.m. . . . NBC-TV reports night-time sellout, with signing of these sponsors: Pontiac dealers for new *Dave Garroway Show*, starting Oct. 2, Fri. 8-8:30 p.m., thru MacManus, John & Adams; Camels for *Man Against Crime*, beginning Oct. 11, Sun. 10:30-11 p.m., thru Wm. Esty Co.; RCA Victor and Armour & Co. for first half-hour of *Your Show of Shows*, alt. Sat. 9-9:30 p.m., former thru J. Walter Thompson, latter thru Foote, Cone & Belding; Consolidated Royal Chemical Corp. (cosmetics) for *Arthur Murray Dance Party*, beginning Oct. 12, Mon. 7:30-7:45 p.m.; only vacancy in night-time lineup is 10-min. segment of *Your Shows of Shows*, for which "order is expected within a week" . . . To bolster afternoon lineup, NBC-TV topkicks are previewing kines of proposed noon-1 p.m. "electronic magazine" aimed at women, titled *Home*; it would be sold on partic. basis like highly successful early morning "electronic newspaper" *Today* . . . Three more sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Murine (eye drops), 13 partic., thru BBDO; Spring Mills (sheets), 9 partic., thru Ellington & Co.; Robert Co. (Smoothedge carpet installation), 1 partic., thru Neale Adv., Los Angeles . . . RCA Victor moves *Dennis Day Show* on NBC-TV to Mon. 9-9:30 p.m.

Speculation is still rife about who's going to become next president of NBC, job recently vacated by Frank White and being filled temporarily by RCA-NBC chairman David Sarnoff. With no likelihood of its being filled before end of year, Gen. Sarnoff this week announced new lineup of network executives as result of new policy of separating TV and radio and "integrating" all TV assignments with color planning (see p. 3). Sylvester L. (Pat) Weaver, vice chairman, recently detailed to color, resumes charge of all TV network programs with film v.p. Robert W. Sarnoff as his asst. and the following reporting to young Sarnoff: Thomas A. McAvity, national program mgr.; Frederic W. Wile Jr., production v.p.; Davidson Taylor, director of public affairs; Gustav B. Margraf, v.p. for program business affairs. John K. Herbert is v.p. in charge of TV network sales and reporting to him is Charles C. (Bud) Barry, named v.p. for program sales, and George Frey, continuing as v.p. & director of sales. Hugh Beville Jr., director of research & planning, and Sydney H. Eiges, v.p. for press & publicity, will report to Herbert. Joseph V. Heffernan is v.p. for finance & services, and reporting to him are David C. Adams, administrative v.p.; O. B. Hanson, engineering v.p.; Harry Bannister, station relations v.p.; Joseph McDonald, treas. Reporting to Adams are Wm. S. Hedges, v.p. for integrated services; Thomas E. Ervin, v.p. & gen. attorney; Charles Cresswell, controller. Reporting directly to Chairman Sarnoff are Weaver, Herbert, Heffernan and John K. West, v.p. for Pacific div.

"Radio and Television Rights," monumental 1254-page 5-year effort of Washington attorney Harry P. Warner, is now off presses. Subtitled "The Law of Copyright, Trade-marks and Unfair Competition and the Broadcasting Industry," volume covers every conceivable phase of those topics--including history of ASCAP, AFM, BMI, Sesac, etc. Publisher is Matthew Bender & Co., 443 Fourth Ave., N. Y.; price, \$35.

GENERAL ELECTRIC reports order for 20-kw transmitter for newly authorized WPRO-TV, Providence (Ch. 12), due for Dec. shipment. GE this week also reported order for uhf transmitters from KTVU, Stockton, Cal. (Ch. 36), a 1-kw to be shipped this month and 12-kw in latter Oct., and from KNAL-TV, Victoria, Tex. (Ch. 19), 1-kw for March 1954 delivery. This week, also, 100-watt transmitter went to KTVE, Longview, Tex. (Ch. 32), to be followed by 1-kw Sept. 22; 1-kw to WPFA-TV, Pensacola, Fla. (Ch. 15), which already has 100-watt; 100-watt to KCOK-TV, Tulare, Cal. (Ch. 27), to be followed by 12-kw Sept. 28. In addition, GE reports 1-kw going Sept. 28 to WMAC-TV, Massillon, O. (Ch. 23); 1-kw week of Oct. 5 to KQTV, Fort Dodge, Ia. (Ch. 21).

DuMont reported that delayed shipments to time-sharing KOY-TV & KOOL-TV, Phoenix (Ch. 10), would go out this week end or Sept. 14, and to KNUZ-TV, Houston (Ch. 39), on or before Sept. 19. In addition, it got new order for 5-kw from KTVA, Anchorage, Alaska (Ch. 11), for shipment before end of Sept.

RCA reported only one new-station shipment this week —to WWOR-TV, Worcester, Mass. (Ch. 14).

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

KID-TV, Idaho Falls, Ida. (Ch. 3), granted last Feb. but delayed by transmitter site problems, is locating atop East Twin Butte, 32 mi. west of Idaho Falls, where av. height of 1600 ft. should give it Grade A coverage not only of that city but of Pocatello and 200,000 pop., reports mgr. C. N. Layne. It has purchased old KSL-TV 5-kw GE transmitter which will be used to drive RCA 25-kw amplifier into 6-bay antenna. Construction is now under way, with target date for test patterns Dec. 1. No rep yet chosen.

WEAR-TV, Pensacola, Fla. (Ch. 3), is still awaiting aeronautical clearance for proposed 680-ft. tower, expects it momentarily and should be on air within 60 days thereafter, reports gen. mgr. Mel Wheeler, who is also gen. mgr. of upcoming new WJDM, Panama City, Fla. (Ch. 7). RCA equipment is on order. Hollingbery will be rep.

Carolina Television Co., holding CP for Ch. 4 in Greenville, S. C. (call letters not yet assigned), has ordered RCA equipment, expects to have construction completed by Nov. 1, has set Dec. 15 as target date, reports pres. Alester G. Furman Jr. Weed will be rep.

KFBB-TV, Great Falls, Mont. (Ch. 5), aiming to get on air before winter, now figures on Dec. 1 start, though DuMont transmitter must yet be delivered. It's controlled (58.8%) by Joseph P. Wilkins, with Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, as 23.8% stockholder. It will join CBS. Weed will be rep.

KOIN-TV, Portland, Ore. (Ch. 6), its 5-kw GE transmitter delivered and 35-kw amplifier due to be received this week, and its 271-ft. tower erected and antenna mounted, should be ready for test patterns by end of Sept., reports C. Howard Lane, managing director. Commercial target date is Oct. 15, with base rate of \$500. Ted W. Cooke is program director, Louis Bookwalter, chief engineer. Station is owned by Ted Gamble-Howard Lane-Harry Buckendahl group, but half interest will be acquired by *Portland Oregonian* after sale of its radio KGW (Vol. 9:36). Avery-Knodel will be rep.

KCEN-TV, Temple, Tex. (Ch. 6), with RCA transmitter and 833-ft. Ideco tower halfway between Temple and Waco, and with transmitter building completed and tower now under construction, has "firmed" target date for Nov. 1, reports Frank W. Mayborn, pres., who also publishes *Temple Telegram*. He adds he expects to get test pattern on air before that date, however. Station

will start as NBC interconnected with \$200 base rate, he states. Burton Bishop is asst. to pres.; Harry Stone, gen. mgr.; W. O. Crusinberry, chief engineer; W. G. Egerton, engineer consultant. Hollingbery will be rep.

WJDM, Panama City, Fla. (Ch. 7), has RCA equipment, should be ready by Oct. 15, reports gen. mgr. Mel Wheeler, who states that George Blackwell will be station mgr., and Jim Smith chief engineer. Mr. Wheeler also is in charge of upcoming WEAR-TV, Pensacola (Ch. 3), of which Mr. Smith will also be chief engineer. Hollingbery will be rep.

KATV, Pine Bluff, Ark. (Ch. 7), with GE equipment delivered, plans test patterns about Nov. 20, has published rate card fixing \$300 rate, reports gen. mgr. James P. Walker. Ownership is interlocking with Griffin TV-radio interests of Tulsa and Oklahoma City (KTUL & KOMA). Rep is Avery-Knodel.

KWIK-TV, Pocatello, Ida. (Ch. 10), will utilize composite equipment, starts work on transmitter and studio building within a month, aims to get started by mid-Feb. 1954, reports gen. mgr. Charles Crabtree. Frank C. Carman and Grant Wrathall are part owners (12½% each). Hollingbery will be rep.

WPRO-TV, Providence, R. I. (Ch. 12), has ordered GE equipment, will proceed with construction as "fast as possible," hopes to get on air "within a couple of months," says Arnold F. Schoen Jr., mgr. of WPRO, radio station operated by big Cherry & Webb dept. store, grantee. Blair, recently appointed for radio, will probably be TV rep, Mr. Schoen stated.

WIBW-TV, Topeka, Kan. (Ch. 13) has ordered RCA equipment and 905-ft. Lehigh tower, has already set up its camera chain at current Kansas Free Fair for closed-circuit telecasts, and should make Nov. 15 target, reports gen. mgr. Ben Ludy. Art Holbrook has been named TV mgr., with Lewis Dickensheets as chief engineer. Base rate will be \$300. Capper Publications Inc. will be TV rep, as it is for the AM.

KEPO-TV, El Paso, Tex. (Ch. 13) has secured extension of CP to Dec. 23, 1953 and pres.-gen. mgr. Miller C. Robertson reports "original T-Date has been junked and no new one set." He explains it's due to fact that ABC has only 5 half-hour programs for El Paso, hasn't yet submitted 1953-54 schedule. "When ABC provides us with adequate program service," he states, "we will set a T-Date and turn the crank rapidly." City already has 2 stations, both vhf. Avery-Knodel will be rep.

WPFA-TV, Pensacola, Fla. (Ch. 15) gets GE equipment this week, has Trilsch tower all ready, is due to turn on test juice in about 2 weeks, plans Sept. 27 commercial debut carrying CBS & DuMont. Base rate is \$150, reports v.p. & gen. mgr. F. E. Busby. Station is a Charles Lamar-Tom Gibbens enterprise (also WAFB-TV, Baton Rouge). Max Anderson is program mgr., N. V. Pieler is chief engineer. Rep is Adam Young.

KTAG-TV, Lake Charles, La. (Ch. 25), with GE equipment due this month and Trilsch tower up, is scheduled to go on air Oct. 15, reports exec. v.p. Warren Berwick, and has signed a primary agreement with CBS and interim agreements with ABC & DuMont. Ownership interlocks with WAFB-TV, Baton Rouge (Ch. 28), operating since last April. Base rate will be \$150, rep Adam Young.

KANG-TV, Waco, Tex. (Ch. 34) has moved up test target to October, reports owner Clyde Weatherby. It will use first transmitter turned out by Continental Electronics Mfg. Co., Dallas (Vol. 9:24) but completion was delayed due to change of site. Rep will be H-R Television.

KCCC-TV, Sacramento, Cal. (Ch. 40), aiming to be first on air in that state capital, has RCA equipment now going in, 510-ft. Stainless tower up, and will have test patterns between Sept. 20-26, reports half-owner Ashley

L. Robison, of Los Angeles, a nephew of late Harold A. Lafount, onetime Federal Radio Commissioner. Robison formerly was mgr. of Mr. Lafount's WORL, Boston, now owns a machine shop in L. A. and is associated with broker Albert Zugsmith. He will manage station, with Paul Leake, ex-KRON-TV, San Francisco, as chief engineer. His partner in Sacramento project is Frank E. Hurd, of N. Y. & L. A. (investments). Rep will be Weed.

WKNA-TV, Charleston, W. Va. (Ch. 49) reported all RCA equipment in place this week with exception of one piece of coaxial cable, and reasonable certainty first tests will start week of Sept. 14. Joe L. Smith Jr., owner also of WJLS, Beckley, is pres. & gen. mgr. Base rate will be \$200. Weed will be rep.

WNOW-TV, York, Pa. (Ch. 49), awaiting 1-kw DuMont transmitter by Oct. 1, expects to start Oct. 15, reports gen. mgr. Lowell W. Williams, who announces appointment of Wm. Whittaker, ex-WEEU-TV, Reading, as program director, and Richard Gillespie, ex-WGAL-TV, Lancaster, as production mgr. Base rate will be \$200. Hollingbery will be rep.

WCIN-TV, Cincinnati (Ch. 54) has concentrated mainly on building new AM counterpart WCIN during last few months, and it's due on air in Oct. Work on TV station will begin as soon as transmitter & studio equipment is decided upon, and tentative plans are to start it in Jan. 1954, reports co-owner R. W. Rounsaville, who also owns radio WBAC, Cleveland, Tenn.; WLOU, Louisville (TV grantee); WQXI, Atlanta; WMBM, Miami Beach, Fla. His partner is banker George M. Clark, who owns part of WBEJ, Elizabethton, Tenn. Forjoe will be rep.

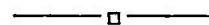
SMART MOVE OF FCC, bound to produce some results, was its action in proposal to assign an additional uhf channel to each of 35 cities this week (see p. 4). In some instances, where applicants are fighting for vhf, they may ignore the new uhf. In others, one or 2 quick CPs may result. The 35 cities and channels:

Ark.—Ft. Smith, Ch. No. 39. Cal.—El Centro 56, Merced 66, Modesto 58, Stockton 64. Fla.—Clearwater 50, Daytona Beach 53, Orlando 47. Ind.—Terre Haute 73. Iowa—Ottumwa 63, Waterloo 46. Ky.—Lexington 70, Paducah 72. La.—Alexandria 74, Bogalusa 78, Lake Charles 60. Md.—Cumberland 30, Hagerstown 68. Mo.—Cape Girardeau 69. N. C.—Asheville 78, Durham 73, Fayetteville 54, Goldsboro 72. Ore.—Klamath Falls 17, Salem 66. S. C.—Charleston 17, Florence 60, Spartanburg 74. Tex.—Big Spring 34, Tyler 72. Wash.—Wenatchee 67. W. Va.—Beckley 66, Clarksburg 69. Wis.—Green Bay 70, La Crosse 72.

In other allocations actions, some of which may have similar effect, Commission finalized addition of Ch. 5 to Lake Placid, N. Y., proposed adding Ch. 43 to Corpus Christi and Ch. 50 to Washington. It denied petition asking that Ch. 71 be added to Cleveland, saying 6 channels are enough for that city. It also turned down request of KCJB-TV, Minot, N. D., that Commission issue it a "show cause" order to switch from Ch. 13 to 6, leaving Ch. 13 for educators. FCC said such orders are issued only in exceptional circumstances; however, it left door open for KCJB-TV to make request via another route. Station claims it can cover more area more economically with lower channel.

Station Accounts: Rayco Mfg. Co. (auto tops & seat coverings) won't curtail ad budget this fall and winter, instead will continue present schedule of 135 spots weekly on 43 TV stations, plus some local TV films, plus 1159 spots weekly on 51 radio stations and ads in 83 newspapers, thru Emil Mogul, N. Y. . . . Necchi Sewing Machine Sales Corp. planning \$3,000,000 budget for 1954 advertising, including TV-radio, thru Doyle-Dane-Bernbach, N. Y. . . . American Brands Corp., new firm offering new Tobyjell, 29¢ package of powder for quick making of jellies in the home, to get TV-radio promotion in N. Y. market (WNBT & WCBS-TV) thru Douglas Leigh, N. Y.; Mr. Leigh has formed partnership with Alfred D. McKelvy, originator, who introduced Seaforth toiletries about 10 years ago and sold out to Vick . . . Levolor Lorentzen Inc. (Venetian blinds) buys *Invitation Playhouse*, 15-min. film, on WCBS-TV, New York, 13 weeks from Sept. 26, Sat., 5:45 p.m., thru Friend-Reiss-McGlone, New York . . . National Frozen Food Locker Institute, polling 104 local operators, reported 7 using TV advertising, 32 radio, 45 direct mail, 78 newspapers . . . Among other advertisers currently reported using or preparing to use TV: Oakite Products Inc. (cleaning materials), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Steinway & Sons (pianos), thru N. W. Ayer, N. Y.; Albert Ehlers Inc. (coffee), thru Dowd, Redfield & Johnstone, N. Y.; Sunkist Growers Inc. (oranges), thru Foote, Cone & Belding, Los Angeles; Sayres Crest Co., Seattle (build-it-yourself furniture package), thru West-Marquis, Seattle; Warner-Hudnut (Reelshav automatic razor), thru Ruthrauff & Ryan, N. Y.; Jacmar Mfg. Co. (electrical games), thru A. D. Adams, N. Y.; William Wrigley Jr. Co. (Spearmint gum), thru Arthur Meyerhoff, Chicago; Simmons Co. (Hide-A-Bed), thru Young & Rubicam, N. Y.; B & B Enterprises (TV Time popcorn), thru Sherwin Robert Rodgers & Assoc., Chicago; Shulton Inc. (toiletries), thru Wesley Assoc., N. Y.; Prince Macaroni Mfg. Co., Lowell, Mass. (spaghetti & macaroni), thru Reingold

Co., Boston; Gold Medal Candy Corp., thru Emil Mogul, Chicago; Albert Dickinson Co., Chicago (pop corn), thru Ruthrauff & Ryan, Chicago; Drake America Corp. (chocolates), thru Abbott Kimball, Chicago; Norman M. Morris Co. (Omega watches), thru Williams & Saylor, N. Y.; C. C. Lang & Son (Baroness pickles), thru W. Buddemier Co., Baltimore; Magla Products (Magla silicone ironing board covers (thru Lewin, Williams & Saylor, N. Y.; Monsanto Chemical Co. (All detergent), thru Needham, Louis & Brorby, Chicago; Hudson Motor Car Co., thru Brooke, Smith, French & Dorrance, Detroit; Petco Corp. (oil refineries), thru Mathisson & Assoc., Milwaukee; Pines Publications (*True Life Stories*), thru Franklin Bruck Adv., N. Y.; Hawaiian Pineapple Co., Dole Sales div., thru N. W. Ayer, San Francisco; Francis H. Leggett & Co. (Premier food products), thru Peck Adv., N. Y.; Sage Laboratories (Sage air refresher), thru Paris & Peart, N. Y.; Bluehill Foods Inc., Denver (cheese, peanut butter, candy), thru Glasser-Gailey, Los Angeles; Helene Pessl Inc. (Little Lady toiletries for children), thru Saul Kreig Assoc., N. Y.; Dorothy Gray Ltd. (Satura, new skin cream, and other cosmetics), thru Lennen & Mitchell, N. Y.



General Precision Laboratory, Pleasantville, N. Y., preparing to round out its TV line with transmitter equipment, will begin getting uhf transmitters from Continental Electronics Mfg. Co., Dallas (James O. Weldon) sometime in Jan. Meanwhile, E. A. Hungerford Jr., on leave to act as engineering consultant to Joint Committee on Educational TV in Washington, has returned to GPL as mgr. of its TV dept., functioning chiefly in sales and sales promotion and opening up new district offices. Continental's first uhf, Ch. 34 plant for new KANG-TV, Waco, Tex., hasn't yet been delivered pending plans to change location.

New NARTB engineering publications: *Conelrad Simplified* and *NARTB Recording and Reproducing Standards*, latter supplement to NARTB engineering handbook.

CRYING NEED for quality TV film programming, and the sharp cutbacks in movie production, are enticing more and more Hollywood producers to swing wholeheartedly into TV. Biggest to make the jump to date is Republic, whose pres. Herbert Yates last week announced full-scale entry into TV film production and distribution (Vol. 9:36). "If it weren't for TV," he said, "Republic would have to shut down". In addition to its production and distribution facilities, Republic has one of biggest film processing laboratories in country—and last year it processed more TV than theatrical film. He indicated studio's backlog would be released to TV, but didn't say when.

Yates' statement aroused far less comment and controversy in Hollywood than would have been the case even a year ago. For virtually every studio now is reported blueprinting plans to "go TV" in big way, when the proper time comes. Independent Hollywood producers have been moving toward TV for some time. Trend is strongly delineated in these recent developments:

The Filmmakers Inc., independent theatrical film producers owned by Ida Lupino and Collier Young, is producing series of 39 half-hour travel adventure films for TV, titled *Ports of Call*, to be distributed by Comet TV Films (Oliver Unger, pres.).

New TV film distributor, Television Programs of America, has been organized to represent independent TV film producers in same manner that United Artists distributes product of independent movie makers. Prime mover is board chairman Edward Small, veteran Hollywood producer. Financial expert Milton Gordon, who piloted United Artists' reorganization, is pres. Exec. v.p. and gen. sales mgr. is Michael Sillerman, ex Ziv-TV and founder of Keystone Broadcasting System, radio transcription syndicate. TPA has bought out Arrow Productions, distributor of *Ramar of the Jungle*, and Peerless Productions, which has been distributing films produced by Small, and is now negotiating to take over other top TV films.

Perhaps most ambitious TV film project announced in recent weeks is deal by Vitapix Corp., distributor headed by ex-NBC exec. v.p. Frank E. Mullen and owned cooperatively by 20 independent TV stations (Vol. 9:19), with Princess Pictures Inc. (headed by Burt Balaban, ex-Paramount Pictures and son of Paramount pres. Barney Balaban) to produce and market 26 top-budget feature films for TV. According to announcement, pictures will feature such name stars as John Ireland, Alexis Smith, Joan Drew, John Hodiak, and may be made available to theatres after their TV runs. Some will be in color. Pictures are slated to be available in both full-length and 54-minute versions, most of them made abroad. Five of the films will be delivered by Jan. 1, remainder by Oct. 1954.

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Add subscription-TV proponents: Matta Enterprises, grantee of WOCN, Atlantic City (Ch. 52), joins 5 other uhf grantees asking FCC to authorize fee-TV service (Vol. 9:32, 35-36). Grantee said it has bleak economic outlook, blamed networks' affiliation practices, noted that WFPG-TV, Atlantic City (Ch. 46) has "preempted" all 4 networks, said FCC's 1941 network regulations are "wholly inadequate" to deal with current situation. Meanwhile, meeting of grantees favoring subscription TV, in Philadelphia Sept. 17, has added another speaker—Abe J. Greene, National Boxing Assn. commissioner.

Sen. McCarthy (R-Wis.) says he may have own weekly 15-min. TV show beginning in Jan., bankrolled by private (and unnamed) sponsor. Networks deny any knowledge of plans for programs.

YVKS, Caracas, Venezuela (Ch. 7) began operating Sept. 3, reports supplier RCA. It's known as Television Caracas, uses 10-kw, is third station in country (note on p. 127, *TV Factbook No. 17*).

HIGH MOUNTAINS, now considered serious obstacles to TV reception, may some day be harnessed to provide "tremendous power gains" for vhf stations. Ten years' research and experimentation on effects of high mountain ridges on vhf propagation lead to that conclusion—but scientists stress that it will be long time before enough is known about propagation for broadcasters to harness this phenomenon to increase service contours. Meanwhile, 2 newly released reports on subject, first published data on actual experiments, help to explain such TV "freaks" as clear, long-distance reception in mountains.

U.S. Bureau of Standards this week released summary of experimentations in "obstacle-gain" vhf transmission conducted jointly with Signal Corps and RCA Laboratories (Technical Report 1805), proving theory first published in 1933, that "high mountain ridges can actually become powerful aids for reducing both transmission loss and tropospheric fading". Recently declassified was another report on similar experiments conducted in 1944 by consulting engineers Jansky & Bailey for Office of Scientific Research & Development, titled *Effects of Hills & Trees on Radio Wave Propagation*.

As practical application, Bureau of Standards suggests: "In a region of the country like Colorado, it may prove more advantageous to locate FM & TV stations at lower elevations a short distance out on the plains away from the mountains rather than on the foothills right up against the very high mountains of the continental divide." Basically, research in "obstacle-gain" transmission indicates that considerable increase in received signal strength should result when a large knife-edge obstacle is located midway between transmitter and receiver.

Bureau of Standards report summarizes experiments made in Alaska and Japan, which tend to prove "obstacle-gain" theory. Alaskan experiments were made on 38-mc 160-mi. CAA communications circuit. Transmitting and receiving antennas were both about 200-ft. above sea level, with 9000-ft. mountain range in between the two. Engineers calculated that if earth's surface had been smooth, circuit's transmission loss would have been 207db. Actually it was about 134db—gain of 73db over field strength normally expected over smooth path. Over 30-day period, transmission loss varied by less than 2db, indicating virtual elimination of atmospheric fading usually associated with vhf transmissions beyond horizon.

Propagation engineers caution that principal beneficiaries of this phenomenon will probably be point-to-point vhf communication services, where signal is "beamed" from transmitter to receiver, and that—as one put it—"TV stations shouldn't start revising their service contours". It does offer practical explanation of unusual long-distance TV reception in some areas, and gives hope to vhf telecasters that areas shaded from transmitter by high mountains won't necessarily be blacked out.

Knowledge of phenomenon is potentially very useful to community antenna operators. It means that under certain circumstances community receiving antennas need not be placed atop inaccessible mountain crags, that better locations may sometimes be located on lower mountains, or even in valleys. Community antenna system in Astoria, Ore., may be good example. Oldest in country, it started by picking up Seattle's KING-TV, 120-mi. over mountains.

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Power increases: WBKB, Chicago (Ch. 7) Sept. 18 boosts power from 28 to 114-kw ERP, with maximum 316-kw output slated to be achieved by fall of 1954. Having received aviation clearance for 1113-ft. Truscon tower in Meadowbrook, WBAP-TV, Fort Worth (Ch. 5) this week announced plans to install new RCA transmitter, boost power to full 100 kw this winter. GE plans to ship 35-kw unit Sept. 24 to WHBF-TV, Rock Island, Ill. (Ch. 4).

EVOLUTION OF COLOR, IMPACT ON TRADE: Speculation about color TV sets -- their price, size, availability, stability, etc. -- is certain to intensify until receivers are finally on dealers' floors. No one sees how consumer uncertainty, in this interim period, can fail to act as something of a brake on black-&-white sales -- though there's no agreement on just how much of a depressant this will be.

There's strong consensus, on other hand, that actual appearance of the first color sets, at Cadillac prices, will convince the consumers that black-&-white sets remain their best buy until mass production of color is reached.

As industry leaders have pointed out time and again, there's every reason to believe that color evolution will repeat that of black-&-white. You'll recall that radios sold at record levels in 1946-48 after first TVs appeared on market -- because TV sets were too expensive and too few, and TV programming was limited.

It will be thus, too, with color and black-&-white, say marketing experts. Parallel with 1946-48 isn't quite pat, of course, because no radios were produced during World War II. But opening of new TV markets helps make up difference.

If anyone fears that manufacturers will forget color, once FCC approves compatible system, he's reading the portents all wrong. First, there's too much cream to be skimmed by those pioneers who can capture the "10% market" -- the customers, not necessarily the wealthiest, who will buy almost anything new at almost any price. Secondly, and more importantly, industry counts on actual color sales to make up for any volume lost while people are "waiting for color". Beyond that, industry looks forward to a great new cycle of sales based on color.

* * * *

What will first sets be like? Prospects are still about the same -- 14-in. at \$750-\$1000. There may be some sleepers -- manufacturers are eyeing each other nervously -- but no one foresees anything sensational in price or size at start. RCA's tri-color tube still looks like the keystone of first sets. As one of its major competitors acknowledged: "RCA's glass tube begins to look like a production item. The Lawrence tube doesn't seem to be as far along, production-wise; for example, we're still concerned about the power it takes to drive it."

CBS's comments to FCC this week, stating that its Hytron div. is working on both RCA-type and Lawrence-type tubes, say that the first sets will sell for about \$1000 -- "and even this price excludes all engineering, tooling, or starting load costs." Current price of RCA tube to manufacturers is \$175, CBS said. Gun assembly alone, it stated, costs \$34 -- compared with \$1 for black-&-white guns.

CBS concludes, nevertheless, that: "It is of first significance that [the] problems of devising practical and economical equipment on a mass production basis are precisely the kind of problem which the ingenuity of the industry has in the past demonstrated itself as being best able to solve."

* * * *

Giving his "curbstone opinion" on color production, during press conference this week, NTSC chairman Dr. W.R.G. Baker sized up probable evolution this way:

(1) Color set production will run 50-75,000 next year, 4-5 times that in 1955, about 1,500,000 in 1956 -- and he forecast a period of 3-4 years before we reach "color for the millions".

(2) The 14-in. size will last 12-18 months, then industry will jump to the 21-in., avoiding black-&-white's growing pains with interim sizes.

(3) "Prices are irrelevant in the initial stages. They're a function of production. Mass production will bring them down, same as it did in black-&-white."

(4) Whether color converters will be built for existing black-&-white sets "will be determined by the housewife". It means another cabinet in the living room,

he said, and he implied that few women would stand for it. (He might have added that cost would be almost that of complete new color set.)

(5) Current considerations about tri-color tubes are: 1-gun vs. 3-gun and grid (Lawrence) vs. hole-plate (RCA). Dr. Baker said grid-type seems a little less expensive, "particularly as you go up in screen size." Industry is leaning towards 3-gun, he said, adding that 1-gun is a source of radiation "which is a pain in the neck." GE is not far from a tube of its own, he added.

(6) Color set servicing should present no particularly tough problems.

"There won't be any more miracles in color than we had in monochrome," was the way Dr. Baker summed up the whole color problem.

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TV production continues steady high rate of latter Aug., totaling 160,070 units (5830 private label) week ended Sept. 4. It was 35th week of year, compared with 166,383 preceding week. It brought year's cumulative total to date to nearly 5,000,000 -- making it foregone certainty 1953 total will surpass 1952's 6,096,279.

Radios also held up -- Sept. 4 week's total being 233,864 (86,393 private label) compared to 239,454 preceding week. Year to date now exceeds 9,000,000. The week's radios were: 86,056 home sets, 36,656 portables, 39,160 clock, 71,992 auto.

Topics & Trends of TV Trade: Federal Trade Commission's final draft of trade practices for TV-radio industry, released this week, was noble effort to please everyone—and comes pretty close to doing it. Industry got just about what it asked for as result of public hearings and recommendations of 3 all-industry trade conferences (Vol. 8:15, 19, 25). Copies are available from the FTC, Washington, or we'll get one for you if you wish.

Interested parties have last chance to make recommendations at FTC public hearing in Washington, Oct. 8. Barring major revisions, rules could be effective by March 1, 1954. They're not binding, of course, merely represent suggested practices which implement trade laws. Violators of rules can be cited by FTC only if it believes laws have been broken. It depends on voluntary compliance.

Most important feature to trade was elimination of controversial "Rule 33" banning discriminatory prices, discounts and other allowances on all levels of TV-radio merchandising. This rule, crux of Robinson-Patman Act, was included in first 2 FTC drafts, but was subsequently eliminated on recommendation of RETMA pres. Glen McDaniel and several manufacturers. In final draft it appears as appendix. Other salient points:

Rule 12—Any parts which are used or have been rebuilt (including CR tubes) must be clearly labeled as second-hand in all advertising. Receivers and containers of such sets must bear names of firms performing repairing, reconditioning or rebuilding.

Rule 14—Full price of receiver, plus state and local taxes, must be stated in all advertising. All so-called "hidden charges" are banned.

Color also was made an issue in advance of marketing sets, Rule 3(m) banning ads which falsely represent or imply that a black-&-white receiver can present programs in color.

Immediate, unofficial reaction of RETMA spokesman was that industry got most of what it sought, though a few problems remain to be ironed out. Among them is possibility that rule on misrepresentation of cabinet composition may go further than necessary to prevent deception. RETMA may also press for some minor rewordings at Oct. 8 hearing.

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Winthrop H. Withington, 77, retired ex-chairman of Sparks-Withington Co., died Sept. 4 while vacationing in Harwich, Mass. With his late brother Philip and Capt. Wm. Sparks, he founded company in 1900, retired in 1950.

Trade Miscellany: Cuban TV sales are booming, with 100,000 sets already in use, ranking Cuba after U. S., England & Canada in set ownership, reports James R. Oberley, pres., Admiral Corp. Interamericana . . . Muntz TV reports it has scheduled production of 210,000 sets in 12 mo. from Sept. 1, comparing with more than 175,000 preceding year; claims this puts it in 11th place among TV manufacturers . . . Hoffman Radio's new Kansas City plant, being readied for Oct. 1 start, will not only turn out TVs for new eastern markets (Vol. 9:35) but will make all Hoffman radios, expected to run 80-100,000 annually . . . Kansas City Electric Assn. reports 7809 TVs sold in Aug., 5404 radios; TV sales jumped 3214 over July and were 2830 ahead of Aug. 1952, and total sales to date are 313,062 . . . In addition to its NBC-TV Sun. *Philco TV Playhouse*, that company on Sept. 30 starts *Philco Radio Playhouse* for 52 weeks on ABC hookup of 300 AM stations, Wed., 9-9:30 p.m., EST.

As first step in reorganization to give greater representation to electronics manufacturers (Vol. 9:31), RETMA this week announced membership of TV-radio and electronics industry committees of board of directors. All board members selected the committee on which they will serve, and majority of them named alternates to represent them on the other committee. Radio-TV industry committee, temporarily headed by board chairman Robert C. Sprague, has 44 members; electronics industry committee, under acting chairman F. R. Lack, has 37. Permanent chairmen for 1953-54 will be elected at RETMA board meeting Sept. 17 in New York's Hotel Biltmore.

CR tubes exploded "like popcorn," according to AP report on fire that gutted plant of Pacific Mercury Television Mfg. Co., Van Nuys, Cal., Sept. 8, destroying some 3-4000 TV sets. (Actually, the tubes would "implode" due to their high vacuum.) Damage was estimated at \$500,000 to \$1,000,000, all covered by insurance. Pacific Mercury leased the 12,000-sq. ft. structure, pending completion of own new \$750,000 plant due to be occupied in about 6 months. Firm is a main supplier of Silvertone models for Sears Roebuck, which is part owner.

New developments in field of uhf propagation based on studies at Naval Air Test Center, Patuxent River, Md., with emphasis on the "system approach and concept" make up new book, *Ultra High Frequency Propagation* by Dr. Henry R. Reed of U of Maryland and Carl M. Russell, chief engineer, Naval Air Test Center electronics test div. (John Wiley & Sons, 562 pp., \$9.50).

Handy Reference Log of the

252 Television Stations in Operation in the U. S.

and the

293 CPs for New Stations Outstanding

As of Sept. 12, 1953

With Call Letters, Channel, Name of Grantee, AM Affiliate (if any) and National Sales Representative
And Lists of Canadian & Mexican Stations on the Air and Canadian New-Station Grantees to Date

Dagger (†) indicates non-commercial educational station.

For further details about these stations, consult station directory and application listings
in *TV Factbook No. 17* with Weekly Addenda to date.

Editor's Note: This log brings up-to-date the status reports on CPs to Sept. 12, 1953. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and/or from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution that these more often than not are optimistic expectations, for experience has shown that you can often add a month or more to estimates given. In some cases, where no starting date is given, it's possible station will never be constructed, for appended list of 15 CPs thus far relinquished bears evidence that not all CPs will be pursued. The weekly Television Digest Newsletters will continue to report latest data on new stations starting and upcoming new stations as fast as received.

Stations in Operation as of Sept. 12, 1953

Total 252 (175 VHF, 77 UHF)

ALABAMA

WABT, Birmingham (Ch. 13)—Birmingham News Co. (WAPI).
[Call letters changed from WAFM-TV.] Rep: CBS-TV Spot Sales.
WBRC-TV, Birmingham (Ch. 6)—Storer Bcstg. Corp. (WBRC).
Rep: Raymer.
WALA-TV, Mobile (Ch. 11)—Pape Bcstg. Co. Inc. (WALA). Rep:
Headley-Reed.
WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Rep:
ForJoe.
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV).
Rep: Taylor.

ARIZONA

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

ARKANSAS

KFSA-TV, Fort Smith (Ch. 22)—Southwestern Publishing Co.
(KFSA). Rep: Pearson.
KRTV, Little Rock (Ch. 17)—Rowley-Brown Bcstg. Co. Rep:
Pearson.

CALIFORNIA

KAFY-TV, Bakersfield (Ch. 29)—Bakersfield Bcstg. Co. (KAFY).
Rep: ForJoe.
KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL).
Rep: W. S. Grant Co.
KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep:
Raymer.
KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep:
Petry.
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep:
H-R Television Inc.
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep:
Katz.

KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-
TV Spot Sales.
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).
Rep: CBS-TV Spot Sales.
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.
Rep: Raymer.
KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.
†KUSC-TV, Los Angeles (Ch. 28)—Univ. of Southern California,
Allan Hancock Foundation (KUSC-FM).
KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co.
(KMBY); shares time with KSBW-TV, Salinas. Rep: Holling-
bery.
KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW); shares
time with KMBY-TV, Monterey. Rep: Hollingbery.
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).
Rep: Petry.
KFSD-TV, San Diego (Ch. 10)—Airfan Radio Corp. Ltd. (KFSD).
Rep: Katz.
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).
Rep: Petry.
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co.
(KRON-FM). Rep: Free & Peters.
KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC).
Rep: W. S. Grant Co.
KEYT, Santa Barbara (Ch. 3)—Santa Barbara Bcstg. & Television
Corp. (KIST). Rep: Hollingbery.

COLORADO

KKTV, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR).
Rep: Hollingbery.
KBTV, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Rep:
Free & Peters.
KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Rep:
Blair.
KCSJ-TV, Pueblo (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Rep:
Avery-Knodel.
KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Rep:
McGillivra.

CONNECTICUT

WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Rep: Adam Young.
 WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Rep: Bolling.
 WNHC-TV, New Haven (Ch. 6)—Elm City Bcstg. Corp. (WNHC). Rep: Katz.
 WATR-TV, Waterbury (Ch. 53)—WATR Inc. (WATR). Rep: Rambeau.

DELAWARE

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

DISTRICT OF COLUMBIA

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

FLORIDA

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL). Rep: Weed.
 WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR). Rep: CBS-TV Spot Sales.
 WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co. Rep: Free & Peters.
 WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN). Rep: Weed.
 WIRK-TV, West Palm Beach (Ch. 21)—WIRK-TV Inc. (WIRK). Rep: Weed.

GEORGIA

WAGA-TV, Atlanta (Ch. 5)—Storer Bcstg. Co. (WAGA). Rep: Katz.
 WLWA, Atlanta (Ch. 8)—Crosley Bcstg. of Atlanta Inc. Rep: Crosley Bcstg.
 WSB-TV, Atlanta (Ch. 2)—Atlanta Newspapers Inc. (WSB). Rep: Petry.
 WDAK-TV, Columbus (Ch. 28)—Television Columbus (WDAK). Rep: Headley-Reed.
 WETV, Macon (Ch. 47)—Macon Television Co. (WBML and WNEZ). Rep: Headley-Reed.
 WROM-TV, Rome (Ch. 9)—WROM-TV Inc. (WROM). Rep: Weed.
 WMAZ-TV, Warner Robins (Macon) — (Ch. 13) — Southeastern Bcstg. Co. (WMAZ). Rep: Katz.

IDAHO

KIDO-TV, Boise (Ch. 7)—KIDO Inc. (KIDO). Rep: Blair.

ILLINOIS

WTVI, Belleville (St. Louis, Mo.)—(Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.
 WBBM-TV, Chicago (Ch. 2)—Columbia Bcstg. System Inc. (WBBM). Rep: CBS-TV Spot Sales.
 WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.
 WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.
 WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.
 WTVP, Decatur (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.
 WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.
 WTVH-TV, Peoria (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.
 WGEM-TV, Quincy (Ch. 10)—Quincy Bcstg. Co. (WGEM). Rep: Walker.
 WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.
 WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF). Rep: Avery-Knodel.

INDIANA

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

IOWA

WOI-TV, Ames (Ch. 5)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.
 WOC-TV, Davenport (Ch. 5)—Central Bcstg. Co. (WOC). Rep: Free & Peters.
 KVTV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Rep: Katz.

KANSAS

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.
 KEDD, Wichita (Ch. 16)—C.W.C. Co. Inc. Rep: Petry.

KENTUCKY

WEHT, Henderson (Ch. 50, allocated to Evansville, Ind.)—Ohio Valley Television Co. (WSON). Rep: Meeker.
 WAVE-TV, Louisville (Ch. 3)—WAVE Inc. (WAVE). Rep: Free & Peters.
 WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS). Rep: Harrington, Righter & Parsons.
 WKLO-TV, Louisville (Ch. 21)—Mid-America Bcstg. Corp. (WKLO). Rep: Taylor.

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.
 KFAZ, Monroe (Ch. 43)—Delta Television Inc. Rep: Headley-Reed.
 WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.

MAINE

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery and Kettell-Carter Inc. (New England only).
 WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Rep: Everett-McKinney and Kettel-Carter (Boston).

MARYLAND

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

MASSACHUSETTS

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales.
 WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.
 WTAO-TV, Cambridge (Ch. 56)—Middlesex Bcstg. Corp. (WTAO).
 WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Rep: Branham; Weed (New England only).
 WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: Weed.
 WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.
 WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.
 WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.
 WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.
 WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz.
 WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.
 WILS-TV, Lansing (Ch. 54)—Lansing Bcstg. Co. (WILS). Rep: Taylor.
 WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.
 WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

MINNESOTA

KMMT, Austin (Ch. 6)—Minnesota-Iowa Television Co. (KAUS). Rep: Pearson.
 WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Rep: Adam Young.
 WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO). Rep: Free & Peters.
 WTCN-TV, Minneapolis-St. Paul (Ch. 11)—Minnesota Television Public Service Corp. (WTCN); shares time with WMIN-TV, St. Paul. Rep: Blair.
 KROC-TV, Rochester (Ch. 10)—So. Minnesota Bcstg. Co. (KROC). Rep: Meeker.
 KSTP-TV, St. Paul-Minneapolis (Ch. 5)—KSTP Inc. (KSTP). Rep: Petry.
 WMIN-TV, St. Paul-Minneapolis (Ch. 11)—WMIN Bcstg. Co. Inc. (WMIN); shares time with WTCN-TV, Minneapolis. Rep: Taylor.

MISSISSIPPI

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

MISSOURI

KHQA-TV, Hannibal (Ch. 7)—Lee Bcstg. Inc. (WTAD, Quincy, Ill.). Rep: Weed.
 KCMO-TV, Kansas City (Ch. 5)—KCMO Bcstg. Co. (KCMO). Rep: Katz.

KCTV, Kansas City, Mo. (Ch. 25)—Empire Coll Co. Inc. Rep: Avery-Knodel.
 KMBC-TV, Kansas City (Ch. 9)—Midland Bcstg. Co. (KMBC); shares time with WHB-TV. Rep: Free & Peters.
 WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.
 WHB-TV, Kansas City (Ch. 9)—WHB Bcstg. Co. (WHB); shares time with KMBC-TV. Rep: Blair.
 KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: Free & Peters. (NBC-TV Spot Sales after Oct. 1.)
 WTVI, St. Louis (Ch. 54)—See Belleville, Ill.
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.

MONTANA

KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Rep: Hollingbery.
 KXLF-TV, Butte (Ch. 6)—Television Montana (KXLF). Rep: Walker.

NEBRASKA

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

NEVADA

KLAS-TV, Las Vegas (Ch. 8)—Las Vegas Television Inc. (KLAS). Rep: Weed.

NEW JERSEY

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

NEW MEXICO

KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.
 KSWB-TV, Roswell (Ch. 8)—John A. Barnett (KSWB). Rep: Meeker; Clyde Melville Co. (Southwest only).

NEW YORK

WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF). Rep: Bolling.
 WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN). Rep: Harrington, Righter & Parsons.
 WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Rep: Bolling.
 WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Rep: H-R Television Inc.
 WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.
 WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).
 WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast). [Note: Temporarily silent pending move of transmitter; *Television Digest*, Vol. 9:37.]
 WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery.
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales.
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.
 WSYR-TV, Syracuse (Ch. 3)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed; Kettell-Carter (Boston).
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

NORTH CAROLINA

WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.
 WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.
 WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.
 WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.

NORTH DAKOTA

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

OHIO

WAKR-TV, Akron, O. (Ch. 49)—Summit Radio Corp. (WAKR). Rep: Weed.
 WICA-TV, Ashtabula (Ch. 15)—WICA Inc. (WICA). Rep: Gill-Perna.
 WCPO-TV, Cincinnati (Ch. 9)—Scripps-Howard Radio (WCPO). Rep: Branham.
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC). Rep: Katz.
 WLWT, Cincinnati (Ch. 5)—Crosley Bcstg. Corp. (WLW). Rep: Crosley Bcstg.
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc. Rep: Branham.
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM). Rep: NBC-TV Spot Sales.
 WXEL, Cleveland (Ch. 9)—Empire Coll Co. Inc. Rep: Katz.
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS). Rep: Blair.
 WLWC, Columbus (Ch. 4)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WTVN, Columbus (Ch. 6)—WTVN Inc. Rep: Katz.
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO). Rep: Hollingbery.
 WLWD, Dayton (Ch. 2)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Rep: H-R Television Inc.
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD). Rep: Katz.
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Rep: Headley-Reed.
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Rep: Raymer.
 WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Rep: Pearson.

OKLAHOMA

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

OREGON

KBES-TV, Medford (Ch. 5)—Southern Oregon Bcstg. Co. Rep: Blair.
 KPTV, Portland (Ch. 27)—Empire Coll Co. Inc. Rep: NBC-TV Spot Sales.

PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Rep: H-R Television Inc.
 WLFV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Rep: Meeker.
 WCHA-TV, Chambersburg (Ch. 46)—Chambersburg Bcstg. Co. (WCHA). Rep: Forjoe.
 WGLV, Easton (Ch. 57)—Easton Publishing Co. (WEEEX-FM). Rep: Headley-Reed.
 WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK). Rep: Petry.
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Rep: Bolling.
 WTPA, Harrisburg (Ch. 71)—Harrisburg Bcstrs. Inc. Rep: Headley-Reed.
 WJAC-TV, Johnstown (Ch. 6)—WJAC Inc. (WJAC). Rep: Katz.
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL). Rep: Meeker.
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Rep: Meeker.
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU). Rep: CBS-TV Spot Sales.
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL). Rep: Katz.
 WPTZ, Philadelphia (Ch. 3)—Westinghouse Radio Stations Inc. (KYW). Rep: NBC-TV Spot Sales.
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc. Rep: DuMont-TV Spot Sales.
 WENS, Pittsburgh (Ch. 16)—Telecasting Co. of Pittsburgh, Pa. Rep: Petry.
 WKJF-TV, Pittsburgh (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM). Rep: Weed.
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Rep: Headley-Reed.
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Rep: H-R Television Inc.
 WGBI-TV, Scranton, Pa. (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Rep: Blair.
 WTVU, Scranton (Ch. 73)—Appalachian Co. Rep: Bolling.
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Rep: Headley-Reed.
 WILK-TV, Wilkes-Barre (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Rep: Avery-Knodel.
 WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Rep: Radio-TV Representatives Inc.

RHODE ISLAND

WJAR-TV, Providence (Ch. 10)—The Outlet Co. (WJAR). Rep: Weed.

SOUTH CAROLINA

WCSC-TV, Charleston (Ch. 5)—WCSC Inc. (WCSC). Rep: Free & Peters.

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

WNOK-TV, Columbia (Ch. 67)—Palmetto Radio Corp. (WNOK). Rep: Raymer.

WGVJ, Greenville (Ch. 23)—Greenville Television Co. Rep: H-R Television Inc.

SOUTH DAKOTA

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

TENNESSEE

WMCT, Memphis (Ch. 5)—Memphis Publishing Co. (WMC). Rep: Branham.

WSM-TV, Nashville (Ch. 4)—WSM Inc. (WSM). Rep: Petry.

TEXAS

KRBC-TV, Abilene (Ch. 9)—Reporter Bcstg. Co. (KRBC). Rep: Pearson.

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Rep: Branham.

KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Rep: Taylor.

KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Rep: Taylor.

KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD). Rep: Branham.

WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA). Rep: Petry.

KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Rep: Branham.

KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Rep: Hollingbery.

WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP). Rep: Free & Peters.

KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Rep: CBS-TV Spot Sales.

KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC). Rep: Petry.

†KUHT, Houston (Ch. 8)—University of Houston (KUHF-FM).

KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Rep: Pearson.

KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Rep: Avery-Knodel.

KTXL-TV, San Angelo (Ch. 8)—Westex Television Co. (KTXL). Rep: Taylor.

KEYL, San Antonio (Ch. 5)—San Antonio Television Co. Rep: Katz.

WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI). Rep: Petry.

KCMC-TV, Texarkana (Ch. 6)—KCMC Inc. (KCMC). Rep: Taylor.

KETX, Tyler (Ch. 19)—Jacob A. Newborn Jr.

KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Rep: Taylor.

KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT). Rep: Blair.

UTAH

KDYL-TV, Salt Lake City (Ch. 4)—Intermountain Bcstg. & Television Corp. (KDYL). Rep: Blair.

KSL-TV, Salt Lake City (Ch. 5)—Radio Service Corp. of Utah (KSL). Rep: CBS-TV Spot Sales.

VIRGINIA

WVEC-TV, Hampton-Norfolk (Ch. 15, allocated to Norfolk) — Peninsula Bcstg. Corp. (WVEC). Rep: Rambeau.

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Rep: Hollingbery.

WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR). Rep: Petry.

WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG). Rep: Blair.

WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS). Rep: Avery-Knodel.

WASHINGTON

KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Rep: ForJoe.

KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING). Rep: Blair.

KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Rep: Katz.

KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Rep: Walker.

KMO-TV, Tacoma (Ch. 13)—KMO Inc. (KMO). Rep: Branham.

KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT). Rep: Weed.

KIMA-TV, Yakima (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Rep: Weed.

WEST VIRGINIA

WSAZ-TV, Huntington (Ch. 3)—WSAZ Inc. (WSAZ). Rep: Katz.

WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Rep: Weed.

WKOW-TV, Madison (Ch. 27)—Monona Bcstg. Co. (WKOW). Rep: Headley-Reed.

WMTV, Madison (Ch. 33)—Bartell Television Corp. (WMFM). Rep: Meeker.

WCAN-TV, Milwaukee (Ch. 25)—Midwest Bcstg. Co. (WCAN). Rep: Taylor.

WTMJ-TV, Milwaukee (Ch. 4)—The Journal Co. (WTMJ). Rep: Harrington, Righter & Parsons.

WOSH-TV, Oshkosh (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Rep: Headley-Reed.

TERRITORIES

KGMB-TV, Honolulu (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Rep: Free & Peters.

KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (KGU). Rep: NBC-TV Spot Sales.

**Mexican Border Stations**

XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Ch. 7)—Licensed by Mexican Govt. to Romulo O'Farrill Sr., Mexico City. Rep: Adam Young.

XETV, Tijuana, Mexico, near San Diego (Ch. 6)—Licensed by Mexican Govt. to Radio-Television, S.A. (Emilio Azcarraga). Rep: Weed.

Canadian Stations

CBFT, Montreal, Quebec (Ch. 2)—Canadian Broadcasting Corp. (CBF & CBM).

CBOT, Ottawa, Ontario (Ch. 4)—Canadian Broadcasting Corp. (CBO).

CBLT, Toronto, Ontario (Ch. 9)—Canadian Broadcasting Corp. (CBL & CJBC).

NOTES

Construction Permits Outstanding and Starting Dates as Reported

Total as of Sept. 12—293 (104 VHF, 189 UHF)

ALABAMA

WJLN-TV, Birmingham (Ch. 48)—Johnston Bcstg. Co. (WJLD). [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
WSGN-TV, Birmingham (Ch. 42)—Jemison Bcstg. Co. Inc. (WSGN). Early in 1954.
WMSL-TV, Decatur (Ch. 23)—Tennessee Valley Bcstg. Co. (WMSL).

ARIZONA

KOOL-TV, Phoenix (Ch. 10)—Maricopa Bcstrs. Inc. (KOOL); will share time with KOY-TV. September, 1953.
KOY-TV, Phoenix (Ch. 10)—KOY Bcstg. Co. (KOY); will share time with KOOL-TV. September, 1953.
KVOA-TV, Tucson (Ch. 4)—Arizona Bcstg. Co. (KVOA). Rep: Raymer. September, 1953.
KIVA, Yuma (Ch. 11)—Valley Telecasting Co. Rep: W. S. Grant Co. September, 1953.

ARKANSAS

KARK-TV, Little Rock (Ch. 4)—Arkansas Radio & Equipment Co. (KARK). January or February, 1954.
KETV, Little Rock (Ch. 23)—Great Plains Television Properties of Arkansas Inc. Rep: Adam Young. November or December, 1954.
KATV, Pine Bluff (Ch. 7)—Central-South Sales Co. Rep: Avery-Knodel. November, 1953.

CALIFORNIA

KERO-TV, Bakersfield (Ch. 10)—Kern County Bcstrs. Inc. (KERO). Rep: Avery-Knodel. September, 1953.
†KQED, Berkeley (Ch. 9, allocated to San Francisco)—Bay Area Educational Television Assn. "Before end of 1953."
KIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KIEM). Rep: Blair. September, 1953.
KBIF-TV, Fresno (Ch. 53)—John Poole Bcstg. Co.
KJEO, Fresno (Ch. 47)—O'Neill Bcstg. Co. Rep: Hollingbery. September, 1953.
KPIK, Los Angeles (Ch. 22)—John Poole Bcstg. Co. October, 1953.
KCCC-TV, Sacramento (Ch. 40)—Capital City TV Corp. Rep: Weed. September, 1953.
KBIC-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co.
KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Rep: Bolling.
KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Rep: Hollingbery. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
KBAY-TV, San Francisco (Ch. 20)—Lawrence A. Harvey. November, 1953.
KSAN-TV, San Francisco (Ch. 32)—S. H. Patterson (KSAN). Rep: McGillivra.
KVIE, San Jose (Ch. 48)—John A. Vietor Jr.
KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). October, 1953.
KCOK-TV, Tulare (Ch. 27)—Sheldon Anderson (KCOK). Rep: Forjoe. October, 1953.
KAGR-TV, Yuba City (Ch. 52)—John Steventon. November, 1953.

COLORADO

KRDO-TV, Colorado Springs (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Rep: McGillivra. September, 1953.
KDEN, Denver (Ch. 26)—Empire Coil Co. Inc.
KIRV, Denver (Ch. 20)—Mountain States Television Co. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34.]
KLZ-TV, Denver (Ch. 7)—Aladdin Radio & TV Inc. (KLZ). Rep: Katz. November, 1953.
KOA-TV, Denver (Ch. 4)—Metropolitan Television Co. Rep: Petry. November-December, 1953.
†KRMA-TV, Denver (Ch. 6)—School District No. 1 in the City & County of Denver and State of Colorado School District.
KFXJ-TV, Grand Junction (Ch. 5)—Western Slope Bcstg. Co. Inc. (KFXJ). Rep: Hal Holman.

CONNECTICUT

WSJL-Bridgeport (Ch. 49)—Harry L. Liftig.
WELI-TV, New Haven (Ch. 59)—Connecticut Radio Foundation Inc. (WELI). Rep: H-R Television Inc.
WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Rep: Headley-Reed.
WSTF, Stamford (Ch. 27)—Stamford-Norwalk Television Corp.
†WCBE, Bridgeport (Ch. 71)—Conn. State Board of Education.
†WCHF, Hartford (Ch. 24)—Conn. State Board of Education.
†WCNE, Norwich (Ch. 63)—Conn. State Board of Education.

DELAWARE

WHRN, Dover (Ch. 40)—Rollins Bcstg. Inc.

FLORIDA

WITV, Fort Lauderdale (Ch. 17)—Gerico Investment Co. (WBRD). November, 1953.
WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK). Late Fall, 1953.
WJHP-TV, Jacksonville (Ch. 36)—Jacksonville Journal Co. (WJHP). Rep: John H. Perry Assoc. November, 1953.
WOBS-TV, Jacksonville (Ch. 30)—Southern Radio & Equipment Co. (WOBS).
WOTV, Lakeland (Ch. 16)—WONN-TV Inc. (WONN).
WJDM, Panama City (Ch. 7)—J. D. Manly. Rep: Hollingbery. October, 1953.
WEAR-TV, Pensacola (Ch. 3)—Gulfport Bcstg. Co. Inc. (WEAR). Rep: Hollingbery. November-December, 1953.
WPFA-TV, Pensacola (Ch. 15)—WPFA-TV Inc. September, 1953. Rep: Adam Young.

GEORGIA

WRBL-TV, Columbus (Ch. 4)—Columbus Bcstg. Co. Inc. (WRBL).
WTOC-TV, Savannah (Ch. 11)—Savannah Bcstg. Co. (WTOC). Rep: Katz.
WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). November, 1953.

IDAHO

KTVI, Boise (Ch. 9)—Idaho Bcstg. & Television Co. (KGEM). Rep: Hollingbery.
KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). December, 1953.
KIFT, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI). Rep: Hollingbery. April, 1954.
KBOI, Meridian (Ch. 2, allocated to Caldwell)—Boise Valley Bcstrs. Inc. (KDSH, Boise). Rep: Free & Peters. November, 1953.
KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD). [Note: This station began operating June 18, 1953 but quit the air Aug. 12, reverting to CP status; for details, see *Television Digest*, Vol. 9:34.]
KISJ, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). Early Fall, 1953.
KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bcstg. & Television Co. (KWIK). Rep: Hollingbery. February, 1954.
KLIX-TV, Twin Falls (Ch. 11)—Southern Idaho Bcstg. & Television Co. (KLIX). Spring or Summer, 1954.

ILLINOIS

WBLN, Bloomington (Ch. 15)—Cecil W. Roberts. October, 1953.
WCIA, Champaign (Ch. 3)—Midwest Television Inc. Rep: Hollingbery. October, 1953.
WCUI, Champaign (Ch. 21)—Champaign-Urbana Television Inc.
WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC).
WIND-TV, Chicago (Ch. 20)—Johnson-Kennedy Radio Corp. (WIND).
WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co. (WDAN). Rep: Everett-McKinney. November, 1953.
_____, Evanston (Ch. 32)—Northwestern Television Bcstg. Corp. April, 1954.
WSLT-TV, Harrisburg (Ch. 22)—Turner-Farrar Assn. October, 1953.
WJOL-TV, Joliet (Ch. 48)—Joliet Television Inc. (WJOL).
WREX-TV, Rockford (Ch. 13)—Greater Rockford Television Inc. Rep: H-R Television Inc. September, 1953.
WICS, Springfield (Ch. 20)—Plains Television Corp. Rep: Adam Young. September, 1953.

INDIANA

WSJV, Elkhart (Ch. 52)—Truth Publishing Co. Inc. (WTRC). Rep: Pearson.
WFIE, Evansville (Ch. 62)—Premier Television Inc. Rep: Taylor. September or October, 1953.
WKJG-TV, Fort Wayne (Ch. 33)—Northeastern Indiana Bcstg. Co. Rep: Raymer. October, 1953.
WJRE, Indianapolis (Ch. 26)—Marion Bcstg. Corp. (WBAT, Marion, Ind.).
WNES, Indianapolis (Ch. 67)—Empire Coil Co. Inc.
WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc. (WMRI-FM).
WRAY-TV, Princeton (Ch. 52)—Southern Indiana Tele-Casting Inc. (WRAY). October, 1953.
WINT, Waterloo (Ch. 15, allocated to Angola, Ind.)—Tri-State Television Inc. (WDOK, Cleveland). October, 1953.

IOWA

KCRI-TV, Cedar Rapids (Ch. 9)—Cedar Rapids Television Co. September, 1953.
WMT-TV, Cedar Rapids (Ch. 2)—American Broadcasting Stations Inc. (WMT). Rep: Katz. September, 1953.
_____, Cedar Rapids (Ch. 20)—Hawkeye Television Corp.

KXYZ-TV, Houston (Ch. 29)—Shamrock Bcstg. Co. (KXYZ). Rep: Free & Peters.
 KTVE, Longview (Ch. 32)—East Texas Television Co. Rep: Forjoe. September, 1953.
 KFYO-TV, Lubbock (Ch. 5)—Plains Radio Bcstg. Co. (KFYO). Rep: Taylor.
 KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE). Rep: Taylor.
 KMSL, Marshall (Ch. 16)—Marshall Television Corp.
 KMID-TV, Midland (Ch. 2)—Midessa Television Co.
 KALA, San Antonio (Ch. 35)—Alamo Television Co.
 KSHM, Sherman (Ch. 46)—Sherman Television Co.
 KPAR-TV, Sweetwater (Ch. 12) — Texas Telecasting Inc. Rep: Avery-Knodel.
 KCEN-TV, Temple (Ch. 6)—Bell Publishing Co. (KTEM). Rep: Hollingbery. October 1953.
 KNAL-TV, Victoria (Ch. 19) — KNAL Television Co. (KNAL). Spring of 1954.
 KANG-TV, Waco (Ch. 34)—Central Texas Television Co. Rep: H-R Television Inc. October, 1953.
 KRGV-TV, Weslaco (Ch. 5)—KRGV Television Inc. (KRGV). Rep: Taylor. November, 1953.

UTAH

KUTV, Salt Lake City (Ch. 2)—Utah Bcstg. & Television Corp. Rep: Hollingbery. Spring of 1954.

VIRGINIA

WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV). Rep: Walker.
 WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM). Rep: Hollingbery. October, 1953.
 WSVL-TV, Harrisonburg (Ch. 3)—Shenandoah Valley Bcstg. Corp. (WSVA). Rep: Devney & Co. September, 1953.
 WMEV-TV, Marion (Ch. 50) — Mountain Empire Bcstg. Corp. (WMEV). Rep: Donald Cooke.
 WACH, Newport News (Ch. 33)—Eastern Bcstg. Corp. (WHYU). Rep: Avery-Knodel. September, 1953.
 WTOV-TV, Norfolk (Ch. 27) — Commonwealth Bcstg. Corp. (WLOW)

WASHINGTON

KOMO-TV, Seattle (Ch. 4)—Fisher's Blend Station Inc. (KOMO). Rep: Hollingbery. November, 1953.
 KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT). Rep: Branham. October, 1953.

WEST VIRGINIA

WBEY, Beckley (Ch. 21)—Appalachian Television Corp.
 WKNA-TV, Charleston (Ch. 49)—Joe L. Smith Jr. Inc. (WKNA). Rep: Weed. September, 1953.
 WJPB-TV, Fairmont (Ch. 35)—Fairmont Bcstg. Co. (WVWV). Rep: Headley-Reed. January, 1954.
 WTAP, Parkersburg (Ch. 15)—West Virginia Enterprises Inc. Rep: Forjoe. September, 1953.
 WLTV, Wheeling (Ch. 51)—Polan Industries. Rep: Petry. October-November, 1953.
 WTRF-TV, Wheeling (Ch. 7)—Tri-City Bcstg. Co. (WTRF, Bellaire, O.) Rep: Hollingbery. October, 1953.

WISCONSIN

WRBJ, Beloit (Ch. 57)—Beloit Bcstg. Co. (WGEZ). Rep: George W. Clark Inc.
 WEAU-TV, Eau Claire (Ch. 13)—Central Bcstg. Co. (WEAU). Rep: Hollingbery. October-November, 1953.
 WMIL-TV, Milwaukee (Ch. 31)—Cream City Bcstg. Co. Inc. (WMIL). December, 1953.
 WOKY-TV, Milwaukee (Ch. 19)—Bartell Bcstrs. Inc. (WOKY). Rep: H-R Television Inc. September-October, 1953.
 WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-Menasha Bcstg. (WNAM). Rep: George W. Clark Inc. September, 1953.

WYOMING

KSPR-TV, Casper (Ch. 2)—Donald Lewis Hathaway (KSPR).
 KFBC-TV, Cheyenne (Ch. 5)—Frontier Bcstg. Co. (KFBC). Rep: McGillvra. December, 1953.

TERRITORIES

KFIA, Anchorage, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Art Moore & Son, Seattle. November, 1953.
 KTVA, Anchorage, Alaska (Ch. 11)—Northern Television Inc. December, 1953.
 KFIF, Fairbanks, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Art Moore & Son, Seattle. January, 1954.
 KABS, Honolulu, Hawaii (Ch. 4)—American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia.). Rep: Adam Young. [Formerly KULA-TV.]
 WAPA-TV, San Juan, P. R. (Ch. 4)—Jose Ramon Quinones (WAPA).
 WKAQ-TV, San Juan, P. R. (Ch. 2)—El Mundo Bcstg. Corp. (WKAQ). Rep: Inter-America Publications Inc. January, 1954.

NEW CANADIAN STATIONS AUTHORIZED

CBHT, Halifax, N. S. (Ch. 3)—Canadian Broadcasting Corp. (CBH).
 CHCH-TV, Hamilton, Ont. (Ch. 13)—Niagara Television Ltd. (CKOC, CHML, CJSH-FM). Rep: All Canada Television. December, 1953.
 CFPL-TV, London, Ont. (Ch. 10)—London Free Press Printing Co. Ltd. (CFPL). Rep: Weed (for U. S.) & All Canada Television. November, 1953.
 CFCM-TV, Quebec City, Que. (Ch. 4)—Television de Quebec Limitee (CHRC, CJQC, CKCV). Rep: Joseph Hardy & Co.
 CKCK-TV, Regina, Sask. (Ch. 2)—Trans-Canada Communications Ltd. (CKCK). Rep: All Canada Television.
 CJBR-TV, Rimouski, Que. (Ch. 3)—Lower St. Lawrence Radio Inc. (CJBR). Rep: H. N. Stovin & Co.
 CHSJ-TV, Saint John, N. B. (Ch. 4)—New Brunswick Bcstg. Co. Ltd. (CHSJ). Rep: All Canada Television.
 CKSO-TV, Sudbury, Ont. (Ch. 5)—CKSO Radio Ltd. (CKSO). Rep: Weed (for U. S.) & All Canada Television. September, 1953.
 CJCB-TV, Sydney, N. S. (Ch. 4)—Cape Breton Bcstrs. Ltd. (CJCB). Rep: All Canada Television.
 CBUT, Vancouver, B. C. (Ch. 2)—Canadian Broadcasting Corp. (CBU). November, 1953.
 CKLW-TV, Windsor, Ont. (Ch. 9)—Western Ontario Bcstg. Co. Ltd. (CKLW). Rep: Adam Young (for U. S.) & All Canada Television.
 CBWT, Winnipeg, Man. (Ch. 4)—Canadian Broadcasting Corp. (CBW).

CONSTRUCTION PERMITS RELINQUISHED

(Cancelled at Request of Grantee)

WTVS, Gadsden, Ala. (Ch. 21)—Jacob A. Newborn Jr. Dropped May 26, 1953.
 KCNA-TV, Tucson, Ariz. (Ch. 9)—Catalina Bcstg. Co. Dropped Sept. 2, 1953.
 KF XD-TV, Nampa, Ida. (Ch. 6)—See notation in CPs Outstanding.
 WKMI-TV, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped Aug. 12, 1953.
 KBFM, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped Sept. 11, 1953.
 KN DK, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped Sept. 11, 1953.
 WLEC-TV, Sandusky, O. (Ch. 42)—Lake Erie Bcstg. Co. Dropped Aug. 25, 1953.
 WHHH-TV, Warren, O. (Ch. 67)—Warren Tribune Radio Station Inc. Dropped July 10, 1953.
 KCTV, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped June 4, 1953.
 KTVA, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.
 KRIO-TV, McAllen, Tex. (Ch. 20)—Texas State Network Inc. Dropped June 19, 1953.
 KMID-TV, Midland, Tex. (Ch. 2)—Perman Basin Television Co. Dropped May 6, 1953. [Channel and call letters reassigned to Midessa Television Co.]
 KGKL-TV, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March 27, 1953.
 KTVW, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped July 28, 1953.
 WWOD-TV, Lynchburg, Va. (Ch. 16)—Old Dominion Bcstg. Corp. Dropped July 10, 1953.
 WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. [Note: This station began operating Feb. 15, 1953, but quit the air permanently July 18; for details, see *Television Digest*, Vol. 9:29.]

NOTES

Trade Personals: Walter H. Hawk, ex-director of electronic production engineering and ex-chief engineer of rectifier & intelin div., appointed mgr. of TV operations of Federal Telecommunication Labs (IT&T) in charge of production and development of vhf-uhf telecasting & studio equipment . . . John F. Gilligan, Philco, reappointed chairman of RETMA public relations & adv. committee by Robt. S. Alexander, set div. chairman; Ellis L. Redden, Motorola, reappointed vice chairman, advertising; Stanley H. Manson, Stromberg-Carlson, vice chairman, public relations . . . A. M. Fisher, ex-Chicago district mgr., named Westinghouse mid-America regional mgr., succeeding late Fred T. Whiting . . . Henry B. Vidal, Buffalo branch mgr., appointed mgr. of new N. Y. State sales district set up by Westinghouse, with headquarters in Buffalo and branch in Syracuse . . . Charles McKinney, ex-adv. mgr., named to new position of distribution & merchandising mgr., Raytheon . . . Donald L. Clark promoted to mgr. of marketing research, GE TV-radio dept. under E. F. Peterson, marketing mgr. . . . W. O. Spink promoted to asst. equipment sales mgr., Sylvania electronics product sales dept., New York . . . Gilbert Sherman, ex-Hughes Aircraft electronics engineer, named Pacific Coast electronic sales rep, Westinghouse, succeeding Robert F. Roberts, now mgr. of tube equipment sales, Elmira, N. Y. . . . Albert E. Hylas, ex-DuMont, joins Industrial Television Inc. as chief development engineer; Walter V. Tyminski, also ex-DuMont, joins ITI as commercial product design engineer . . . Irwin Perton, ex-Fuller & Smith & Ross, named Emerson Radio art director . . . Manny Silver, ex-Horn & Cox Distributors, named national sales mgr., Pacific Mercury . . . J. C. Van Arsdell named asst. gen. mgr., electronics div., Erie Resistor Corp.; Philip B. Ehrman named supt., Horace S. Herrick named mgr. of quality control . . . Fred T. Schick, ex-DuMont & Emerson, named chief mechanical engineer of CBS-Columbia . . . Clifford J. Wood, ex-Hallicrafters, named mgr. of Capehart-Farnsworth research dept., succeeding J. H. Riddel, recently promoted to asst. v.p. of commercial products div.

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Distributor Notes: Hoffman Radio appoints Mytelka & Rose Inc., Newark, for all New Jersey . . . DuMont promotes sales mgr. Philip P. Geth to mgr. of N. Y. factory distributorship, succeeding Sam Brechner, resigned . . . Emerson appoints Public Distributing Co., Denver (Melvin M. Zelinger, owner) . . . Graybar appoints J. M. Ferguson mgr. of Davenport, Ia. branch, succeeding E. L. Johnson, retiring . . . Satterlee & Blue Columbian Electrical Co., Kansas City (Zenith) appoints Harold L. Kittinger sales mgr. . . . Philco Distributors Inc., Chicago, names George Hickman TV-radio sales mgr. . . . Capehart-Farnsworth appoints Baltimore Wholesalers Co., Baltimore . . . CBS-Columbia names Cannon Distributing Co., Charleston, S. C. (Norman L. Cannon, pres.).

"Sales counselors to their dealers instead of mere salesmen"—that's role of sales management today, in opinion of Motorola sales v.p. Edward R. Taylor, addressing Atlanta Sales Executive Club Sept. 10. Motorola's recent workshop conferences, reaching 600 distributor sales personnel in series of 3-day workshops in 12 key cities, were cited as example of salesmen's eagerness to learn selling techniques. "As the fat is skimmed from the national economy and a more durable kind of stability is built into marketing practices through sales training and education," he said, "salesmen are willing to sacrifice much of the razzle-dazzle such as elephants, magicians and showgirls in sales meetings in exchange for more tips on how to sell, comparisons with competitive products and market data.

Western Merchandise Mart's next winter market in San Francisco has been set for Feb. 8-12.

Electronics Reports: "After many false starts, excursions and alarms, the transistor has reached the threshold of maturity." Laying facts on the line and summing up disappointments in development of the transistor, Philco TV-radio-appliance research dir. Donald G. Fink told recent Western Electronics Conference in San Francisco that after 5 years of development, only 2 of the transistors' anticipated commercial applications are realities today—its use in telephone exchanges and in hearing aids.

Many of the transistor's "great expectations" have failed to materialize so far, he pointed out. Principal among these has been the expectation of unlimited life. "Sufficient time has now passed to show that long life is not a natural attribute of transistors as we now know how to build them." Breakdowns in transistors are caused by moisture, mechanical breakage in wires due to no explainable cause, spontaneous appearance of defects in the germanium. These limitations to useful life "occupy the attention of nearly every research worker in the field," he said.

"But the expectation of long, possibly unlimited, life is still with us, with more justification. We know much more about the causes of early failure in transistors than we did 2 years ago. [In] another 5 years we should have this problem behind us."

Of the other "great expectations" of 5 years ago, only one has been realized: The transistor is far more efficient than the electron tube as an amplifier of weak signals. But "in every other department, the vacuum tube is still in full control of the situation." Commercial transistors today can't compete with tubes in sensitivity, frequency range, power, operation at high temperatures.

Disappointing as first commercial transistors have been, developments in the laboratory now clearly indicate many of the obstacles will be surmounted. Fink cites marked improvements in power and frequency range—one unit has output power of 2 watts at 30 mc—reported by Penn State. Lower power units have oscillated as high as 425 mc, and "great strides have been made in the matter of noise." But really high-power, high-temperature operation "awaits the development of a non-germanium transistor, probably one made of silicon," now in sight after many disappointments. And one of biggest problems is devising automatic machinery to mass-produce reliable transistors at moderate price.

As to the future: "We must remember that there are in the homes of America today 25,000,000 TV receivers, virtually all of which contain RF & IF amplifier tubes which were known to be completely impossible to build in 1940. With this record behind us, we can confidently predict that the transistor, 1958 version, will be no glamor boy. It will, very probably, be a workhorse full worthy of the stable so long and nobly occupied by the electron tube."

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TV receiver boom in Tokyo is anticipated as result of debut of first commercial station JOAX-TV, which began programming Aug. 28. It's owned by Japan's 3 most powerful newspapers and 60 Japanese businessmen. RCA-equipped, it's Tokyo's second station, first being JOAK-TV, non-commercial outlets owned by semi-governmental Broadcasting Corp. of Japan (NHK), which also has outlets in Osaka and Nagoya. New station has 10-kw transmitter, as opposed to JOAK-TV's 500 watts. Federal's foreign TV chief, Jimmy Valentine, now in Tokyo, writes: "There is a wide selection of TV sets in stores, from 7 to 27-in. Sets are mainly U. S. make [modified for 100-volts 50 or 60-cycle house current], although local production is increasing rapidly. Realistic sets-in-use figures are: Tokyo 5000, Osaka 1500, Nagoya 400." Hayakawa Electric Co., one of Japan's leading TV manufacturers has line ranging from 14-in. at \$400 to 21-in. at \$750. Prices have decreased rapidly with improved production methods.

Telecasting Notes: Of the 20 top advertisers—in magazines, newspaper sections, network radio, network TV—PIB lists only one (Miles Laboratories) as not using network TV during first 6 months of this year; all used network radio. [Note: Miles Labs uses lots of TV spots, however] . . . Of the 100 top, only 19 were not network TV users, 25 were not network radio users during same period . . . Top 10 and their total and network TV expenditures (TV figure in parentheses): Procter & Gamble, \$19,461,840 (\$7,606,096); General Motors, \$15,016,396 (\$2,807,980); Colgate-Palmolive-Peet, \$13,300,790 (\$5,247,655); General Foods, \$12,088,016 (\$3,238,088); Lever Bros., \$9,111,352 (\$2,773,632); R. J. Reynolds Tobacco Co., \$8,192,411 (\$4,366,647); American Tobacco Co., \$7,912,946 (\$3,450,162); General Mills, \$7,378,787 (\$2,610,616); General Electric, \$7,105,774 (\$2,080,406); Ford Motor Co., \$6,677,641 (\$2,107,256) . . . Procter & Gamble expenditures on network radio (\$7,416,638) make it biggest sponsor in that medium, as it is in TV, with General Foods No. 2 (\$3,713,504), Miles Labs No. 3 (\$3,590,989), Sterling Drug No. 4 (\$3,245,464) . . . TV blackout in Kansas City, when its WDAF-TV was struck for 4 weeks in May-June (Vol. 9:22-24), boomed drive-in movies and stimulated family life—but when it was all over, people were mighty glad to welcome TV back into their homes, writes *Kansas City Star's* Bill Vaughan in Aug. 28 *TV Guide* . . . School of Journalism of U of Houston, operating own educational KUHT (Ch. 8) offering course in TV film reporting, taught by KPRC-TV's Bob Gray . . . George Jessel elected v.p. in charge of product promotion for B.B. Pen Co., Los Angeles, sponsor of his new ABC-TV show . . . P. G. Wodehouse's *Jeeves* stories to be adapted to TV, Rockhill Productions having obtained exclusive rights . . . WABD, DuMont N. Y. key, on Sept. 14 opens program day at 11 a.m. instead of 12:15 p.m., and from Oct. 5 will start at 10 a.m. . . . New rate of \$4800 an hour for Class A time, up from \$4500, goes into effect on WCBS-TV, N. Y. as of Sept. 15; Class A 1-min. film or 20-sec. sound spots are \$1075, with 10-sec. shared IDs \$550 & \$425 . . . WPTZ, Philadelphia, has published new Class AA rate of \$2000 an hour, effective Oct. 1, and on Sept. 14 moves up start of program day to 6:45 a.m. for Mon.-thru-Fri. 15-min. *Home, Garden & Farm* show . . . KTBC-TV, Austin, Tex., which began last Nov., owned by wife of Sen. Johnson (D-Tex.), publishes first rate increase—base rate going up Oct. 1 from \$250 to \$300 . . . WABT are new call letters of *Birmingham News'* WAFM-TV.

They like to eat, too: Prominent TV-radio attorney Horace L. Lohnes elected pres. of Madrillon Co. Inc., operator of big Madrillon restaurant in downtown Washington Bldg. Consulting engineer E. C. Page and partner Joe Waldschmitt buy control of La Salle du Bois, a favorite restaurant in Connecticut Ave. area. And publisher Sol Taishoff, *Broadcasting*, is now landlord — and reportedly part owner—of exclusive Colony Restaurant in building on DeSales St., opposite Mayflower Hotel, into which his operation will soon move.

BBC went in the red \$2,126,900 last year, and will be bankrupt by 1955 at the rate it's going, board of governors of Britain's govt.-owned broadcasting monopoly warned Sept. 8. Supported by license fees paid by set owners, BBC said additional income from increase in licenses was more than offset by Govt.'s decision last year to withhold 15% of license fees. Previously, Govt. kept 5%. The 1951-52 income from licenses totaled \$34,348,683, but shrank in 1952-53 to \$32,745,532 because of bigger treasury bite.

Annual stag outing and barbecue of Federal Communications Bar Assn. will be held on Horace Lohnes' farm near Vienna, Va., Sat., Oct. 17.

VIEWING HABITS have matured into stabilized pattern in New Brunswick, N. J.—the "Videotown" of Cunningham & Walsh's continuing survey—and presumably in other multiple-station markets. Agency's sixth annual survey (Vol. 5:28, 6:26, 7:35, 8:30) of sample TV community 40 mi. from New York shows evening viewing has leveled off at what is probably its peak, but daytime viewing is still in development stage. More than 90% of sets are used every weekday evening—as compared with 86% last year—but sets are now tuned in average of 4¼ hours as against 4½ hours last year. Morning viewing increased from 1% of TV homes in 1952 to 8% this year, while afternoon viewing is unchanged at 14%.

Movie-going and magazine reading by TV families remains same as last year. Newspaper reading, which never was affected by TV, is higher than year ago. Morning radio listening increased this year as it did in 1952. On average weekday morning, 42% of women listen to radio—boost of 27% over last year. Afternoon listening showed slight decline and evening listening remained same.

During year, set ownership increased from 62% to 71% of families. Set sales continued to drop off, following 2-year downward pattern, with 20% decline anticipated for 1953. Sales this year should be equally divided between new sets and replacements, survey predicts, compared with 2 new sets to 1 replacement in 1952 and 5 to 1 in 1951.

While replacement sales doubled last year, they still amounted to only 21% of total sets sold. "Second set" market appears negligible so far. When people do buy second set, the purchase is actually replacement for smaller screen set; the owner generally just "hangs on" to old set. Only 4½% of TV homes have 2 sets.

High-cost-of-maintenance myth appears to be exploded by latest survey. Some 19% of owners have never had their sets repaired; of sets purchased before 1951, there are still 4% which have never been repaired. Average annual TV repair bill is \$11, except for those few who have had to replace picture tube.

Alarmed by complaints of "excessive commercialism" on TV, NARTB's code review board Sept. 10 ordered concentrated 3-month study of programming, hinted special session may be necessary to cope with problem. In most strongly worded announcement since code went into effect 18 months ago, board headed by John Fetzer (WKZO-TV, Kalamazoo) said probe would pay particular attention to evidence of "excessive interruption of programs for advertising announcements; excessive length of commercial messages, 'bait' advertising, excessive 'billboarding' or 'background' display advertising on TV, and multiple spotting between programs." Edward H. Bronson, director of TV code affairs, was directed to conduct 3-month review and report at Jan. board meeting—unless special session is held before then. Fetzer explained board "believes that greater attention should be given to commercial practices, and it is supported in this viewpoint by various complaints it has received not only from the general public but from some broadcasters themselves, and from other interested parties." At next meeting, he added, board will "determine whether or not it should take formal action toward eliminating [excessive commercial] practices in specific areas." He said he didn't believe any charges would have to be filed, since telecasters have already demonstrated their determination to conform voluntarily to "acceptable ethical practices."

Practical guide to technical operation of TV station is newly published *Principles & Practices of Telecasting Operations* by Harold E. Ennis, staff engineer, WIRE, Indianapolis, and TV-radio instructor, Butler U (Howard W. Sams & Co., Indianapolis, 596 pp., \$7.95).

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

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FCC ASKS FACTS IN UHF-NETWORK PROBE: FCC has decided to take a closer look at post-freeze TV economics -- particularly as it affects uhf and network-station relations -- culminating weeks of study at both staff and Commission level (Vol. 9:31,33-35).

Unanimously, Commission voted to fire out 3 sets of fact-finding letters -- to networks, post-freeze stations and equipment manufacturers. Letters to networks and RETMA were sent Sept. 18, same day as FCC decision. Station letters will go out Sept. 21 or 22, after necessary Budget Bureau approval. Replies are due Oct. 15.

Complaints by uhf grantees about networks' affiliation policies have aroused deep concern at FCC -- some CP-holders even demanding Congressional investigation or Federal regulation of networks. Commission's study showed basic uhf problem isn't merely to get network affiliation -- most uhf stations having connections with one or more networks, at least on paper. And they found problems of set circulation and conversion intertwined with most uhf troubles.

These questions arose in course of study: What is a network affiliation? How much are stations actually paid for network programs? Are so-called "affiliates" getting any significant number of network shows?

Letter to networks seeks answers to these questions -- and requests each to supply list of all its post-freeze affiliates.

Letter to stations goes to all post-freeze outlets, uhf and vhf. It asks for month-by-month financial statement -- revenues, expenses, profit or loss -- from the day they went on air. Stations are also asked to comment on any technical problems they've encountered, whether transmitters are working okay, etc.

Letter to RETMA seeks figures on production of uhf transmitters and receivers to date, and asks about prospects for higher powered uhf transmitters, as well as report on functioning of existing uhf equipment.

ONE NEW STATION A DAY SINCE AUG. 1: Six more starting test patterns this week -- 5 in new TV cities, 2 of them state capitals -- brought total TV stations on the air at week's end to 258, of which 178 are vhf, 80 uhf. More are coming along, and fast -- our predicted one-a-day prospect (Vol. 9:36) still holding. Nearly 90 CP holders are still listed in our files as promising to start in Sept., Oct., or "this fall".

Since freeze was lifted in mid-July 1952, exactly 150 stations have gone on the air (not counting 2 that quit) and 133 of them started since last Jan. 1. Since Aug. 1 (49 days to this writing) there have been exactly 49 starters. This week's:

WTOB-TV, Winston-Salem, N.C. (Ch. 26) began test patterns Sept. 18 and first reports indicate "excellent snow-free pictures 50 miles," according to mgr. John G. Johnson. It's first station in city, heretofore dependent for TV service on Greensboro, about 30 mi. away, and Charlotte, about 75 mi. Station for months has been

conducting intensive uhf conversion campaign with strong dealer-distributor support. Equipment is RCA, with 547-ft. tower. James W. Coan is pres. of licensee company, also TV applicant for Richmond. Tracy Lounsbury is production mgr., Hassell Bailey chief engineer. Networks are ABC & DuMont. Base rate is \$200, rep H-R Television.

WREX-TV, Rockford, Ill. (Ch. 13), where uhf WTVO (Ch. 39) began operating last April 29, turned on the juice night of Sept. 18, immediately on receipt of STA from FCC, using 5-kw DuMont transmitter, 600-ft. Stainless tower, 12-bay RCA antenna. Pres. is Louis E. Caster, head of several big Illinois baking companies and past pres. of American Institute of Baking, who selected call letters in memory of son Rex, killed in action during World War II. Licensee company includes more than 30 stockholders, mostly local citizens, with Rockford Star & Register-Republic owners (WROK) to hold 10% by virtue of withdrawal of an application and theatreman Rolando Frederick Gran owning 22.4%. Mgr. is Soren Munkhof, ex-WOW-TV, Omaha, with Elden Anspach as program director and Howard Elliott as chief engineer. Networks will be CBS & ABC. Base rate is \$300. H-R Television is rep.

WICS, Springfield, Ill. (Ch. 20), further opening up central Illinois to uhf, got first test pattern on air at noon Sept. 17, plans to go commercial about Oct. 1 with service from all 4 networks. In nearby Decatur, about 35 mi., WTVP (Ch. 17) began operating only 6 weeks ago (Vol. 9:32). WICS is second uhf outlet to start in group launched by Telenews theatremen Herbert Scheftel & Alfred Burger (other being Duluth's WFTV, others planned being KETV, Little Rock, and KCTV, Sioux City, Ia.). It is Illinois capital's first TV station, is part owned (one-sixth each) by brothers Harry & Elmer Balaban, Chicago theatremen who own half of WTVO, Rockford, Ill. (Ch. 39). Its equipment is RCA, mgr. is Milton D. Friedland, program mgr. James Harelson, chief engineer Bazil O'Hagan. Base rate is \$200. Rep is Adam Young.

WKNA-TV, Charleston, W.Va. (Ch. 49), the first station in that capital city, started test patterns Sept. 17, reports owner Joe L. Smith Jr., who also owns local radio WKNA and WJLS, Beckley, W.Va. It opens up new uhf area, is 44 mi. from nearest TV station, vhf WSAZ-TV, Huntington (Ch. 3). RCA equipped, WKNA-TV will join ABC, has \$200 base rate. George J. Gray is station & commercial mgr., Don O. Hayes, program director; A.J. Ginkel, chief engineer. Weed is rep.

KGBS-TV, Harlingen, Tex. (Ch. 4), first competitor in rich Rio Grande Valley to the pre-freeze XELD-TV, Matamoros, opposite Brownsville, Tex. (Ch. 7), reported initial test pattern night of Sept. 17 and, according to mgr. Troy McDaniel, showed a "beautiful signal". Station is controlled by ex-publisher McHenry Tichenor, who recently purchased Houston Mayor Roy Hofheinz's radio KSQX there (10-kw N, 50-kw D on 1530-kc) for \$225,000 to replace his 250-w KGBS on 1240 kc. (Vol. 9:25). KGBS-TV is GE equipped, joins CBS, has \$200 base rate. Rep is Pearson.

KFEQ-TV, St. Joseph, Mo. (Ch. 2), located 50 mi. north of Kansas City, began test patterns Sept. 13, is preparing to go on daily 9:30 a.m.-11:30 p.m. commercial schedule as of Sept. 27. Controlled by pres. & gen. mgr. Barton Pitts, with the St. Joseph News-Press and Gazette as 43% owner, station joins CBS & DuMont networks, has \$300 base rate. Equipment is RCA, with 750-ft. tower, antenna 810 ft. above average terrain. Glenn Griswold is commercial mgr.; E. Carleton Schirmer, program director; Wally Johnson, production mgr.; J. Wesley Koch, chief engineer. Headley-Reed is rep.

8 CPs INCLUDE SHREVEPORT 'INTERIM' DEAL: Unprecedented variety of TV actions, some of them unique, came out of FCC this week, included 8 CPs and 2 initial decisions. The most unusual of group was Ch. 12 grant to Interim TV Corp., Shreveport, comprising 3 competitors who have gone through hearing, 2 of whom will sell out to winner when final decision is rendered (Vol. 9:35). Week's grants:

Corona, Cal., KOWL, Ch. 52; Merced, Cal., Merced Television Corp., Ch. 34; Augusta, Ga., WJBF, Ch. 6 & WRDW, Ch. 12; Paducah, Ky., Paducah TV Corp., Ch. 43; Lafayette, La., KVOL & KLFY, Ch. 10 (shared); Shreveport, Interim TV Corp., Ch. 12.

Initial decisions: Wilmington, Del., WILM, Ch. 83; San Bernardino, Cal., Orange Belt Telecasters, Ch. 30.

Another CP was surrendered to Commission -- for WNOH, Northampton, Mass. (Ch. 36), while KIRV, Denver (Ch. 20) became the first post-freeze CP-holder to be

called on carpet for formal hearing on its request for more time to build. And James Rubenstone, grantee of WCTV, Flint, Mich. (Ch. 28) indicated in letter to us this week that he will probably cancel.

Grant to Interim TV Corp., Shreveport, is one of best illustrations to date of Commission's willingness to take bold steps to expand TV. Chairman Hyde took lead in pushing idea. Venture is owned equally by KRMD, KCIF & Shreveport TV Co., with building-operating costs to be shared equally. Winner of hearing decision will pay the losers for their actual expenses in station, take over operation within 10 days after it receives CP. Parties accepted grant with understanding Commission can pull it back at any time without notice and without hearing.

Commission made it clear, in issuing grant, that it won't necessarily view all similar proposals favorably -- but there will undoubtedly be more such proposals tendered for Commission approval.

The two Augusta grants were merger-dropout deals. WJBF was granted Ch. 6 after Martin Theatres dropped Ch. 6 application and Augusta TV Co. (WTND, Orangeburg) dismissed Ch. 12 application, each having option to buy 22½% of the grant for \$100,000 each; WAUG also dropped out, but has no part of option deal. Grantee got immediate STA to operate with 500-watt DuMont transmitter, ordered it delivered at once, presumably will take to air with great speed.

WRDW's CP for Ch. 12 in Augusta was made possible by dropouts of WTND and WGAC, with chairman F.F. Kennedy of latter holding option to purchase 20% of CP.

Merced and Paducah grants went to 2 New York investment groups, both sparked by attorney George Becker. He and associates hold varying interests in grants for Marshall, Tex.; Beckley, W.Va.; Champaign, Ill.; Cedar Rapids, Ia., and applications for La Crosse, Wis.; Goldsboro, N.C.; Clarksburg, W.Va. Becker must drop interest in Merced grant, limit his ownership to 5 stations.

* * * *

Comr. Bartley is getting leery of share-time grants, prefers letting 2 AMs share ownership in single station, as in Macon (Vol. 9:7). He concurred in the Lafayette grants solely because "we do not have a better proposition before us." Share-time operations, he said, "confront the Commission with many problems of a managerial nature in which we should not engage. Furthermore, it is clear to me that as much, if not more, cooperation and collaboration between owners of share-time stations are required than if both AM stations owned a single TV station. This is true because of the additional problems faced by sharing time stations which do not arise in the case of single licensee responsibility."

When final decision awards Ch. 83 to WILM, Wilmington, it will be first to hold CP for highest channel of all. Initial decision favoring San Bernardino grant involved no competition but was concerned with ability of group of youngsters to build station for \$25,984.56. Examiner Butts gave them his blessing (see p. 9).

* * * *

The FCC continues putting pressure on grantees whose diligence it questions (Vol. 9:34). This week, it sent query to KICU, Salinas, Cal. (Ch. 28), asking for clarification of construction and equipment status. Of the others still pending, WJLN-TV, Birmingham (Ch. 48) and KITO-TV, San Bernardino (Ch. 18) have replied, await Commission action. Oilman M.B. Rudman's KTVR, Galveston (Ch. 41) hasn't replied, is expected to cancel before long.

* * * *

In first allocation change affecting mileages proposed since end of freeze, Commission initiated rule-making which recognizes that there are enough transmitter sites authorized to substitute them for postoffices. Principal effect would be to move channels now assigned to such towns as Old Hickory, Tenn. and Warner Robins, Ga. to cities where they naturally belong -- Nashville and Macon, for those examples.

FCC proposed that if postoffice in one city comes within 5 mi. of minimum separation from an authorized transmitter site in another city, a channel can be assigned to first city -- but transmitter site must comply with minimum. Proposal is based on petition of WSAL, Logansport, Ind. (for text of amendment, see p. 16).

SYLVANIA ASKS FCC TO APPROVE SATELLITES: Long-anticipated petition for satellite TV stations, filed with FCC this week by Sylvania, is bound to get serious Commission attention sooner or later. The idea of little repeater stations -- reaching into towns which can't get big-city signals and can't support own regular stations -- was first given impetus by former FCC chairman Charles Denny at the 1947 NAB convention (Vol. 3:38), and has had several champions at the Commission ever since.

FCC hasn't given satellite principle much thought up to now simply because it has been too busy with more important job of authorizing regular stations. In addition, Commission has always been fearful that satellites might discourage establishment of regular local stations capable of providing local expression.

Sylvania has come up with ingenious proposal, however, which it believes should dissolve such fears, hasten favorable action. It would provide for cessation of satellite operations in any town where a regular station is subsequently authorized. If grantee of regular station reimburses satellite operator for costs incurred, satellite would cease promptly. If agreement on payment can't be reached, satellite could continue only for balance of license period, but not more than 3 years. Another concept Sylvania is banking on is provision permitting satellites to grow into regular stations of type currently authorized.

Basing its petition on "most encouraging" experience with experimental satellite stations KG2XDU (Ch. 22) & KG2XEL (Ch. 82) in Emporium, Pa. during last year, Sylvania asks for following additional rules to govern satellites:

(1) Operation no nearer than 50 mi. from existing or proposed regular station -- "proposed" station being one for which a "valid application" has been filed.

(2) Use of regularly-allocated TV channels, vhf or uhf, where available. If none available, low-powered operation to minimize co-channel or adjacent-channel interference to stations 50 or more miles away.

(3) Licensees to be selected by same criteria used for regular stations -- no entity owning more than 5 TV stations of any kind, etc.

(4) Power ceiling of 100 watts (no minimum), with height limited to 300 ft. above average terrain -- greater height permitted only for "good cause".

(5) Satellites permitted to sell spots, operate no regular schedule or minimum hours. Aural station identification allowed.

(6) One-man operation permitted, by remote control if desired, with operator to be free for other duties not interfering with satellite operation.

* * * *

Sylvania says satellites can be built for \$15-20,000 each, with operating costs very low, states that it and other manufacturers can make them and that it "will make its patents available" to others. Thus, Sylvania envisions not only the broadening of TV set market, of which it expects to get its share, but its own sales of satellite equipment and royalties from patents.

Coverage of 6-mi. radius with 10-watt transmitter and 175 watts ERP was achieved during its Emporium tests, Sylvania reports, "without any appreciable change in the interference conditions of existing broadcast stations."

* * * *

First to feel the impact of satellites, if they're authorized, would be the community antenna system operators. A free signal from satellite would be hard to compete with. However, unless numerous satellites are established for each town or way is found for satellite to provide several signals economically, community antenna operator's strong suit would be choice of programs.

Community operators would be free to apply for satellites, of course, but it's hard to visualize satellite profits comparable with those of community antenna systems. Local TV-radio dealers and big-city station operators, perhaps jointly, would appear to be likeliest potential satellite operators. As it is, many community antenna operators are also dealers, working both sides of street. Also seen as potential licensees, under Sylvania's proposal, would be municipalities themselves.

Sylvania's argument against boosters, which retransmit on same channel as

originating station, is that satellite would be "locally controlled" and "permit program selectivity". The only experimental booster operation, so far, is that conducted in Lawrenceburg, Tenn. by WSM-TV, Nashville. Station is still experimenting, hasn't yet asked Commission to commercialize boosters.

Illustrative of potential for satellites, Sylvania says that there are 8721 communities with population under 50,000 -- 4437 with 1000-2500, 1846 with 2500-5000, 1176 with 5-10,000, 778 with 10-25,000, 252 with 25-50,000.

2,000,000 UHF SETS & CONVERSION UNITS: The TV manufacturing industry's first-year uhf record: Some 2,000,000 uhf receivers and converters in use and in trade pipelines.

While this is an estimate -- in absence of industry statistics on strip and converter output -- we believe it is good sizeup of progress made by manufacturers exactly one year since first commercial uhf station -- Portland's KPTV -- turned on the juice. Production of uhf units now is limited only by demand -- manufacturers are equipped to double their output virtually overnight if necessary.

For comparison, the first "big TV year", 1947, saw production of less than 180,000 sets, and fewer than 1,000,000 were produced following year.

Breaking down the 2,000,000, it includes: (1) 800,000 sets factory-equipped with uhf tuners. (2) Strips to convert some 350,000 sets. (3) About 850,000 converters, internal and external, for field installation.

Our figures aren't estimates of sets-in-use. They're units produced to date and they include sets and converters in trade pipelines and in areas where uhf stations haven't yet gone on air. Sets-in-use figures would be considerably lower.

These figures bring up-to-date our estimates of last July 4 (Vol. 9:27), and are bolstered by brand new RETMA statistics on vhf-uhf receiver production.

RETMA this week reported 622,507 sets were produced with built-in uhf tuners from Jan. 1 through July 31, 1953 -- or 15% of industry's 7-month TV output. This figure doesn't include receivers converted in the field. Our July 4 estimate came very close to RETMA's actual figures: We reported 608,000 sets factory-equipped for uhf during first 6 months of 1953 -- or 16% of total output.

Projecting RETMA's figures up-to-the-minute, on basis of about 5,000,000 TV sets produced so far this year, we figure nearly 800,000 had uhf built-in at the factory. From uhf stations and distributors, we learn that sets converted in the field (strips and converters) outnumber factory-built vhf-uhf sets by about 3-to-2 ratio. Applying this ratio to estimate of factory-equipped sets, we reckon nearly 1,200,000 field conversions in use and in pipelines as of today. Add 100,000 uhf sets produced or converted in 1952, and total comes to just about 2,000,000 uhf sets and "conversion units" produced to date.

To get breakdown of "conversion units" as between strips and other types of converters, we applied statistics from distributors in representative samplings of uhf areas -- indicating that about 40% of field conversions are made with strips.

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Our surveys of manufacturers in July (Vol. 9:27) and August (Vol. 9:34) show virtually all of them expect big boost in production of vhf-uhf sets for remainder of year. Consumer demand, of course, will be deciding factor -- and it's getting tremendous push from high-powered promotion by the new uhf stations.

If outlook for uhf is as good as manufacturers tell us it is, the cumulative total of uhf sets-converters-strips could reach 4,000,000 by year's end.

With recent opening of uhf stations in such large vhf markets as Pittsburgh, Kansas City, St. Louis, Boston, Buffalo, Norfolk and Milwaukee, demand for strips and converters for old sets can be expected to continue high in proportion to demand for brand new vhf-uhf sets.

Could be that days of vhf-only receivers are numbered. A glance at list of CPs for new stations (see Special Report, Sept. 12), and applications pending, shows that very few areas will be without uhf. So while converter-&-strip sales may reach peak within year or so, production of factory-built vhf-uhf sets should continue to climb until the set without uhf is the exception rather than the rule.

'NEW DIRECTIONS THAT RADIO MUST FOLLOW': As it did during the recent crisis forced by raids on its TV affiliates (Vol. 9:20-22), NBC brought up its big guns led by RCA-NBC chairman and acting NBC president David Sarnoff to meet the problem of its declining radio revenues -- and result was a head-on facing of "facts of radio life" as wrought by TV. Result also, as with TV affiliates last May, was a vote of confidence from radio affiliates attending Sept. 17 sessions in Chicago, who called the Sarnoff analysis of "new directions that radio must follow" and the new NBC programming and sales plans "a milestone in the history of the NBC radio network."

It's no secret that CBS's consistent leadership in radio billings over last few years has irked the RCA-NBC hierarchy. Nor is it a secret that many NBC affiliates -- at least those who didn't get into TV -- have been accusing that network of neglecting radio in favor of TV. Detailed plans for building up sales and promises to regain No. 1 position in radio were designed to allay that criticism. Sarnoff's speech was intended to crystal-ball radio, as he often has TV, and he began it by urging all broadcasters to "face the facts of life in radio -- not as they were in the past, or as we might wish them today, but as they are."

Speech was a long one and, though the salient portions are excerpted below, we commend a reading of its full text by everybody interested in the business of broadcasting; you don't have to be an affiliate to get copies from NBC press dept., New York (address Sydney Eiges, v.p. in charge).

Personal Notes: C. George Henderson, ex-sales director of WLWC, Columbus, named gen. sales mgr. for the 4 Crosley WLW-TV stations, with Bernard Barth promoted to gen. program director for all TV-radio outlets and Chester Herman program director. Neal Van Ells, ex-WLWD, Dayton, named program director of WLWT, Cincinnati, and Robert Head succeeds him at Dayton . . . James Burgess succeeds Henderson at WLWC . . . Tom Howard has resigned as chief engineer of WPIX, New York, to become director of engineering of the TV-radio interests of Jefferson Standard (WBTW & WBT, Charlotte, et al.); Otis S. Freeman succeeds him at WPIX . . . Fred M. Thrower, recently named gen. mgr. of WPIX, N. Y., succeeding G. Bennett Larson, now head of KDYL-TV & KDYL, Salt Lake City, elected v.p. of WPIX Inc. . . . Harold C. Burke, onetime mgr. of WBAL-TV & WBAL, Baltimore, appointed managing director of new WRTV, Asbury Park, N. J. (Ch. 58), due in early Dec.; he retains own CP for WWLA, Lancaster, Pa. (Ch. 21), due on air next Feb. . . . Don L. Kearney, asst. ABC-TV network sales mgr., promoted to national sales mgr. of ABC film syndication div. under v.p. George T. Shupert . . . Morris A. Mayers, from DuMont transmitter div., appointed gen. mgr. of closed circuit operations for WABD & DuMont Network . . . Jacob A. Evans, NBC director of adv. & promotion, takes over for TV while Ridgway Hughes, formerly TV-radio sales promotion mgr., becomes director of network's radio adv. & promotion dept. in new separation of functions; James Nelson named adv. mgr. for radio; Robert Hitchens, sales promotion mgr.; Carl Dorese, program sales promotion; Thaine Engle, audience promotion supervisor . . . Stephen W. Pozgay, ex-DuMont transmitter sales div., named mgr. of new WNAM-TV, Neenah, Wis. (Ch. 42) due on air soon . . . Allan Lewis, ex-WGR, named commercial mgr. of new WBES-TV, Buffalo . . . Jerry Burns, ex-KDYL-TV, Salt Lake City, joins upcoming KOOL-TV, Phoenix, as director of TV; Wm. Connelly upped from AM sales mgr. to sales director for combined TV-radio operation . . . Duane L. Watts, gen. mgr. of KHAS, Hastings, Neb., to be mgr. of upcoming new KHOL-TV, Kearney-Holdredge, Neb. . . . Earl Hamner Jr., NBC script-writer, author of novel *Fifty Roads to Town* just published by Random House . . . Dick Kepler, ex-program director of KXLY-TV, Spokane, named mgr. of new KGTV, Des Moines (Ch.17), due on air in Oct.

WHITHER RADIO? Looking into his crystal ball, which so accurately foretold what has happened in TV, RCA-NBC's Gen. Sarnoff told NBC affiliates at Chicago meeting Sept. 17, "I do not see the picture in radio as one of unrelieved gloom." But—"Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject—as if resolute cheerfulness would solve all problems."

"Instead," he said, "I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

"But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible.

"It is no secret that the changes in radio which have been brought about by TV have had their initial and most drastic impact on radio networks. The reasons are not far to seek. The economic base for network radio was built on major advertisers and time-&-talent units of about \$1,000,000 a year. It is for investments of that magnitude that TV competes directly and successfully.

"Radio stations, selling their time in smaller and more diversified units, selling not only to national but to regional and local advertisers, could accommodate themselves more quickly to shifts and pressures imposed by TV.

"But any radio station management which feels smug or complacent on this account is short-sighted. The prospects of profitable station operation and profitable network operation cannot be dissociated. If the networks operate in the red over a period of time, their existence would be in jeopardy; and the collapse of any radio network might destroy the profit potential of its affiliates.

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"I for one will not cast a vote of 'no confidence' in the future of radio. I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service. This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their

obligations to the public, and a capacity to adapt themselves to the new facts of life.

"As in any industry in time of transition, we can look for survival of the fittest. But in an industry like ours, which rests on 'public interest, convenience and necessity,' the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow."

Obvious reference to bitter competition wasn't lost on audience, but there was speculation as to what he meant in adding: "NBC is not in business for the short term and the quick turnover [and] is not for sale or merger."

"We are prepared," Sarnoff continued, "to devote immense effort and capital to revitalize network radio—provided our affiliates go along with us to make these investments effective." He promised initiative in programming and sales from NBC, explained new "de-integration" of TV and radio operations, remarked on the sales plans outlined at the meeting by NBC executives, epitomized by radio sales director Fred Horton's assertion: "We are going to sell radio on the basis of its total values—its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers."

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Aside from promising big things from NBC's radio network, Gen. Sarnoff went into considerable detail in spelling out his thinking about TV, and some of his pet radio peeves, notably what he calls the 3 R's—"Ratings," "Raiding" and "Rebates."

"Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

"Unhappily these figures are seized upon by the advertising community as a substitute for analysis and judgment. They are used as the main standard for advertising values in broadcasting, and millions of dollars are spent or withheld each year on the basis of a drop or rise of a few rating points!

"This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening.

"There was a time when practically all radio listening was done in the living room, with the family gathered around the living room set. Now with TV and new leisure habits, all this has changed. In millions of homes, TV has taken over as the living room set. But for the past several years, more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms, and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

"In the first half of this year, the output of automobile sets almost equalled the full year's production in 1952. Sales of clock-radios are now higher than they were last year, and since 1947 almost half of all radios sold were automobile sets, portables and clock radios.

"But present rating systems do not even credit this vast new audience to radio. They measure listening as if this were still 1947. The only existing national rating system is based on a sample of 1500 homes with one or two sets. That leaves out of reckoning over 5,000,000 with 3 sets or more. It ignores listening to 5,000,000 sets in public places, millions of portable sets, and more than 26,000,000 auto sets. In short, radio is judged on ratings that have lost touch with the realities of the medium. And this has led to a host of other evils.

"For instance, there is the tendency to devalue radio by comparing the size of the audience today with what it was in the past—which is pointless nostalgia. The advertiser is buying present values, not past values. The only valid comparison should be radio with other available media today, in terms of cost and effectiveness. And on such a comparison, radio is certainly entitled to a much larger share of the advertising dollar than it is getting.

"A related evil is the preoccupation with the top-rated programs, as if the Top 10 or Top 20 are the only good buys. By contrast, careful advertisers do not judge printed media by circulation alone. They select the advertising vehicle to suit their particular product or service. In this way they reach a particular market. They consider the economic level of readers, their buying habits, their tastes. But somehow, these experienced advertisers often ignore these vital facts when they decide their radio budgets.

"Ratings, today, simply do not reflect the real audience. They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other! Ratings do not properly measure the size of the audience, and do not even undertake to indicate the quality and influence of the medium."

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As for Raiding and Rebates: "I have left myself little time for the other of the 3 R's—"Raiding" and "Rebates." Do not judge my appraisal of these evils by the brevity with which I must cover them. They are typical of present-day industry practices that strike at the vitals of radio broadcasting.

"Special 'deals' and 'concessions' are a blight on the radio network business. From what I have heard, the practice is also not unknown in station operations. NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. You all know that we have lost business because we have been unwilling to match concessions offered by other networks.

"Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors.

"If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. If it is practical—and legal—we would be delighted to adopt it. We want to avoid deals and concessions. We are taking a long step in that direction by opening our network for new advertising operations under the specific sales plans Bill Fineshriber has outlined to you. They provide low cost opportunities and new types of flexibility and they will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices. We believe ours is the right approach towards bringing the medium back to sound business practices. If you agree with us on the dangers of deals and concessions, you will support the sales plans we have developed and will help us to develop others."

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Besides promising leadership in radio, Gen. Sarnoff apparently couldn't resist a few more sideswipes at competitors and an I-told-you-so reminder about NBC's foresightedness in TV. He said:

"Many of you have established successful TV operations in association with NBC and have prospered as a

result. You entered the field with the encouragement of NBC & RCA. If we had not devoted a major effort in these past years to the establishment of a prosperous TV service, there would have been no TV field to enter. Those of you who did not heed our advice on getting into TV, at the outset, can scarcely blame RCA or NBC. But you, too, will soon be part of this new medium, and will benefit from the impetus given TV by RCA and NBC leadership.

"Our concentration on developing the new industry of TV has been in your direct interest, as well as the interest of the public. You cannot fairly separate your benefits in TV from your interests in radio, and close your eyes to the overall values you have received—or will soon begin to receive—from the course NBC has followed. . . .

"The course we have followed has brought rewards in the past and will continue to bring them in the future. Surely leadership does not rest only on a few rating points, on talent raids, or on rebates, or on a temporary increase in gross billings which these devices may bring. However impressive these may appear in the short run, they mean little in the long run. Those of us who are in the industry to stay, who cherish its reputation and enduring vitality, have remembered the fable of the goose that laid the golden egg. . . .

"The next great advance in broadcasting—the development of black-&-white TV—was from the beginning led by RCA and NBC. While some other networks stuck to short-sighted temporary expediencies—for which their affiliated stations can scarcely be grateful—NBC affiliates were urged to lose no time in getting into the new field. The first TV network in the country was established by NBC, along with a service which made station operation feasible and profitable.

"Then came RCA-NBC exploration and charting of the UHF band. Many of you who plan to enter television will be able to do so only because the UHF band has been made available for commercial broadcasting.

"Last but not least came our successful struggle for compatible color TV which now promises a vital new and expanded service to the nation, and great benefits to all who are in the TV industry."

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Chicago meetings were attended by 165, represented more than 100 of network's 198 affiliates. At close, chairman of subcommittee Robert Swezey, WDSU & WDSU-TV, New Orleans, read resolution which stated NBC Affiliates Committee will be continued as a permanent organization and pledged NBC radio affiliates "to make every reasonable cooperative effort [to] keep NBC in the No. 1 position in American radio." Resolution also stated:

"We were unanimous in our enthusiastic reception of the overall plans and proposals presented us today by the NBC executives for the revitalization of the NBC radio network and the strengthening of the medium. The NBC radio affiliates endorse the new program concepts which show originality and basic soundness and which, coupled with the promotional support and fresh, aggressive sales approach which were outlined to us, give excellent promise of success. This effort on the part of NBC is to our mind the most significant and constructive forward step which has been taken in the network broadcasting business in many years.

"We were most favorably impressed with Gen. Sarnoff's frank and cogent analysis of the present radio broadcasting picture and his penetrating views with respect to the future of radio. It is our sincere belief that today's meeting constitutes an important milestone in the history of the NBC radio network. We are confident that the approach taken in that meeting will aid materially in insuring the continuing effectiveness of the network as a vital public service and advertising facility."

Network Accounts: Ecko Products Co. (housewares) buys alt. week sponsorships of 4 ABC-TV programs in single package which network claims, without disclosing sum, is one of largest sales in TV. Placed thru Dancer-Fitzgerald-Sample, Ecko will sponsor *George Jessel Show* (with BB Pen Co.), starting Sept. 27, Sun. 6:30-7 p.m.; *Quick as a Flash* (with Thor appliances), starting Oct. 1, Thu. 8-8:30 p.m.; *Jamie* (with Duffy-Mott apple juice), starting Oct. 5, Mon. 7:30-8 p.m.; *Comeback* (with Sealy Mattress Co.), starting Oct. 9, Fri. 9:30-10 p.m. . . . Dow Chemical Co. (Saran-wrap paper) buys into 3 NBC-TV shows, all thru McManus, John & Adams, taking 10 min. of 10-10:30 p.m. segment of *All-Star Revue*, starting Dec. 19, Sat. 9-10:30; 3:45-4 p.m. segment, alt. weeks, of *Kate Smith Show*, starting Nov. 17, Mon.-thru-Fri. 3-4; 3 partic. a week for 52 weeks, on Dave Garroway's *Today*, starting Nov. 16 . . . Lewis Howe Co. (Tums) and Adolph Ltd. (meat tenderizer) each buys 10 min. of 10-10:30 p.m. segment of *Your Show of Shows*, on NBC-TV, on alt. weeks starting Sept. 26, Sat. 9-10:30, former thru Dancer-Fitzgerald-Sample, latter thru Erwin, Wasey & Co. . . . Bishop Sheen's *Life Is Worth Living*, in returning to DuMont Oct. 13, Tue. 8-8:30 p.m., will go on 131 stations, which sponsor Admiral claims is largest hookup in TV history . . . Telecasts of World Series, starting Sept. 30 and sponsored by Gillette on NBC-TV, will probably include Norfolk's WTAR-TV (Ch. 4), along with new affiliate WVEC-TV (Ch. 15), despite former's severance of NBC affiliation as of Sept. 19 . . . Benson & Hedges (Parliament cigarettes) to be alt. week sponsor of *Pantomime Quiz*, on DuMont, starting Oct. 20, Tue. 8:30-9 p.m., thru Benton & Bowles . . . A. C. Gilbert Co. (electric trains) buys 12 partic. on *Today*, starting Nov. 24, Vick's cough drops buys 5 partic., former Erwin, Wasey & Co., latter thru BBDO . . . Procter & Gamble (Dreft & Oxydol) moves *Welcome Travelers*, on NBC-TV, starting Sept. 21, from 3:30-4 p.m. to 4-4:30, thru Dancer-Fitzgerald-Sample.

TV income of Canadian Broadcasting Corp., whose Toronto & Montreal stations got started in Sept. 1952, Ottawa in June 1953, totaled \$585,496 in fiscal year ended March 31, 1953, according to CBC annual report to Parliament. TV expenditures were \$2,914,882, of which \$1,854,589 was for programming, with talent taking \$621,000 of programming budget. Govt. loans financed capital outlays for new stations, which totaled \$1,875,934, spent mainly on Toronto & Montreal. Operating loss on TV of \$2,563,118 compared with operating surplus of \$2,939,478 on AM operations which enjoyed \$2,513,714 commercial revenue out of total income of \$14,773,856 (including \$6,250,000 statutory grant from Govt.). CBC staff numbers 2075, increase of 565 during year due mainly to TV; TV staff is 464.

KRBC-TV, Abilene, Tex. (Ch. 9) with KRBC went into hands of new owners this week as FCC approved \$500,000 sale to oilman-rancher Lewis J. Ackers and family who bought out group headed by Mrs. Eva May Hanks, widow of publisher-broadcaster Bernard Hanks (64%). Deal was made before TV station went on air Aug. 24 (Vol. 9:35) under management of part owner Howard Barrett (8%). AM station is ABC outlet with 5-kw D and 1-kw N on 1470 kc.

Earle Ludgin, pres. of Chicago ad agency bearing his name, elected pres. of American Assn. of Advertising Agencies, succeeding late Henry M. Stevens, J. Walter Thompson Co. Others elected: Wm. R. Baker Jr., chairman, Benton & Bowles, vice chairman; Clifford L. Fitzgerald, chairman, Dancer-Fitzgerald-Sample, operations committee; James M. Cecil, pres., Cecil & Presbrey, director-at-large.

DUMONT WILL SHIP next 5-kw uhf transmitters to WPTV, Ashland, Ky. (Ch. 59) and WARD-TV, Johnstown, Pa. (Ch. 56) by end of Oct., possibly as early as mid-Oct.—same transmitter for which great success is claimed in initial installations now operating at WGLV, Easton, Pa. (Ch. 57) and WNOK-TV, Columbia, S. C. (Ch. 67). They have first priorities, says DuMont, with firm orders also on hand for first or second quarter 1954 deliveries to KCOK-TV, Tulare, Cal. (Ch. 27); WIMA, Lima, O. (Ch. 35); WACA-TV, Camden, S.C. (Ch. 14); WECT, Elmira, N.Y. (Ch. 18); WNET, Providence, R.I. (Ch. 16); WCOG-TV, Greensboro, N.C. (Ch. 57); WAYS-TV, Charlotte, N.C. (Ch. 36); WCMB-TV, Harrisburg, Pa. (Ch. 27); WITH-TV, Baltimore (Ch. 60).

Three stations already on air with 1-kw uhf transmitters also have orders in for DuMont 5-kw—WBKZ-TV, Battle Creek, Mich. (Ch. 64); WHIZ-TV, Zanesville, O. (Ch. 50); WBUF-TV, Buffalo (Ch. 17). Former 2 use RCA 1-kw transmitter, latter DuMont 1-kw. DuMont also reported this week that 500-watt transmitter for newly granted Georgia-Carolina Bcstg. Co. station in Augusta, Ga. (Ch. 6) was shipped this week, and that another 500-watter for new CFCM-TV, Quebec City (Ch. 4) should be ready for shipment within 10 days.

RCA this week reported order for 25-kw transmitter from KNOE-TV, Monroe, La. (Ch. 8), shipped Sept. 15. Uhf transmitters were shipped Sept. 12 to WNAM-TV, Neenah, Wis. (Ch. 42); Sept. 14 to WFIE, Evansville, Ind. (Ch. 62) and WSIL-TV, Harrisburg, Ill. (Ch. 22); Sept. 18 to WDAN-TV, Danville, Ill. (Ch. 24). Also due to be shipped momentarily were uhf transmitters for KGTV, Des Moines (Ch. 17) and WLAM-TV, Lewiston, Me. (Ch. 17).

GE reported order for 5-kw transmitter for new WTOC-TV, Savannah, Ga. (Ch. 11) due for mid-Nov. shipment; also order for 12-kw uhf from WMGU, Adams, Mass. (Ch. 74), also to be delivered in mid-Nov. On Sept. 14, a 12-kw went to WKJG-TV, Ft. Wayne, Ind. (Ch. 33), which had received its antenna Aug. 13, and 5-bay antennas went out to KTVQ, Oklahoma City (Ch. 25) and WTVQ, Pittsburgh (Ch. 47). Pittsburgh antenna precedes 12-kw transmitter, due to be delivered in Oct.

Federal shipped 1-kw transmitters this week to WACH, Newport News, Va. (Ch. 33) and to WTSK, Knoxville, Tenn. (Ch. 26).

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

KOA-TV, Denver (Ch. 4), granted last week, placed order for RCA equipment immediately, has already begun construction of studios and tower on Lookout Mt., has Dec. 24 target, reports exec. v.p. Don Searle. It will be NBC outlet. Petry will be rep.

KLZ-TV, Denver (Ch. 7), is making progress with

Shoestring TV operation on Ch. 30 in San Bernardino, Cal., which got FCC examiner's nod this week (see p. 3), is ambitious project of Hal R. Heywood, 26; Everett L. Carson, 31; Bertram W. Shaw, 25. They convinced examiner Wm. Butts they can build station themselves for \$25,984.56, with \$12,000 of that for RCA antenna. They propose to operate minimum of 31 hours weekly, film and slides only, for \$56,029.84 first year. First-year revenues anticipated are \$110,168, based on sale of 163 spots weekly at \$13 each. The boys are really strapping themselves to raise money. For example, Heywood is selling \$800 worth of govt. bonds, borrowing \$700 on his signature (secured by 1949 Chevrolet); Carson will sell \$1000 airplane, borrow \$500 on 1949 Dodge, etc. Fathers and friends are chipping in a few dollars here and there. Butts obviously

admired boys' courage, said: "We believe that applicant's officials have displayed the requisite determination, ability, and ingenuity to insure the developing of a good program service." FCC must pass on recommendation.

new 34,000-sq. ft. Radio-TV Center at 131 Speer Blvd. and transmitter building atop Lookout Mt., reports pres. & gen. mgr. Hugh B. Terry, and should readily make its Nov. 1 target. Jack Tipton will be sales mgr.; Clayton Brace, program director; Eugene Jenkins, TV engineering director. Equipment is RCA with 12-bay superturndial. Network will be CBS. Rep is Katz.

KCRI-TV, Cedar Rapids, Ia. (Ch. 9), backed by theatremen Myron Blank and Morris Ebin, among others, with *Cedar Rapids Gazette* to acquire 30%, has DuMont equipment on hand and partly installed, should begin test patterns about Oct. 15, reports Frank D. Rubel, gen. mgr. Base rate will be \$200, networks ABC & NBC, rep H-R Television Inc.

WAAB-TV, Worcester, Mass. (Ch. 20), has signed for 5-kw DuMont transmitter with studio equipment, flying spot scanner and 24-bay Workshop antenna, has purchased old WGTR-FM tower and will begin construction shortly. However, due to delays in transmitter, it does not expect to get going before next April, reports pres. George F. Wilson. Hollingbery will be rep.

WCOC-TV, Meridian, Miss. (Ch. 30), despite delay caused by damage to antenna in transit, necessitating return to factory, will be on air in late Sept. or early Oct., reports pres. & gen. mgr. Withers Gavin. GE equipment has been ordered, with 100-watt unit already delivered and 12-kw to follow. Rep not yet announced.

KJEO, Fresno, Cal. (Ch. 47), second in that city since McClatchy's KMJ-TV (Ch. 24) started last May, has definitely set Oct. 1 target date, with RCA transmitter delivered, tower going up on 4670-ft. Bald Mt. in the High Sierras and staff now mustered. It's headed by J. E. O'Neill, past pres. of American Automobile Assn., has Charles Theodore, ex-KTLA, Los Angeles, as director of operations; Joe Drilling, ex-KMJ-TV, business mgr.; Bert Williamson, chief engineer. It will be part-owned by operators of local KYNO. Equipment is RCA. Rep is Hollingbery.

WROW-TV, Albany, N.Y. (Ch. 41), has Oct. 8 target date for test patterns with 12-kw GE equipment, plans to go commercial Oct. 15 with ABC & CBS service, reports gen. mgr. Harry L. Goldman. Advent of uhf into area was subject of 16-p. special edition of *Albany Times-Union* Sept. 13, and Mr. Goldman claims 12,000 TV sets already converted to uhf in area with goal of 50,000 by Oct. 15. Charles Heisler is chief engineer, Leon Lewis, sales mgr. Rep is Bolling.

WMGT, Adams, Mass. (Ch. 74), formerly designated for North Adams, has set target date of Dec. 25, having been assured delivery of GE equipment in time, reports gen. mgr. John T. Parsons. Transmitter is to be located atop 3600-ft. Mt. Greylock. Station is controlled by Leon Podolsky, of Sprague Electric Co., who also controls WBRK, Pittsfield. It has tentatively set base rate of \$250. Walker will be rep.

admired boys' courage, said: "We believe that applicant's officials have displayed the requisite determination, ability, and ingenuity to insure the developing of a good program service." FCC must pass on recommendation.

First vhf helical antenna is being built by GE—which has constructed many for uhf—to be used by Rochester's share time WHEC-TV & WVET-TV (Ch. 10) due on air Nov. 1. Initially, stations will use 5-kw transmitter and 1-bay batwing antenna, then shift to 20-kw transmitter and helical next spring, radiating 120 kw. Helical unit has 7.2 gain, 36 ft. long, with helix 38-in. in diameter, supporting column 29-in. diameter. It will be mounted on tower of WHAM-TV, whose 6-bay Ch. 5 antenna will be placed atop the helix.

SUBSCRIPTION TV as possible solution to economic ills of non-network stations—principally uhf—was explored by 19 telecasters, grantees and applicants at all-day session in Philadelphia Sept. 17, under enthusiastic leadership of the 4 original uhf petitioners for fee TV (Vol. 9:32,35-37). But the inquiring broadcasters made no commitments as a group. Most had come to hear what subscription TV had to offer—and many left meeting still undecided.

Meeting launched coordinated campaign for FCC approval of fee-TV petition. Pres. Richard Davis of grantee WELI-TV, New Haven, Conn. (Ch. 59) outlined plans to set up Broadcasters Committee for Subscription TV by Oct. 1 “to unify TV broadcasters and grantees in support [of] immediate authorization of a limited service of subscription TV.” [For one FCC commissioner’s views on subject, see below.]

Coordinating group would set up central headquarters under an “operating executive,” expected to be Will Baltin, who was exec. secy. of old Television Broadcasters Assn., now is consultant of grantee WDHN, New Brunswick, N. J. (Ch. 47). It would retain counsel to prepare arguments before FCC—presumably Stratford Smith, of Welch, Mott & Morgan, who prepared original petition and attended Philadelphia meeting. Headquarters organization would be supervised by steering committee of broadcasters and would carry on “concerted public relations effort” aimed at broadcasters and public.

Meeting was addressed by representatives of 3 developers of subscription-TV systems. Paul McNamara, v.p. of International Telemeter (50% owned by Paramount Pictures) suggested cooperation between local theatre owners and TV stations to present locally-shown feature pictures via fee TV. Skiatron counsel James M. Landis told group that “all the advertising budgets in

America, both national and local, [would] be insufficient to support 500 uhf & vhf TV stations.” Zenith Phonovision’s Millard C. Faught, formerly an arch critic of TV advertising, viewed subscription TV as “compatible” and “complementary” to sponsored TV.

Group also heard hearty endorsements of fee TV by Yale athletic director Robert A. Hall, ex-NCAA TV committee chief, and in statements prepared by boxing commissioner Abe J. Greene and Madison Sq. Garden exec. v.p. Ned Irish. Statement by RETMA pres. Glen McDaniel, read at meeting, took no stand on issue but expressed view that if FCC approves fee TV “the manufacturers will be ready [with] the requisite equipment.”

Only vhf telecaster attending meeting was General Teleradio v.p. Dwight Martin (WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles), whose New York outlet has worked with Skiatron on fee-TV tests. Three uhf stations already on air were represented at meeting: WFBG-TV, Atlantic City (Ch. 46); WEEU-TV, Reading, Pa. (Ch. 33); WBES-TV, Buffalo (Ch. 59).

The 4 uhf grantees who called meeting are WDHN-TV, New Brunswick, N. J. (Ch. 47); WELI-TV, New Haven (Ch. 59); WIP-TV, Philadelphia (Ch. 29); WSTF, Stamford, Conn. (Ch. 27). Also represented at meeting was fifth petitioner for fee TV, grantee WACH, Newport News, Va. (Ch. 33). A sixth petitioner—WOCN, Atlantic City (Ch. 52)—was not represented. Other uhf CP-holders represented were WIFE-TV, Dayton, O. (Ch. 22); WLBR-TV, Lebanon, Pa. (Ch. 15); WTEV, New Bedford, Mass. (Ch. 28); WNLC-TV, New London, Conn. (Ch. 26); WBOC-TV, Salisbury, Md. (Ch. 16).

These uhf applicants were represented: WIBG, Philadelphia; WILM, Wilmington, Del.; WKDN, Camden, N. J.; WTTM, Trenton, N. J. Also represented was radio KWBC, Ft. Worth, a onetime TV applicant.

COLOR, subscription TV and FM are among topics to be discussed at NARTB district meeting at Sun Valley, Ida. Sept. 21 by FCC Comr. Edward Webster, who has generally concentrated on non-broadcast services. Essence of his prepared speech:

(1) Color. Compatible system proposed has “excellent possibilities” of satisfying Commission but he isn’t going to be rushed into its approval. “I cannot permit myself to be forced into a premature conclusion,” he says, “by those whose special interests would place them in a position of benefiting by an early decision.”

(2) Subscription TV. “It would involve such a fundamental change in the American system of broadcasting that it may well be that the Commission, when it becomes necessary to consider the matter, will conclude that the change should be made only after Congress has established the new policy . . .” What if fee-TV is approved and turns out to be the most profitable method of operating a station? he asks. If it does, he says, telecasters will aim to put pay-as-you-look on at best viewing hour while viewers will clamor for more free service and “reasonable and non-discriminatory fees for the subscription programs.” This seems to point to common carrier type of regulation, he says. Whole problem requires a hearing, he concludes.

(3) FM. Commission may have erred, he says, in authorizing so many AMs which “resulted in an increased coverage with which [FM] could not compete.” FCC may have been wrong, too, in permitting AM-FM program duplication, he adds. He thinks FM might be given a break by operating at lower powers and with fewer hours than now permitted, says he’d plump for change in rules. He also believes functional music and multiplexed operations may help but that legal questions require a hearing. Then, he warns: “Any radio service which is not making

efficient use of its available frequencies is, in my opinion, in a somewhat untenable position with respect to justifying its right to retain all the frequencies allocated to it. . . . I fear that [FM] may find itself in such a position in the face of the constant demand for additional frequencies by the non-broadcast services . . .”

Maiden speech of FCC Comr. John Doerfer, before National Institute of Municipal Law Officers in Washington Sept. 15, stressed “the practicality of solving local problems on a local basis.” He used two examples: (1) Interference problems. Doerfer suggested that FCC detect the interference, encourage local agencies to eliminate it. (2) Educational TV. Doerfer reiterated his belief that States themselves, rather than “sectarian schools and minor or branch” institutions should have first crack at channels. Regarding length of reservations, he said that “present policy of the FCC is to continue the reservations for a reasonable time. Personally, I am in accord with such a policy.”

TV clinics at NARTB’s district meetings will be conducted by these station managers: Harold E. Anderson, KOLN-TV, Lincoln, Neb.—at Ardmore, Okla., Oct. 12-13; Dallas, Oct. 14-15; Biloxi, Miss., Oct. 16-17. James D. Russell, KKTU, Colorado Springs—at Atlanta, Oct. 19-20; Asheville, N.C., Oct. 21-22; Philadelphia, Oct. 23-24. Gaines Kelley, WFMY-TV, Greensboro, N.C.—at Albany, Oct. 26-27; Boston, Nov. 4-5. Vernon A. Nolte, WHIZ-TV, Zanesville, O.—at Sun Valley, Ida., Sept. 20-22; Cedar Rapids, Ia., Sept. 23-24; Minneapolis, Sept. 25-26. James H. Moore, WSLS-TV, Roanoke, Va.—at Milwaukee, Sept. 28-29; Indianapolis, Sept. 30-Oct. 1; Cincinnati, Oct. 1-3. W.D. Rogers Jr., KDUB-TV, Lubbock, Tex., has conducted clinics in Seattle, San Francisco and Los Angeles.

Station Accounts: First of NBC-TV's so-called "coordinated" programs for its o-&o stations, *Jinx Falkenburg's Diary*, weekdays 1:45-2:30 p.m. starting Sept. 21, already has these participations sold on WNBT, N.Y.: Charles P. Rogers, Belmont Race Track, *The Robe*, Ullman Co., Pro Fresh Spot Remover, Premier Foods, Lysol, Dr. Posner's Shoes, Maltex Cereal, St. Joseph Aspirin, Rountree Candy, Rival Dog Food, International Mineral & Chemical, National Home Show, Pilgrim Laundry. Show is aired locally first 15-min., then piped simultaneously to WNBW, Washington. Spots cost \$275 each on WNBT alone, \$350 if Washington is added . . . "Coordinated" plan also includes *Creative Cookery* starting Oct. 3 from WNBQ, Chicago, Sat. 11 a.m.-noon, piped to WNBT, WNBW & WNBK, Cleveland; homemaking show *Our Place*, Sat. noon-12:30 p.m., starting Oct. 3; beauty show *Here's Looking at You*, Sat. 10-10:30 a.m., starting date unannounced, and other similar participations. Idea may be extended to other stations represented by NBC Spot Sales . . . Trans-World Airlines to co-sponsor *Amos 'n' Andy*, resuming on WCBS-TV, N. Y., Oct. 4, Sun. 2-2:30 p.m.; other sponsor is Cott Beverages Inc., with BBDO and Dowd, Redfield & Johnstone as respective agencies . . . Playskool Mfg. Co.'s "Lincoln Logs" building contest for children, introduced in Philadelphia on *Pioneer Playhouse*, boosted toy sales so sharply during traditional post-Xmas slump last winter that sponsor has bought Sat. 11-11:30 a.m. on Chicago's WBKB for same show starting Oct. 10, thru Friend-Reiss-McGlone, N. Y. . . Admiral, GE, RCA, Westinghouse buy test patterns on new CKSO-TV, Sudbury, Ont. (Ch. 5), Canada's first privately-owned station, due on air Sept. 20 . . . Among other advertisers reported using or preparing to use TV: Alsol Products Co. (Alsol auto wax), thru Furman Co., N. Y.; Merry Mfg. Co., Cincinnati (toys), thru Rowe & Wyman, Cincinnati; Pennsylvania Tire Co. (tires & tubes), thru D'Arcy Adv., Cleveland; Rosita Products Co., Phoenix (Rosarita Brand Mexican foods), thru Rockett-Lauritzen Co., Los Angeles; Yeast Products Inc. (brewers dried yeast), thru Tracy, Kent & Co., N. Y.; Dako Chemical Co., Hawthorne, Cal. (Dish-A-Way detergent), thru Jimmy Fritz & Assoc., Hollywood; Advanced Products Corp., Beverly Hills, Cal. (Jet Glow wax), thru Yambert-Prochnow, Beverly Hills; Gold Seal Co. (Glass Wax, Snowy powdered bleach), thru Campbell-Mithun, Minneapolis; Skinner Mfg. Co., Omaha (Skinner's macaroni), thru Bozell & Jacobs, Omaha; Continental Oil Co. (Conoco gasoline), thru Benton & Bowles, N. Y.; Barton Mfg. Co. (Dyanshine shoe polish), thru Gardner Adv. Co., St. Louis; Northern Paper Mills (Northern tissue), thru Young & Rubicam, Chicago; Hoffman Candy Co., Los Angeles (Cup-O-Gold candy bar), thru Mayers Co., Los Angeles; Calgon Inc. (Calgon water softener), thru Ketchum, MacLeod & Grovc, Pittsburgh; Mason Shoe Co., Chippewa Falls, Wis. (men's & women's shoes), thru Bozell & Jacobs, Chicago; Lone Star Gas Co., Dallas, direct.

Hearing between CBS and Zenith over Ch. 2 in Chicago, on which CBS's WBBM-TV now operates, moved step nearer this week when FCC sent both "McFarland letters." WBBM-TV shifted to Ch. 2 from Ch. 4, operates on channel temporarily pending conclusion of hearing and final court ruling on Zenith's claim Commission had no right to give Ch. 2 to CBS without giving Zenith equal crack at it.

Report of first educational TV workshop, held at Los Angeles Apr. 22-May 1, has been published under title *TV, a New Community Resource* by Council of the National Organizations of the Adult Education Assn. (Wells Publishing Co., Leonia, N. J., \$1).

OFFICIAL COLOR demonstration for FCC has been fixed for Oct. 15, moved back from proposed Oct. 1 date (Vol. 9:37), will be conducted at site to be selected—probably on Long Island. Transmissions will be provided by NBC, CBS & DuMont, and dozen or so set makers will show one color receiver each, though some offered to provide more if Commission desires.

At amicable FCC-industry conference at Commission Sept. 18, the following outline of demonstrations was presented by Philco v.p. David Smith, speaking for industry, accepted by FCC staff group headed by Broadcast Bureau chief Curtis Plummer:

(1) NBC will present 15-20-min. WNBT studio program running about 12-12:20 p.m.; then, with AT&T, will show both coaxial and microwave transmissions with closed-circuit loop to Washington and back.

(2) CBS will handle outdoor colorcast over WCBS-TV starting about 1 p.m.

(3) DuMont, with its experimental uhf KE2XDR, will show standard NTSC color test patterns and slides.

Commissioners and staff were welcomed to observe preparations earlier in week and to stick around after demonstrations to experiment with sets themselves. About 20 from FCC will attend. DuMont's uhf will be on all day.

In calling conference earlier in week, Commission asked that demonstrations include variations in lighting levels at studio and receiver locations, opportunity to compare original subject matter with received image, wide range of hue and chroma, closeups and distant shots, normal and rapid movement. Smith said industry would be glad to comply.

Hell-bent for speed, RCA was a bit miffed at 2-week delay from proposed Oct. 1 date, v.p. & gen. counsel Robert Werner saying new date was arranged without RCA's knowledge after "a GE representative" called Commission. Werner said RCA is ready for Oct. 1 but would go along with whatever FCC desired. RCA also offered its Centre Theatre for the demonstration, plus more color sets and further demonstrations if Commission wants more. RCA's next showings are Sept. 21-22, in Chicago, for convention of Assn. of National Advertisers and press; demonstrations will be closed-circuit from New York. [For Comr. Edward Webster's opinion on color timetable, see p. 10.]

Four new community antenna systems being built, as reported by Jerrold: Elkins, Hinton & Weston, W. Va., and Walla Walla, Wash. Last is joint Jerrold-J.H. Whitney project, has 11-mi. run of 1¼-in. cable from 4000-ft. Pike's Peak; cable is being buried by Western Electric cable-laying machine. And Jerrold public relations mgr. Ben Katz, just back from Sept. 15-16 TV show promoted by TV Cable Co., Oil City, Pa., as sendoff for its closed-circuit originations, says attendance and enthusiasm were comparable to that ordinarily accompanying start of new TV stations. Local newspapers joined in promotion, reaped heavy windfall of dealer ads.

New monitoring system for TV stations—the "Monitran"—now in production by RCA, transmits both picture and sound via coaxial cable and permits use of standard commercial TV sets for monitors. No modification of TV sets is necessary, and one Monitran can feed any number of monitors throughout studio. Monitored signal can be transmitted via cable on any vhf channel, doesn't interfere with use of receiver in picking up pictures off the air from other stations. Price is \$565.

Industrial and other films offered stations without cost are listed in new edition of *Directory of "Free" TV Film* just released by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Julienne Dupuy, editor).

FALL TV MARKET ISN'T ALL MILK & HONEY: Color, inventories, uncertainties about uhf -- all these factors, plus some which aren't as readily apparent -- combine to put industry in a mood of cautious optimism as it surveys fall & winter outlook. TV set makers hope business will be good, and most think it will be good -- but they also have their fingers crossed against possibility of disappointment.

In talking to manufacturers this week at RETMA industry conference in N.Y., we found the element of restraint was most evident. As for predictions, there was no uniformity in their evaluations of the fall market, and all seemed guarded in their observations. (For other RETMA news, see Topics & Trends, p. 14.)

Though new markets are opening up at fast clip, trade doesn't seem much excited. As one big manufacturer put it, "It takes a helluva lot of little towns going on the air to make up for those big drops in places like New York and Philadelphia."

Color worries some industry leaders more than they'll admit. A high Zenith official told us he fears Christmas business will suffer as new color standards move closer to acceptance, with much attendant publicity, and as consumers begin to ponder sinking money into black-&-white when color is promised in few years.

Wait-for-color philosophy has already cut deeply into big-screen sales. The 24 & 27-in. sets aren't moving anywhere near as well as anticipated, we were told by several manufacturers, who agreed that the thoughts of color were at least partly responsible for decisions of some consumers not to buy at this time.

You could get optimism on color, too. DuMont's Dan Halpin sides with those who theorize that a color set displayed on showroom floor beside black-&-white will stimulate sales of latter. And James M. Toney, RCA Victor's distribution director, told dealers in Washington, at the first of series of NARDA regional meetings, that color will be "the biggest bonanza ever when it is mass produced."

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Immediate spectres of overproduction and bloated inventories are giving rise to some apprehension. Factory inventories have been dropping in last few weeks, now standing at slightly under 600,000 -- but total in all pipelines is about 2,000,000. All levels of industry are keeping much closer tab on inventories than ever before.

You could get almost any shading of opinion on production this year. One major manufacturer expressed belief industry shouldn't try to exceed 6,500,000 TVs. Beyond that figure, he foresaw risk of overproduction and danger of recurrence of dumping evils of early 1951. Another TV maker disagreed, saying industry is too smart today to overproduce -- "we've learned a lot since the early days and we know you just can't jam sets down the throats of distributors and dealers anymore."

Prices for balance of year should remain firm -- certainly no lower, perhaps no higher. All majors except Motorola have already raised prices during last few months (Vol. 9:36). This week GE raised prices \$10 on 11 of its 24 vhf-only sets and on 3 with built-in uhf. GE said boosts were necessary because of increased material costs, made no mention of longer dealer discounts.

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Uhf could be the key to success or failure of fall market, some believe. It's common knowledge that uhf sales in many areas have been below expectations this year. Having just concluded a cross-country tour of key markets, Halpin blames the failure of many stations to meet announced on-air dates -- but biggest headache is unfamiliarity of dealers & servicemen with technical uhf problems of installation, servicing, etc. Stations have more recently been more cautious about on-air promises, and technical problems are generally being overcome, says Halpin.

That business is picking up in such saturated markets as Washington, Chicago and Philadelphia was evident in scattered retail trade reports this week. Seasonal

lift to market these days is to be expected, what with new network shows, and the upcoming football season, World Series, etc.

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TV production totaled 141,322 (5437 private label) week ended Sept. 11, down from 160,070 preceding week and 166,383 week ended Aug. 28. It was the year's 36th week, compared with 156,987 corresponding week in 1952, and bring's year's total output thus far to approximately 5,150,000.

Radio production also declined, totaling 225,978 (92,369 private), down from 233,864 week ended Sept. 4 and 239,454 week before, compared with 208,809 in 1952. Week's radios: 88,724 home, 29,734 portable, 32,148 clock, 75,372 auto.

Trade Personals: Sol W. Gross rejoins Emerson as sales v.p., having resigned in 1944 as a director and v.p. for production & purchasing to form Tele-tone, now out of business; most recently he was Pacific Mercury's eastern sales rep. David J. Hopkins continues as sales & adv. director, reporting to Gross . . . Robert E. Peterson, exec. v.p., Standard Coil Products Co., has taken 3 months leave of absence to recuperate from recent illness . . . Wm. L. Dunn, Raytheon v.p. for sales & engineering, resigns to accept undisclosed connection outside TV industry; Dan Halpin, DuMont, succeeds him as chairman of RETMA sales mgrs. committee . . . Harry Schecter, ex-gen. mgr. of CBS-Columbia Distributors Inc., N. Y., elected CBS-Columbia sales v.p.; Mort Barron promoted to adv. operations mgr. . . . Elwood W. Schafer, ex-GE & RCA, recently v.p. of National Union Radio Corp., named asst. to Charles F. Stromeier, CBS-Hytron manufacturing-engineering v.p. . . . Glen McDaniel, RETMA president, appointed chairman of international & comparative law committee, American Bar Assn. . . . Henri G. Busignies, technical director of IT&T's Federal Telecommunications Labs, appointed a v.p. and member of management advisory board . . . Edward Schulz, ex-NYU professor of management & industrial relations, named RCA Labs personnel director . . . Nathaniel M. Marshall promoted to eastern district mgr., General Precision Labs, in new sales setup under TV dept. mgr. E. Arthur Hungerford Jr.; Edward Manzo assigned as southeastern mgr. out of Atlanta, and Robert F. Johnston, ex-WILL, Champaign, Ill., named midwest mgr., Chicago . . . Jack D. Hughes, Littlefuse sales v.p., promoted to v.p. & operations gen. mgr. . . . Stanley Niciejewski appointed sales mgr., Sarkes Tarzian rectifier div.; Alfred D'Urso named asst. mgr. for distributor sales, Fred Lucas asst. mgr. for industrial sales . . . Isadore Waber, ex-Radio Electric Service Co., named sales v.p. of C-B-C Electronics Co., Philadelphia, producing TV tube brighteners . . . Allen N. White, ex-Bendix Radio, named sales promotion mgr., Westinghouse TV-radio div., succeeding Fred S. McCarthy, resigned . . . Ed Berliant has organized Ed-Berl Products Inc., 7 Garden Pl., Baldwin, L. I., manufacturing electronic tool kits.

New RETMA committee chairmen, elected at industry conference this week in N. Y.: Max Balcom, Sylvania, for TV-radio industry; F. R. Lack, Western Electric, for electronics industry. Other RETMA actions: (1) Authorized 9 new div. directors. (2) Added 14 new members, bringing membership to 355. (3) Authorized pres. Glen McDaniel to oppose any move to classify subscription TV as common carrier. (4) Approved office of paid mgr. for electronics affairs.

Walter S. Marder, Daystrom Furniture, elected pres. of National Assn. of Furniture Mfrs., succeeding Wm. Brenner, Wm. Brenner Industries. John M. Snow, ex-National Sales Executives Inc., elected exec. secy., succeeding J. C. McCarthy, retired.

Distributor Notes: CBS-Columbia Distributors Inc., New York, appoints Martin L. Scher, ex-IT&T Distributing Corp. (Capehart-Farnsworth), as gen. mgr., succeeding Harry Schecter, new CBS-Columbia sales v.p. . . . Capehart-Farnsworth appoints Callander Distributing Corp., Columbus, O. (D. G. Callander, pres.); Allied Distributing Co., Omaha (W. H. Rieke, gen. mgr.) and Appliance Wholesalers Inc., San Antonio (Emory A. Roscheni, pres.) . . . Emerson appoints Woodward Wight & Co., New Orleans (L. C. Deckbar, pres.) . . . Lone Star Wholesalers, Dallas Bendix distributor, adds Crosley TV line; Apollo Distributing Co., Newark (Crosley & Bendix) appoints Wm. H. Jarvis sales mgr. . . . DuMont N. Y. factory branch names Harry Ripps as sales mgr., succeeding Philip P. Geth, now gen. mgr. . . . Arvin names Banks-Miller Supply Co., Huntington, W. Va.; McCutcheon Distributing Co., Pittsburgh (Arvin) elects Charles E. Klein pres., succeeding Earl McCutcheon, resigned . . . Olympic Radio forms Olympic of So. California Inc. (John Tracy, pres.), 6101 So. Central Ave., Los Angeles, as L.A. area distributor . . . Bruno-New York Inc. (RCA Victor) names Norman Axelband sales promotion mgr. . . . Sacramento Electronics, Sacramento (Raytheon) appoints Edward C. Berick sales mgr. . . . Westinghouse Electric Supply Co., Los Angeles, names George W. Oliver, ex-Leo J. Meyberg Co. (RCA) as sales promotion mgr. of consumer products . . . Canadian Admiral Sales Ltd., 207 Second Ave. W., Vancouver, B.C., has been set up to distribute in British Columbia and the Yukon . . . Capehart appoints Coby Distributors Inc., Wilkes-Barre, Pa. (Stanley Green, pres.) and Paul-Jeffret Co., Syracuse (Samuel P. Solomon, pres.).

New National Electronic Distributors Assn. officers elected this week at St. Louis convention: pres., Dahl W. Mack, Scranton Radio & Television Supply Co., Scranton, succeeding W. D. Jenkins; exec. v.p., L. B. Calamaras, Chicago, reelected; 1st v.p., Anthony Dabowski, Dymac Inc., Buffalo; 2nd v.p., J. V. Tonahill, Scooter's Radio Supply Co., Ft. Worth; secy., Albert Steinberg, Albert Steinberg & Co., Philadelphia; treas., R. C. Whitehead, Whitehead Radio Co., Columbus, O. Reelected chairman was Aaron Lippman, Aaron Lippman & Co., Newark, with following board members: J. G. Prestwood Jr., Prestwood Electronics Co., Augusta, Ga.; John G. Bowman, J. G. Bowman & Co., Chicago; R. V. Weatherford, R. V. Weatherford Co., Glendale, Cal.; H. Tory Horn, Western Electronic Supply Co., Seattle; Henry F. Morrison, Morrison's Radio Supply Co., Ashtabula, O.; H. M. Carpenter, Thurow Distributors Inc., Tampa.

Dr. Colin G. Fink, 71, one of world's leading chemists, whose inventions included discovery of tungsten filament, died Sept. 17 in Red Bank, N. J. As a GE researcher, he developed copper-clad nickel and steel lead-in wire to substitute for platinum in electron tubes and lamps.

Walter M. Skillman, 55, mgr. of marketing administration for GE's TV-radio div., ex-GE district mgr. in Dallas, died in Lankenau Hospital, Philadelphia, Sept. 15.

Topics & Trends of TV Trade: The electronics boom, paced by TV, had big National Electronic Distributors Assn. (350-plus members) in high state of exuberance at St. Louis convention this week, judging from what they said publicly and to newsmen. For example, past pres. W. D. Jenkins, who heads Radio Supply Co., Richmond, was quoted as saying:

"If any business is depression-proof, this is it. People might stop buying new TV sets, but as the sets get older they need more repairing. That means sales of tubes and other parts." And NEDA chairman Aaron Lippman, head of Newark company bearing his name:

"We're in the most envious business in the world. Ten years from now you won't be able to turn around without turning to electronics—in your office, at home, in your car—and practically every object you use will be made with electronic devices in the background. All of that means a bigger market for replacement parts."

Panel topics also reflected the optimistic moods: "How to Provide Proven and Adequate Facilities for Expansion" and "How to Finance Future Growth."

These middlemen handle no receivers, for most part, dealing mainly in components and accessories. TV equipment is biggest item, and some idea of the growing magnitude of their business is given in figures quoted by John T. Thompson, GE mgr. of tube replacement sales. Replacement market for receiving tubes, he estimated, would run 123,000,000 in 1954; 133,500,000 in 1955; 150,000,000 in 1956; 152,000,000 in 1957. It will taper down to 150,000,000 in 1958 and to 140,000,000 in 1960, he added.

Picture tube replacements were estimated as 4,200,000 in 1954, black-&-white; 5,500,000 in 1955, of which 50,000 will be color; 7,550,000 in 1956, of which 350,000 will be color. By 1959-60 volume will level off to 6,500,000 units, of which 2,000,000 will be color, the GE marketeers estimate.

RCA's R. B. Sampson figured distributors' sales of all electronic parts and equipment this year at around \$650,000,000, compared with \$600,000,000 last year and \$360,000,000 in 1950. Next year, he predicted, it will hit \$800,000,000 and by 1955 it will reach \$1 billion.

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Ray A. Rich, Philco v.p.-refrigeration div., forecast a \$7.5 billion volume of retail trade in TVs and appliances by 1960, about twice present volume, in speech Sept. 16 at fall conference of Bureau of Home Appliances of San Diego County, Cal. Rise was attributed to increasing population, larger payrolls, more family group formations—plus replacement market for electric appliances such as refrigerators, ranges and TV sets.

The U. S. economy is a dynamic one, said Rich, and by 1960 the nation will enter an era of prosperous living for all greater than any yet known. Citing growth of the appliance industry, he pointed to 1941 sales of 20,284,400 major appliances and radios at \$1,295,572,150 retail, rising in 1951 to 26,244,000 units (including TVs) at \$4,927,707,300. For 1960, he predicted sales of 6,000,000 refrigerators, 2,500,000 electric ranges, 2,400,000 electric clothes dryers, 5,000,000 ironers and nearly \$1 billion worth of air conditioners.

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Canadian TV boom, and how it spreads prosperity not only to allied electronics industries but also stability to such basic economic businesses as steel and textiles, is described in Sept. 12 *Financial Post*, Toronto; it foresees TV sales of nearly 400,000 this year, as against 146,370 last year.

Sylvania breaks ground for 50,000-sq. ft. tube plant at Fullerton, Cal., near Los Angeles, due for completion by March, 1954.

Trade Miscellany: Record Industry Assn. of America will launch 3-week promotion of phonograph players in Baltimore Oct. 5 to study relationship of sales of players and records; list will be kept of all new phonograph buyers, and after 120 days RIAA will query them on how many and what type of records they've bought since then . . . N. Y. residents spend \$167,000,000 a year on TV & radio, \$250,000,000 for appliances, according to *New York Times* survey . . . Raytheon's TV-radio div. has prepared new 20-min. sales training film in color titled *Nothing to Argue About* . . . Kansas City municipal committee shelves proposed ordinance for mandatory inspection of all TV antennas, instead amends building code for safety regulations, to include safe grounding of supporting poles and masts, and lightning arrestor for lead-ins . . . Temple U survey of Philadelphia families early this year showed more than 50% of families interviewed bought TV sets at discounts averaging 25% . . . George's, largest Washington TV-radio retail chain (12 stores), plans to add home furnishings line in near future, pres. Geo. Wasserman saying move's due to low markups on TVs and appliances.

Cumulative TV sales by Canadian factories will total about 575,000 by end of year, representing retail value of \$250,000,000, reports RTMA of Canada on basis of sales to date. It gives this breakdown: Sales prior to 1950—8212, value \$3,418,500; in 1950—29,611 at \$12,858,083; in 1951—40,615 at \$21,237,442; in 1952—146,373 at \$64,677,682; estimate for 1953—350,000 at \$148,750,000. TV sales first 7 months this year totaled 134,472, at average price of \$384, compared to production of 187,833. Projected production figures estimate 134,420 sets will be turned out in next 3 months. For July alone, sales were 9332, production 19,980, inventory 59,715 at month's end. Toronto led in sales with 2783, Quebec 2394, Hamilton-Niagara 1120, British Columbia 1024, Ottawa and eastern Ontario 883, Windsor 673, other Ontario 313, Prairies 75, Maritime provinces 67.

Shipments of TVs to dealers totaled 3,335,262 in first 7 months, when production was 4,150,525, according to RETMA's state-by-state and county-by-county tables released this week and available from RETMA upon request. It represented 39% gain over first 7 months of 1952, when shipments were 2,406,757, as against production of 2,517,157. Every state in nation shared in shipments, New York as usual leading with 314,778; Pennsylvania second, 281,831; California third, 264,834. Montana, where Butte's KOPR-TV (Ch. 4) and KXLF-TV (Ch. 6) went on air in Aug., trailed list with 1461 sets—but, as portent of better days to come, 802 of them were shipped in July alone, as compared with only 659 for entire preceding 6 months. For July, TV shipments totaled 313,012, compared with 326,394 in June and 288,247 in July 1952.

Video Products Corp., 370 Seventh Ave., N. Y. (Richard A. Marsen, pres.) filed petition under Chapter XI of the Bankruptcy Act in N. Y. Federal district court this week, proposing 100% settlement payable in monthly installments of 2% after 6 months. Firm has plant in Red Bank, N. J., and same interests own Sheraton Television Corp., making TV sets under that brand name. Liabilities are estimated at \$945,000, assets at \$878,000. Largest creditors are RCA, \$143,000; GE, \$75,000; Sylvania, \$42,135; Standard Coil, \$30,000; Empire Coil, \$30,000; Buck Engineering Co., \$17,250; American Specialty Corp., \$13,500; Thomas Electronics, \$11,000; Arcturus Electronics, \$9000; Hytron, \$8260.

Canadian Admiral reduces price of its 17-in. mahogany plastic table model from \$270 to \$250, sets these other prices: 24-in. mahogany or walnut open-face console \$650, blonde \$670; 27-in. mahogany half-door console \$850; 27-in. blonde full-door console \$900.

Electronics Reports: Swift progress toward age of the automatic electronic factory was revealed this week by Navy, Bureau of Standards and Air Force. Navy Bureau of Aeronautics and Bureau of Standards removed security wraps from "Project Tinkertoy," completely automatic pilot plant to produce electronic assemblies. Plant, located near Pentagon in Arlington, Va., is result of work begun in 1950. It uses printed circuits, adhesive tape resistors and special ceramic capacitors made from raw and semi-processed materials within the plant. Only major parts not produced automatically are tubes.

System is based on "modular" design, employing series of small wafers as building blocks, each containing a sub-sub-assembly. All operations, from manufacture of resistors and capacitors to quality control (inspection and test by electronic computer) are automatic. Pilot plant is geared for production of 1000 "modules" per hour. Project Tinkertoy will be adapted to production of military equipment by Sanders Associates Inc., Nashua, N. H., research and development firm. Among first automatically produced items will be radio altimeter, sonar device and radio control receiver. Kaiser Electronics div. of Willys Motors Inc. designed and constructed several of the machines, and holds contract to carry out pilot production.

Another approach to automatic electronic plants is described in Sept. issue of Stanford Research Institute's news bulletin, *Research for Industry*, outlining progress after 3 years work on Air Force contract to develop automatic production techniques for electronic equipment. Automatic production line designed by Institute's Advanced Techniques Laboratory could turn out approximately ten 5-tube electronic assemblies per minute. Institute's improvements in etching techniques for printed circuits have lowered etching time to 30 seconds from 3-11 minutes previously required. Another development is machine which can align and attach resistors and capacitors into circuit at rate of .4 second each. Copies of bulletin describing automatic production line are available from Stanford Research Institute, Stanford, Cal.

* * * *

New TV film equipment by 3 manufacturers will be described at National Electronics Conference at Chicago's Hotel Sherman, Sept. 28-30. Among engineering papers will be description of RCA's new low-priced vidicon film reproduction camera, slated for production by year's end, by RCA's H. N. Kozanowski; *Continuous All-Electronic Scanner for 16mm Color Film*, by Motorola's V. Graziano & K. Schlesinger; *New TV Film Scanner*, by Philco's F. J. Bingley. Other papers of interest to TV engineers include *Alignment of a Monochrome TV Transmitter for Broadcasting NTSC Color Signals*, by Philco's J. F. Fisher, and *Transition Effects in Compatible Color TV* by Philco's J. B. Chatten & R. C. Moore.

Slash in govt. tax aid to industrial expansion, announced recently by defense mobilizer Arthur Flemming, isn't expected to be applied to electronics. Flemming said expansion goals under tax amortization program will be decreased for some industries. Because of importance of electronics in long-range defense planning, most govt. observers don't believe industry's goal will be changed. Goal or tax-aided expansion of electronic productive capacity is \$396,000,000, of which about 76% has already been authorized. This figure doesn't include construction of facilities for research and development, which are handled on case-to-case basis with no specific goal.

K. T. Keller resigned this week as director of Defense Dept.'s guided missiles office to resume chairmanship of Chrysler Corp. Defense Dept. said Keller recommended last June that office be abolished "in view of the present advanced state of guided missile development."

Financial & Trade Notes: Indiana Steel Products Co. reports record sales and profit for first 6 months of 1953, although dollar sales figures aren't given in report. Net income was \$209,602 (\$1.47 a share) compared with \$145,165 (\$1.02) for first half 1952. Pres. Robert F. Smith, in letter to stockholders, reported record 6-month production, and said 14,000-sq. ft. of plant space will be added by Nov. in Valparaiso, Ind. Company will shortly begin production of Indox, "the first entirely new magnetic material since the introduction of Alnico in 1931." It's a ceramic-type magnet using no critical materials "certain to find wide usage in TV [and] is suitable for new uses which should broaden the field of permanent magnet application."

Raytheon stockholders Sept. 18 approved increase in authorized common stock from 3,000,000 to 4,000,000 shares, but pres. Charles F. Adams Jr. said market conditions have caused management to postpone plans to issue additional shares. He said company plans to pay stock dividend when market conditions improve, but there is no chance of cash dividend unless excess profits tax expires. He said company's sales for 3 months ended Aug. 31 were in excess of the \$31,000,000 reported for same period last year, with net profit about the same as last year's \$640,000 (27¢ a share).

Howard W. Sams & Co., Inc., Indianapolis, electronics data publishers, will propose at Sept. 28 stockholders meeting issuance of an additional 60,000 shares of common and 1000 preferred stock and elimination of present sinking fund requirement for redeeming preferred. New issue is proposed to acquire additional working capital. Latest Sams statement shows net sales of \$1,293,225 for 6 months ended June 30, profit of \$83,745 before taxes, estimated Federal taxes of \$56,000. Total assets are \$636,835, running 2.21 to 1 over liabilities.

Packard-Bell expects volume for fiscal year ending Sept. 30 to exceed \$32,000,000, partly as result of sales of hollow-core flush doors, first item in its program of diversification, which will embrace other consumer products soon.

Oxford Electric Corp., Chicago (speakers) reports sales of \$2,498,063, net profit of \$57,000 (24¢ a share) for first half 1953, compared with \$1,261,151 and \$6886 (3¢) same 1952 period.

Dividends: Packard-Bell, 25¢ payable Oct. 26 to stockholders of record Oct. 9; Motorola, 37½¢ Oct. 15 to holders Sept. 30; ABC-Paramount, 25¢ Oct. 20 to holders Sept. 25; IT&T, 25¢ Oct. 14 to holders Sept. 18; Corning Glass, 25¢ Sept. 30 to holders Sept. 21.

Sightmaster Corp., for 9 months ended June 30, reports sales of \$820,000, net earnings of \$84,000 vs. \$260,000 sales and loss of \$8000 same period last year.

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DuMont transmitter div. realigned technical and sales service setup this week, with div. mgr. Herbert Taylor promoting Charles E. Spicer to sales operation mgr. and head of sales engineering dept. Joining Spicer's staff are Robert Bollen, ex-WDTV, Pittsburgh; W. K. Terrell, ex-WABD, N. Y.; Felix D. Bonvoulior, ex-WAAB, Worcester; Lyle O. Keys, ex-Philco; Lawrence Litchfield, ex-DuMont research; Frank Klimowski, ex-Stavid Engineering Co.; Norman C. Ritter, ex-Keith Electrical Co., Des Moines—latter 2 among those who built WOI-TV, Ames, Ia. Stephen Pozgay has resigned to become mgr. of upcoming WNAM-TV, Neenah, Wis. Kenneth Petersen has been assigned to New England and Vernon Russell to southeastern territories.

Donald McNicol, 78, onetime asst. to pres. of RCA, editor of *Telephone & Telegraph Age*, editorial director *Radio Engineering* and 2-term mayor of Roselle Park, N. J., died Sept. 17 at Roselle Park.

Telecasting Notes: Audience and network, as well as sponsor and agency, were naturally disturbed by the sound and fury over someone's discovery—first hinted on Walter Winchell's telecast—that Lucille Ball (*I Love Lucy*) had registered as a Communist in 1936. She explained to Rep. Jackson (R-Cal.) that she had done so to please her aged grandfather, now deceased, but had not voted in the election. She got clean bill from him—but lots of unwanted publicity. Telegrams and calls to CBS Hollywood headquarters, said v.p. Harry Ackerman, were mostly favorable. "The people seem to think this thing is silly, not serious. They all love Lucy." CBS-TV recently signed Miss Ball and husband Desi Arnaz to \$8,000,000 contract, and spokesmen for sponsor Philip Morris said at no time were they even considering invoking usual "morals" clause . . . Is daytime TV going the way of daytime radio—dominantly soap opera? *Variety* apparently thinks it is, headlines Sept. 16 article "More Soap in Daytime TV Eye," reports that soap and detergent manufacturers are "preparing to invade daytime TV in a big way next year." It sees "tipoff" in fact that Young & Rubicam has set up new daytime TV development dept. under its daytime radio chief Beverly Smith after having pulled out of all production in last few months. "Smith expects to have at least one soaper ready to put on the air by the first of the year," says *Variety*, "and with that as a starting point, expand the dept. into a full-fledged operation, with complete production staffs for each show" . . . Marion Harper Associates Inc., outdoor poster research organization, reports that use of TV in addition to billboards can increase an advertiser's "outdoor observation score" by as much as 5% . . . WKNB-TV, New Britain-Hartford (Ch. 30) has purchased 4½-acre plot in W. Hartford and next month starts new 160x130-ft. modern structure to cost \$350,000 and featuring main TV studio 60x40x20-ft. . . . KTLA, Los Angeles, originates two 3-hour roller derby telecasts from Edmunds Field, Sacramento, 360-mi. via AT&T microwave, Sept. 14 & 21 . . . Songstress Jo Stafford signs 4-year exclusive contract with CBS-TV, thru General Artists, calling for total payments of \$1,000,000; she will be used on colorcasts . . . Dave Garroway, with 3 NBC shows, has had contract extended to 1960 . . . DuMont hikes rates of its WABD, New York, from \$2200 to \$3200 per Class A hour, of WTTG, Washington, from \$850 to \$950, both effective Oct. 1 . . . WWJ-TV, Detroit, has published new Rate Card No. 12, effective Sept. 1, establishing Class AA base rate at \$1600 an hour, min. \$320; Class A rate is \$1400 & \$280 . . . WTAO-TV, Cambridge-Boston (Ch. 56), which began operation Aug. 31, appointed Everett-McKinney as rep.

Only one application for new TV station was filed with FCC this week—by San Diego printer Elliott L. Cushman (Southwest Color Press); he's also gen. mgr. of *San Diego Shopping News*. He seeks Ch. 21 there, first and only applicant for that uhf channel. With grants and dismissals this week, applications still pending have gone down to 479 (142 of them uhf), continue to dwindle each week. [For further details about foregoing application, see *TV Addenda 17-K* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

AT&T network service was extended Sept. 16 to WAKR-TV, Akron (Ch. 49) and WILK-TV, Wilkes-Barre, Pa. (Ch. 34). Wilkes-Barre interconnection follows temporary microwave route with terminal at Big Boulder ski run in Pocono Mountains, whence signals are transmitted to WILK-TV's transmitter site at Penobscot Mt., Pa. Network TV service is now available to 166 stations in 107 U.S. cities.

Defying TV-radio blackout of delayed blow-by-blow accounts of Sept. 24 Marciano-La Starza heavyweight championship bout, New York radio WOV announced it would recreate round-by-round from wire service reports. There were indications other stations would follow suit. Because bout is being carried exclusively on theatre-TV, International Boxing Club has "banned" blow-by-blow summaries from TV-radio stations, although they're carried by the wire services. NARTB pres. Fellows Sept. 16 scored IBC action as "arbitrary and capricious," expressed doubt that club has "privilege of ordering that broadcasting stations may not pick up and broadcast such material as they may receive from the wire services to which they subscribe." Total of 44 theatres in 33 cities will carry fight on Theatre TV.

Canadian Broadcasting Corp. board of governors will consider 12 applications for TV licenses, including first for uhf, among other duties at Sept. 24 meeting in Ft. Garry Hotel, Winnipeg. The applicants: Calgary, Alta.—Calgary Television Ltd., Ch. 5. Edmonton, Alta.—Edmonton Television Ltd., Ch. 3; Wm. Rea Jr., Ch. 3; Sunwapta Bestg. Co., Ltd., Ch. 3. Kingston, Ont.—Brookland Co. Ltd., Ch. 11. Kitchener, Ont.—Central Ontario Television Ltd., Ch. 13; Grand Television Ltd., Ch. 13. Peterborough, Ont.—Brookland Co., Ch. 22. Charlottetown, P.E.I. — Island Bestg. Co. Ltd., Ch. 13. Saskatoon, Sask.—A. A. Murphy & Sons Ltd., Ch. 8; Saskatoon Community Bestg. Co. Ltd., Ch. 8; Saskatoon Star-Phoenix Ltd., Ch. 8.

NARTB's "5 major accomplishments" in the last year, as outlined in annual report of pres. Harold E. Fellows being delivered at current district meetings: (1) Defeat of Johnson baseball bill. (2) Reduction by FCC of its operator requirements and provision for remote transmitter control. (3) Provision for group tower insurance plan. (4) Success in drive to remove talent fees from consideration in overtime payments required by wage & hour regulation. (5) Public relations cooperation with such organizations as UN, Advertising Council, veterans, civic and religious groups. Fellows reported 192 active station TV memberships in NARTB plus 4 networks, radio members 1099, associate members 109, TV code subscribers 155.

Text of new rule regarding mileage separation, proposed this week by FCC (see p. 3): "If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within 5 miles of, the minimum separation requirements of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610." Comments may be filed on or before Oct. 26.

Worst air crash in history involving a radio tower was Sept. 16 disaster when American Airlines plane struck two 364-ft. towers of WPTR, Albany, killing all 28 aboard. Crash came within 6 weeks of wreck Aug. 8 in which 2 were killed when light plane struck guy wire of 1034-ft. tower of WHUM-TV, Reading, near Pine Grove, Pa. (Vol. 9:33). CAB is investigating both accidents. Albany station went off air only for few seconds, and towers were not seriously damaged.

Power increases & channel shifts: WMBR-TV, Jacksonville (Ch. 4) now putting out full 100 kw, up from 14.8; WLWA, Atlanta, plans to shift from Ch. 8 to Ch. 11 Sept. 20, boost power to 316 kw within 60 days. Shipped this week were RCA 10-kw driver units to WEWS (Ch. 5) & WNBK (Ch. 3), Cleveland, and 25-kw to KTVH, Hutchinson, Kan. (Ch. 12). Also GE 12-kw transmitter to KETX-TV, Tyler, Tex. (Ch. 19) and 6-bay antenna to KTNT-TV, Tacoma, Wash. (Ch. 11).

Television Digest

with **ELECTRONICS** REPORTS

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THE SHAPE OF NETWORK TV GROWTH TO COME: Clear-cut prediction of network TV growth, one of the very rare post-freeze estimates by a responsible network official, was offered this week by CBS-TV president Jack Van Volkenburg. As member of TV panel at Sept. 22 meeting of Assn. of National Advertisers in Chicago, he stated that:

(1) CBS-TV affiliates now number 140, with 41 of them "must buy" and other 99 "optional". The 41 cover 21,000,000 homes. Though only 41 are "must", average national advertiser buys 63, many more than 100. Gross nighttime half-hour rate for the basic network is \$25,827.

(2) By Jan. 1, 1954, network will be about same size, half-hour rate will be \$27,800 and 22,500,000 homes will be reached.

(3) "Situation in 1955 is impossible to pinpoint."

(4) "Ultimate development stage" will come in 1956, when CBS-TV will comprise 59 "must buy", 51 "basic optional" and 125 "supplemental" stations. Cost of nighttime half-hour on "must" stations will be \$48,000, reaching 35,000,000 homes.

(5) Stations will be both vhf and uhf, depending solely on circulation.

All network representatives on panel -- including Van Volkenburg, NBC's Pat Weaver, ABC's Robert Kintner, DuMont's Chris Witting -- reiterated that an advertiser needn't have a giant budget to buy network TV; that "it comes in all sizes"; that "flexibility" is the byword as more stations go on air and more AT&T inter-connection facilities become available for regional networks, etc. For example, Witting pointed out, DuMont has as many as 5 football games going some Sundays, sold to different regional sponsors.

FCC chairman Rosel Hyde, asked if small stations can be supported without network affiliations, said: "We haven't concluded that a station must have a network to exist. TV is a new and growing industry. We have hopes that film, tape and other efficient techniques will help. But the Commission depends on the judgment and prudence of the applicant." As of today, he added, he sees about 750 TV stations in prospect -- about 525 already granted, about 200 more channels sought. The 750, he said, should cover 80% of population, give most viewers choice of 3.

AT&T'S UNPRECEDENTED RATE OF CONNECTIONS: AT&T uncorked its Sunday punch this week, announced that in the few days remaining this month it will bring network service to so many stations that total new connections for September will total 41 stations in 35 cities -- most of them not previously announced. Start of World Series on Sept. 30 undoubtedly sparked unprecedented burst of activity.

Many are relatively simple connections for new stations in cities now getting network service or one-hop microwave to nearby routes -- but some involve first TV service over great chunks of coaxial or microwave previously used for telephone.

Following are stations connected this month or due to be connected before

Oct. 1: Akron, WAKR-TV; Buffalo, WBES-TV; Cambridge, Mass., WTOA-TV; Cedar Rapids, WMT-TV; Columbia, S.C., WNOK-TV; Decatur, WTVP; El Paso, KROD-TV & KTSM-TV, Hampton (Norfolk), WVEC-TV; Johnstown, Pa., WARD-TV; Kansas City, KCMO-TV; Lansing, WILS-TV; Lima, O., WLOK-TV; Little Rock, Ark., KRTV; Louisville, WKLO-TV; Madison, WKOW-TV & WMTV; Memphis, WHBQ-TV; Meridian, Miss., WTOK-TV; Milwaukee, WOKY-TV & WCAN-TV; Minneapolis, WTCN-TV & WMIN-TV; Monroe, La., KNOE-TV; Portland, Ore., KOIN-TV; Raleigh, WNAO-TV; Rockford, Ill., WREX-TV & WTVO; San Diego, KFSD-TV; St. Joseph, Mo., KFEQ-TV; Sacramento, KCCC-TV; St. Petersburg, WSUN-TV; Springfield, Ill., WICS; Tucson, KVOA-TV & KOPO-TV; Warner Robins (Macon), Ga., WMAZ-TV; Waterbury, Conn., WATR-TV; Wilkes-Barre, WILK-TV; Winston-Salem, WTOK-TV & WSJS-TV; Yakima, KIMA-TV.

ADVERTISERS LIKE COLOR, ASK 'WHEN?': RCA-NBC's color pitch to advertisers this week, via closed-circuit show from New York's Colonial Theatre to Chicago's Drake Hotel, was smash success -- no question about it.

The presumably hardened ad managers of big national advertisers, attending convention of Assn. of National Advertisers, reacted as enthusiastically as general public. They applauded singing of Nanette Fabray, laughed at antics of Burton's now-famous lovebirds. Almost invariably, they remarked about excellent rendition of the birds' fluttering multi-colored wings, a critical test.

Will they buy color, however? Undoubtedly -- but. That "but" relates to many factors. They don't know how much it will cost, when it will come, how many stations will handle it, how many sets will be sold. But they say they'll use it. Here are reactions we got from a few ANA members:

Elmer Ward Jr., Goodall Fabrics (Palm Beach suits, etc.) -- "Wonderful. We use a lot of color in printed media. My dad, who is president of the company, has always said that when color TV comes it will be the medium for us. The demonstration didn't show much soft goods, but that fur coat came through beautifully."

Rex Budd, Campbell Soups -- "It looked awful good to us. We'll undoubtedly try it. We'd like to know how it looks with our other products." Campbell's red-&-white soup can was displayed in demonstration.

Robert Barbour, Bakelite -- "What's the word for 'supercolossal'? We don't have many end products ourselves, but it looks terrific for many of our customers. It does an amazing job of showing filmy things, like veils, etc. Most colors are very faithful, though the red on the Lucky Strike package looked a bit orange."

But color doesn't mean much to some, apparently. Said J.A. Burgess, of Gulf Oil Co.: "Oh, it's fine. But what can it do for us? Nothing. What do we have to show? You can't show oil."

NBC gave them a good commercial pitch, delivered by announcer Ed Herlihy. A few of the products shown: Oxydol, Sugar Crisp, Model, Halo, Wheaties, Old Gold, Pride, Parliaments, Cornfetti, Cheer, Duz, Quaker Oats, Prell, Tide, Dreft, Camels.

NBC engineers credited AT&T with wonderful job of microwaving the show. It looked as good to us as previous New York shows. "Reverse compatibility" -- the appearance of black-&-white pictures on color set -- was best yet, with contrast considerably improved. There was slight color tinge, however.

* * * *

Did advertisers have any criticisms? Yes -- size of picture. Almost all asked when larger tube will come. The demonstrations were on six 14-in. sets, each with a 14-in. black-&-white set beside it to show compatibility. Since color tube is round, picture has rounded sides with top and bottom squared off. Area seems to be somewhat less than 14-in. black-&-white rectangular.

Question of size was tossed at NBC's Pat Weaver during TV panel session. He said he'd seen 21-in. and projections in the labs and that they'd come along. [For status report on color tube production, see p. 10.]

Weaver's a fellow with a lot of charm and contagious enthusiasm, and he bubbled over with excitement about color. In answer to other questions, he stated color kines are satisfactory; that coverage of color stations will be same as with black-&-white; that conversion of black-&-white sets would be too costly; that color is bound to produce "some dramatic innovations" in programming.

He admitted "we don't know much about cost of color programming yet, though it will be somewhat higher"; and that good existing color film reproduces well but best color film standards are yet to be chosen and recommended to film producers.

How fast will color sets be produced? Weaver said: "They're guessing about 50,000 next year and a couple hundred thousand in 1955. That's not my guess. I think color will catch on so fast there will be 3-4,000,000 in 1955."

DuMont's Chris Witting asked Weaver why movies haven't converted completely to color, after all these years, if color is so important. Said Weaver: "In the movies, color isn't real; it's unnatural. In TV, it's real."

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On cost of equipping stations for color, Cox stations' Leonard Reinsch said that RCA salesmen quote \$22,000 for equipping stations to rebroadcast color picked up from network, \$450,000 for local origination equipment. ABC's Robert Kintner stated it will cost ABC \$800,000-\$1,000,000 for each studio.

Said Witting, with a grin: "FCC's figures show that networks kept 4¢ of each dollar of billings in 1952, while stations kept 35¢. Looks to me as if the stations, not the networks, ought to finance color."

"Shouldn't we limit our color experimentation to commercials, since sets will be so few?" asked Wm. Weddell, TV v.p. of Leo Burnett agency. Weaver replied that advertisers should get experience in color programs now and that color commercials alone "will hardly move sets."

* * * *

Nothing new on color at FCC this week, though, to surprise of some at Commission, Sept. 23 deadline for filing replies to original comments passed with nary a word from major parties. Messrs. M. Soghoian and S.L. Cooke Jr., of Richmond, pushing both 405-line and 525-line versions of CBS system (Vol. 9:37), filed document to support their claims and attacked compatible system. One Otto H. Luther, Woodville Rd., New Preston, Conn., said he has system featuring vertical scanning.

Industry is still seeking site for official FCC demonstration Oct. 15, first considering then abandoning Western Union Bldg., New York. Meanwhile, CBS is aiming to keep its affiliates in competitive color swim with NBC's, has scheduled affiliates meeting Oct. 9, will outline plans then.

8 MORE START, SOME OPEN NEW TV AREAS: One-a-day average of new station starters, as predicted (Vol. 9:38), is holding up firmly. Eight got under way this week, bringing total to 266 now on air -- 184 vhf, 82 uhf. Many more are nearing completion, so that no diminution of rate is in sight. There have been 57 starters since Aug. 1.

Three sizeable new areas got first outlets this week, all vhf -- Knoxville, Cedar Rapids, Augusta. Second vhf stations went into Albuquerque, Colorado Springs and Tucson, second uhf into Milwaukee & Fresno. Week's starters:

KVOA-TV, Tucson, Ariz. (Ch. 4) put first test pattern on air at 8:42 p.m. Sept. 25, plans to begin programming in time for first World Series game Sept. 30. It's second station in that city, KOPO-TV (Ch. 13) having started in January. NBC-affiliated, it has \$200 base rate, is RCA-equipped. Controlled by radio KTAR, Phoenix, station's pres. & gen. mgr. is R.B. (Bud) Williams, program director Ben Slack, local sales mgr. John C. Underwood Jr., chief engineer Raymond Holsclaw, coordinator of planning & public relations E.P.H. (Jimmy) James. Raymer is rep.

WOKY-TV, Milwaukee (Ch. 19) began test patterns Sept. 25, reported getting many phone calls describing "brilliant picture throughout Milwaukee area." Commercial programming starts next week, with affiliations with ABC & DuMont. It's city's second uhf, WCAN-TV on Ch. 25 having started Sept. 5. Gen. mgr. Lee Bartell reports "conversions are astounding even the most skeptical" and "200,000 sets before Jan. 1 now a reality." Same interests (Bartell-Beznor) also own WMTV, Madison (Ch. 23), which began July 8. RCA equipment is used, with slotted-pylon atop downtown building. Zinn Arthur is commercial mgr. Base rate is \$300. Rep is H-R Television.

WMT-TV, Cedar Rapids, Ia. (Ch. 2) started daily test patterns Sept. 24 on 1-5 p.m. basis, begins special programming Sept. 30 with World Series and goes on 5-11 p.m. schedule thereafter until daytime programs start about Jan. 1. A 703-ft.

Blaw-Knox tower with 6-bay RCA antenna and transmitter give it maximum 100 kw ERP from start. It affiliates immediately with CBS & DuMont. Like radio counterpart, TV is controlled by LeRoy Mark estate, with Wm. B. Dolph as executive officer and part owner; he's mgr. of Fulton Lewis Jr., has interests in various radio stations. Mgr. is Wm. B. Quarton, with Douglas B. Grant as program director; Lew Van Nostrand, sales mgr.; Buzz Hassett, TV sales director; George Hixenbaugh, chief engineer. Base rate is \$300. Rep is Katz.

WROL-TV, Knoxville, Tenn. (Ch. 6), area's first station, began testing Sept. 24 and goes commercial with start of World Series. It got on air just about month after delivery of 2-kw RCA transmitter, is telecasting from temporary antenna atop old FM tower on Sharp's Ridge, plans new tower with 12-bay antenna later. Integrated operation with radio is planned at outset by owner Paul Mountcastle, with veteran W.H. Linebaugh as exec. v.p.-gen. mgr.; John Reese, program director; Fred Andrews, chief engineer. Networks are NBC & ABC. Base rate is \$250. Rep is Avery-Knodel.

KGGM-TV, Albuquerque, N.M. (Ch. 13), first competition for pre-freeze KOB-TV which is now half-owned (with Time Inc.) and managed by ex-FCC chairman Wayne Coy, went on air with first intermittent test patterns Sept. 24 from RCA transmitter on 10,833-ft. Sandia Crest. Commercial debut date is Sept. 30. A.A. Hebenstreit, who owns local CBS outlet KGGM and Santa Fe's KVSF, is pres. & gen. mgr.; Leonard Dodds, chief engineer; E. Jonny Graff, commercial mgr.; Bob Van Driel, program director; Ed Sanchez, production mgr. U.S. Senator Clinton P. Anderson (D-N.M.), ex-Secretary of Agriculture, will be a stockholder. Network is CBS. Base rate is \$250. Rep is Weed.

WJBF-TV, Augusta, Ga. (Ch. 6) went on air with first test patterns Sept. 22, just 6 days after grant -- a record. Veteran broadcaster Joseph B. Fuqua had placed order for 500-watt interim DuMont transmitter before Sept. 16 grant, and it was sent out that day. STA was issued Sept. 18, and 4 days later station started daily test patterns 3-6 p.m. from temporary cross-dipole rigged atop old Colonial mansion on a 300-ft. eminence above city that's used as transmitter house, where 500-ft. Blaw-Knox soon will go up. Fuqua reports he's in no hurry to go on commercial schedule, though area now gets only fringe service from Atlanta & Charlotte, each about 150 mi. He may hold off commercial debut until AT&T interconnects station with ABC & NBC, maybe by mid-Nov.; it's on Charlotte-Jacksonville coaxial route. New 40x60x20-ft. studio building is under construction. J.H. Manning, local airport mgr., new to TV-radio, will be gen. mgr.; Steve Maderson & Thomas J. Hennesy, from AM, commercial & program mgrs.; John Jopling, chief engineer. No rate card yet. Hollingbery will be rep.

KRDO-TV, Colorado Springs, Colo. (Ch. 13), controlled by Joseph H. Rohrer, second vhf in city (KKTU on Ch. 11 having started last Dec. 8), finally got first signals on air Sept. 21 after many delays since first promised for last spring and since delivery of 2-kw RCA transmitter in July. It will be NBC outlet, has not yet released rate card, though \$125 base was set last June. Owner is Joseph Rohrer, with Harry Hoth as commercial mgr.; Jean Gitz, program mgr.; Robert Fitzmorris, production mgr.; Herbert Schubarth, chief engineer. Rep is McGillvra.

KJEO, Fresno, Cal. (Ch. 47), second uhf in that San Joaquin Valley capital, turned on test juice Sept. 20, is now running patterns 10 a.m.-5 p.m. daily, formally dedicates Oct. 1 with Gov. Warren as guest, then on Oct. 2 goes on commercial schedule of 3 p.m.-midnight daily. First reports from station indicate clear picture in 6-county area. Equipment is RCA throughout. This is the project sparked by ex-pres. of American Automobile Assn. J.E. O'Neill, heading local ownership group. Charles Theodore, ex-KTLA, is operations director; Joe Drilling, business mgr.; G.L. Engstrom, information dir. Network is ABC. Base rate is \$250. Rep is Hollingbery.

ONE CP, FCC STATES SHARE-TIME POLICY: Only one grant this week, to KVAN, Vancouver, Wash. (Ch. 12), controlled by publisher-broadcaster Sheldon F. Sackett. FCC picked KVAN over KGON because former applied for Vancouver rather than Portland, Ore., and all other stations built or contemplated in area picked Portland as home base. Decision satisfies "equitable distribution" clause of Communications Act, FCC said.

More CPs are in the making, however, through dropouts and mergers. In Philadelphia, for example, Lou Poller pulled out, leaving Daily News' WIBG free for

grant on Ch. 23. WIBG says it plans to put nearly \$1,000,000 into plant, including studios at Wannamaker's store.

Competition for Hartford's Ch. 3 became a 2-way rather than 3-way affair this week when veteran broadcaster Franklin Doolittle agreed to join WTIC, sell his WDRC, acquire 23.076% of TV grant for \$369,216 if WTIC wins. WTIC's competitor, Hartford Telecasting Co., reorganized this week. Formerly 99% owned by Clifford Strike, applicant now has these major stockholders: Strike, 25.26%; Harry Butcher (chairman of KEYT, Santa Barbara), 24%; George E. Cameron Jr., 24.21%. Oilman Cameron, once owner of KOTV, Tulsa, is lending Butcher \$102,000.

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FCC's first policy statement on operations of share-time stations came this week in response to query from WTCN-TV, Minneapolis, sharing Ch. 11 with WMIN-TV. Station asked if stations must switch according to schedule during crucial point in football game and whether it could produce all commercials "so that continuity in production staff and efficiency can be maintained."

In answer to first question, Commission said station can delay switch for "extremely brief" period during such crucial moments. As for second matter, FCC said: "The Commission recognizes that the practices engaged in by share-time licensees or permittees may take on a variety of forms and, in the absence of exceptional circumstances, believes it inappropriate to advise licensees on the validity of each particular practice on an isolated or individual basis. In conclusion, we emphasize that the share-time licensees or permittees must govern their actions so as to maintain separate, independent operations."

Commission set dates for more hearings -- Oct. 23 for Des Moines' Ch. 8 and Waco's Ch. 10, Oct. 29 for additional construction time requested by KIRV, Denver (Ch. 20). It also appointed another examiner, Claire W. Hardy, 1911 graduate of Cornell who has practiced privately in New York and Chicago, served in Army, was most recently chief of OPS field operations and legal control.

A LOOK AT UHF MARKETS AFTER ONE YEAR: Set conversion continues to be No. 1 task for majority of uhf operators and grantees as commercial uhf enters second year.

Programming and sponsorships hinge on conversions -- and conversions and set sales, in turn, hinge on programming.

FCC recognized these facts last week when it sent letters of inquiry to the networks, stations and manufacturers asking facts and figures (Vol. 9:38). Although data on both uhf & vhf were requested, Commission has its eye principally on uhf.

Distance (from vhf) makes the heart grow fonder (of uhf), and surveys of the uhf markets (Vol. 9:24,28) have established that principal factors in speed of audience buildup are: (a) distance from nearest vhf station, and (b) number of vhf signals available to area.

Analytical look at uhf as it exists today reveals there's no such thing as a "typical uhf market". There are uhf stations in virtually every kind of a market situation, from coast to coast. And with the one-a-day rate of new station debuts, today's uhf-only market is tomorrow's vhf-uhf market, and today's one-station city is tomorrow's multiple-station city.

Uhf stations taking air since freeze outnumber vhf 82 to 76. The 82 uhf stations are located in 69 cities in 29 states. More than half of nation's uhf outlets are in 9-state belt extending west from New York and Massachusetts to Illinois and Wisconsin. Pennsylvania has by far the greatest number of uhf stations -- 15 in 10 cities. Next are Ohio and Illinois, each with 6 in 5 cities.

There are 50 uhf stations with direct vhf competition -- that is, they're within 50 miles of one or more vhf stations. Of these, 15 are located in 12 cities which also have vhf stations (counting such contiguous areas as St. Louis-Bellefonte, Norfolk-Hampton, Boston-Cambridge as one "city" each). The other 35, in 29 cities, have vhf competition within 50 miles, but not in same city.

Of the 12 cities with both vhf and uhf stations, five have 1 uhf and 1 vhf each, four have 1 uhf and 2 or more vhf, three have 2 uhf and 1 vhf.

There are 32 uhf stations which have no vhf competition within 50 miles --

located in 28 different cities. Of these, 10 stations in 8 cities are 50-75 miles from the nearest vhf, 12 in 11 cities are 75-100 miles, and 10 in 9 cities have no vhf competition within 100 miles.

There's no city with more than 2 uhf stations yet, although 13 cities have 2 each, and there are several cities where 4 or more uhf stations can be received.

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FCC's letter to networks, sparked by complaints from uhf grantees, seeks a considerable amount of detailed information on their relations with stations. It asks definition of "basic" affiliate as compared with other affiliated stations, and differences between "primary" and "secondary" affiliated stations.

For typical week, Sept. 14-20, Commission asks networks to go through their entire program lists and specify: (a) each station carrying program and time it was carried; (b) whether it was commercial or sustaining; (c) which stations carried program free on "bonus" arrangements or were required to pay line charges; (d) plans for adding or subtracting any stations from lineup for each program series.

Heart of questionnaire is section asking networks to report -- for Jan. 1-Aug. 31 -- total hours of commercial and total sustaining time delivered to each station, and "total compensation" paid each station. "In each case where payments to a station thus far in 1953 have totaled less than \$50,000," letter requests networks to "set forth the information [in] month-by-month detail."

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Eleven uhf CPs have been surrendered to date by grantees who investigated their markets' potential and decided not to build. There are bound to be many more.

Principal reasons cited for dropping out: Difficulty in getting affiliation with a leading network and attracting advertisers; entrenched vhf competition. A letter to us from James L. Rubenstone, holding CP for WCTV, Flint, Mich. (Ch. 28), expresses the situation as viewed by many of those who have turned in their CPs:

"Neither NBC nor CBS is interested in affiliation with a uhf station in Flint. Also, we have encountered increasing resistance [to uhf] from national advertisers. Unless the situation changes radically within the next week or so, we will inform the Commission that we are withdrawing from the Flint market.

"I do not feel that uhf is going to be put into the same grave with FM, but, generally it is not destined for success. The antipathy of the 2 largest networks toward uhf stations -- even those on the outer fringe of vhf coverage -- [and] these networks' encouragement of a system of fewer and more powerful [vhf] operations, add up to make uhf an economic question.

"This doesn't apply to those isolated locations which are more than 100 miles from any vhf service. Perhaps this fate for uhf can be traced back to the length of the freeze; perhaps the Commission should have held all vhf in a freeze for 3 years while granting only uhf. Or perhaps it just had to happen."

* * * *

Only one uhf station has left air to date -- WROV-TV, Roanoke, Va., now an applicant for Ch. 7 in that city (Vol. 9:26,29). In order to apply for vhf channel, it was required by FCC rules to surrender CP.

Proposal filed this week would permit uhf stations to apply for vhf channels under certain circumstances. WFTV, Duluth, Minn. (Ch. 38), petitioned FCC to change rules to let existing on-air stations apply for transfer to new channels which have been allocated to city since end of freeze.

Situation in Duluth is this: City originally was allocated 2 vhf, 2 uhf channels. FCC now proposes to move Ch. 12 from Brainerd, Minn. to Duluth, delete Duluth's Ch. 32, leaving city with 3 vhf, 1 uhf. WFTV argues this unjustly penalizes uhf pioneers, asks right to apply for Ch. 12 while staying on air on Ch. 38.

Useful in predicting uhf coverage, RCA has reprinted its *Experimental Study of Wave Propagation at 850 mc*, by Jess Epstein & Donald R. Peterson, originally printed in *Proceedings of the IRE* and describing results of uhf

tests from WOR-TV tower on Hudson Palisades, N. J. Limited number of reprints are available from RCA's Washington office, 1625 K St. NW, and from RCA Labs, Princeton, N. J.

PPROMOTION OF UHF conversion is teaching station managers a lot about the business of merchandising—indeed, some are virtually “in the business” as result of extremely close cooperation with set dealers, distributors and manufacturers. Most upcoming uhf stations are now setting up committees with station and trade represented, and this cooperation is paying off in sales for the trade and audience for the station. Several of these committees are now negotiating with local banks and finance companies to devise easy time payment plans for uhf converters and antennas.

Station merchandising plan which has attracted most attention—and is due to be emulated by other uhf grantees—was devised last spring by WEEU-TV, Reading, Pa. (Ch. 33), and is still going strong. It's clever combination of station promotion and old-fashioned selling, and results have been very good. Nub of plan:

Station provides newspaper, TV and radio advertising for every dealer who puts salesman on street “ringing doorbells for uhf.” Dealers may call on anyone they choose—including their past TV-appliance customers. Salesman leaves copy of WEEU-TV program log at each house, offers to demonstrate converter. He fills out report form for each call, returns it to station. In turn his firm gets free individual newspaper ads, radio & TV spots.

How has it worked? It's been pretty expensive, but WEEU-TV exec. v.p. Thomas E. Martin quotes reports from the dozen dealers participating as showing that approximately one sale is made for every 2 calls. One participating dealer reports 65% success. Despite heavy penetration of vhf in Reading, the reports filed with station show 60% of customers buy new vhf-uhf sets, 30% buy converters, 10% buy strips. One dealer reported:

“It is my experience that most folks want the newer sets with built-in uhf. Once the consumer sees the clarity of local uhf reception, he's as good as sold.” Another reported best June business in history of his firm.

Modified form of same plan was inaugurated this week by Walter Reade's upcoming WRTV (Ch. 58) in vhf-saturated Asbury Park, N. J., near New York. His station reimburses dealers 25¢ for each home call. WRTV is going in for trade cooperation in big way. House-to-house campaign was launched with big dinner meeting for dealers, distributors and servicemen. Station has already put out 8 issues of its weekly newsletter to local trade, although on-the-air date isn't until December.

Norfolk-Portsmouth area's new NBC affiliate WVEC-TV (Ch. 15) began programming Sept. 19 with big inaugural show featuring Margaret Truman, Faye Emerson, Skitch Henderson and other NBC stars, after tremendous NBC publicity buildup. Pres. Tom Chisman estimates 40,000-50,000 uhf sets in area, with conversions building up rapidly now that programming has actually begun—but he says it's difficult to pinpoint number of sets because of large number of converters ordered from Army PX's and Navy ships' stores in area and from mail order houses by the 100,000 servicemen and their families in area. Last reported count of sets sold by distributors and dealers in area came to 16,872 as of Sept. 5, with firm orders for 4,102 more.

In Buffalo—where there are 2 uhf stations and one vhf—sales of refrigerators, dryers, freezers and ranges are building up uhf audience. New gimmick is offer by dealer Music House to convert any set to uhf, including antenna, as bonus with purchase of major appliance.

Personal Notes: Charles M. Underhill, director of ABC-TV program dept., elected v.p. in charge of network programming; Jean MacDonald, ex-NBC, now asst. to Underhill, assuming some of duties of Betty Forsling, recently resigned . . . Allen W. Kerr, ex-H-R Representatives and WCBS, and Robert Miller, ex-NBC Spot Sales, Cleveland, staff new NBC Spot Sales office opening Oct. 15 in Penobscot Bldg., Detroit . . . Frank Coffin, ex-KGW, becomes national adv. mgr. of new KOIN-TV, Portland, Ore., due on air in about month . . . J. A. Cowan, AT&T Long Lines information mgr., Oct. 1 becomes commercial development engineer, succeeded by F. W. Shelton Jr., asst. to gen. mgr. for Long Lines eastern area . . . Loy R. Lee named asst. mgr. of NBC merchandising dept., succeeded as southeast merchandising supervisor by Rolland C. Bourbeau, ex-WBAL, Baltimore . . . Dave Harris, ex-KWG, Stockton, named mgr. of KMJ, Fresno, as Perry Nelson is transferred by McClatchy from KFBK to be gen. mgr. of KMJ-TV; they succeed late Wm. S. Sanford . . . Richard E. Farnham, ex-Westinghouse TV-radio div. public relations director, now adv. & sales promotion mgr., WBZ-TV, Boston . . . David Russell, ex-KVTV, Sioux City, Ia., joins TV-radio dept. of W. D. Lyon Co., Cedar Rapids ad agency, will also serve as advisor to new WMT-TV there . . . R. Lee Black, having purchased control of KWAL (Wallace, Ida. AM), resigns as v.p. & gen. mgr. of Cascade Bestg. Co., licensee of KIMA-TV & KIMA, Yakima, Wash., is replaced by KIMA-TV mgr. Thomas C. Bostic . . . Milton R. Slater promoted to program director of WWLP, Springfield, Mass. . . . Wm. Gibbs, ex-Jam Handy Organization, appointed asst. production supervisor for TV films, Fuller & Smith & Ross . . . Marshall Pengra, ex-mgr. of KGKB, Tyler, Tex., named pres.-gen. mgr., KTSM-TV, St. Louis (Ch. 36), succeeding late Wm. Ware . . . Lew Kerner named v.p. of Motion Pictures for TV.

Color TV will dominate session on broadcasting systems Nov. 3-4 at AIEE convention in Kansas City. Papers on color will be presented by RCA Labs' George H. Brown, GE's J. E. Allen, Philco's J. F. Fisher & A. J. Anderson. On other broadcast subjects, session will hear paper on uhf amplifier operation by RCA's Wen Yuan Pan, TV picture quality by DuMont's B. Amos & C. Quirk, TV service standards by Oscar Reed of Jansky & Bailey Inc., Conelrad by NARTB chief engineer A. Prose Walker, hi-fi by Stromberg-Carlson's Frank A. Slaymaker.

NARTB TV film committee, named Sept. 25 by pres. Harold Fellows: Harold See, KRON-TV, San Francisco, chairman; Martin Campbell, WFAA-TV, Dallas; Raymond W. Wellpott, WRGB, Schenectady. Committee will hold first meeting Oct. 13 in Chicago with TV v.p. Thad Brown and his assistant Howard Bell “to look into the feasibility of establishing a form of standard film contracts” for guidance of stations and film industry. Committee may later be enlarged.

New ANA officers, elected at Chicago convention this week: B. R. Donaldson, Ford Motor Co., chairman, succeeding J. Ward Maurer, Wildroot Co.; Guy Berghoff, Pittsburgh Plate Glass Co., vice-chairman. Other directors elected: Charles W. Rice, American Viscose; Storrs Case, Sun Oil; Edwin W. Ebel, General Foods; George Park, GE; M. F. Peckels, International Harvester.

Philippine Islands' first TV station, DZAQ, Manila (Ch. 3) went on air Sept. 25 with RCA 2-kw transmitter. It's owned by Bolinao Electronics Corp. (Juan Quirino).

Edward J. Nally, 94, original pres. of RCA, having risen from Western Union messenger boy to head newly formed RCA when it was organized to succeed British Marconi here in 1919, died Sept. 22 at his home in Bronxville, N. Y. Although retired since 1925, he continued as a director of RCA, RCAC & NBC.

GENERAL ELECTRIC shipped 7 transmitters this week, 3 of them 12-kw Sept. 25 to WROW-TV, Albany, N. Y. (Ch. 41); WKJG-TV, Ft. Wayne, Ind. (Ch. 33); KBIF-TV, Fresno, Cal. (Ch. 53). Latter is one of 3 uhf grants to John Poole, who will push its completion now ahead of his CPs in Los Angeles and Sacramento. Two 1-kw transmitters went Sept. 25 also to KTVE, Longview, Tex. (Ch. 32) and KTAG-TV, Lake Charles, La. (Ch. 25).

GE also shipped 100-watt units Sept. 22 to KCOK-TV, Tulare, Cal. (Ch. 27) and Sept. 24 to KQTV, Ft. Dodge, Ia. (Ch. 21); former will get 12-kw amplifier about Oct. 10, latter gets 1-kw sometime in Oct. Only vhf shipment by GE this week was 35-kw amplifier to KOIN-TV, Portland, Ore. (Ch. 6), which already has its 5-kw.

Frank P. Barnes, GE broadcast sales mgr., announced Sept. 24 that GE's 12-kw uhf transmitter amplifier will be made available to stations now operating with lower-power transmitters of other makes, with deliveries promised about 90 days after order. Ten stations now use the 12-kw driven by 100-watt GE exciter units: WHUM-TV, Reading, Pa. (Ch. 61) and WEEU-TV, Reading (Ch. 33); WWLP, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WKAB-TV, Mobile, Ala. (Ch. 48); WGBI-TV, Scranton, Pa. (Ch. 22); WEEK-TV, Peoria, Ill. (Ch. 43); WENS, Pittsburgh (Ch. 16); WVEC-TV, Hampton-Norfolk (Ch. 15); WILK-TV, Wilkes-Barre, Pa. (Ch. 34).

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RCA shipped to KLZ-TV, Denver (Ch. 7) this week initial units of new air-cooled 50-kw transmitter, most powerful it has yet made; shipment included complete 10-kw high-band driver and 50-kw power supply with custom-built 12-bay antenna. Final portions of transmitter, the 50-kw amplifier stages which will enable station to boost video to 316-kw, are to be shipped next Jan. Station is due to begin operating commercially Nov. 1, may test before then. Also scheduled for shipment by RCA this week were uhf transmitters to WAYS-TV, Charlotte, N. C. (Ch. 36) and KCEB, Tulsa (Ch. 23).

Federal this week shipped complete microwave system, including audio, video and two 10-ft. dishes, to KFEL-TV, (Ch. 2) for private interconnection with KDZA-TV, Pueblo (Ch. 3) which Gene O'Fallon interests recently purchased for \$350,000 (Vol. 9:31); they're 104 air miles apart, will have one-hop relay.

DuMont's only report this week was order for 5-kw transmitter for KWWL-TV, Waterloo, Ia. (Ch. 7), to be followed by 50-kw later; first unit is due for delivery within 2 weeks, and station will rush completion.

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

KFYR-TV, Bismarck, N. D. (Ch. 5), with TV antenna due to surmount 700-ft. radio tower, has deferred target from Oct. 1 to Nov. 15, reports exec. v.p. F. E. Fitzsimonds. RCA equipment has been ordered. Rep presumably will be Blair, who represents AM.

KDRO-TV, Sedalia, Mo. (Ch. 6), has broken ground for elaborate new 93x37-ft. TV building, has GE 5-kw transmitter on hand, will go on air by first of year, reports owner Milton J. Hinlein. It should be ready for tests by Dec. Herb Brandes, radio mgr., will also head TV. Forjoe will be rep.

WTRF-TV, Wheeling, W. Va. (Ch. 7), plans Oct. 15 tests with RCA equipment, goes commercial Oct. 24 or 31 as basic NBC affiliate, has secondary agreements with ABC & CBS, reports v.p. & gen. mgr. Robert W. Ferguson. It will be interconnected from the start. AM affiliate is WTRF, 48% owned by Albert V. & Gordon C. Dix, publishers of nearby *Bellaire* (O.) *Leader*, who will hold

29.9% of WTRF-TV. News Publishing Co., 34% owner, also is TV applicant for Clarksburg and publishes *Wheeling Intelligencer & News-Register* and other W. Va. newspapers. H. Needham Smith is sales mgr.; Howard L. Daubenmeyer, chief engineer; Judy Lawton, program director; Wm. Ney, film editor. Hour rate will be \$400. Hollingbery will be rep.

KWIK-TV, Pocatello (Ch. 10), is now aiming for debut around Dec. 1 using composite equipment, according to gen. mgr. Charles Crabtree. KID-TV, Idaho Falls (Ch. 3) also has Dec. 1 target (Vol. 9:37), expects 100-kw ERP from transmitter on East Twin Butte to give Grade A signal in Pocatello, 32 mi. away. Another Pocatello grantee, KISJ (Ch. 6) reported fall target (Vol. 9:10), but equipment hasn't been delivered. KID-TV will be CBS-TV affiliate; KWIK-TV, ABC-TV. Hollingbery will be rep for KWIK-TV.

KLFY-TV, Lafayette, La. (Ch. 10), last week's share-time grantee (with KVOL-TV), hasn't ordered equipment yet, but plans to get on the air in early spring 1954, reports pres. Paul H. DeClouet. Rep not yet chosen.

WINK-TV, Ft. Myers, Fla. (Ch. 11), under construction after many delays, now plans Dec. start with RCA equipment, reports gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland. (Daniel Sherby, pres.). Weed will be rep.

KACY, Festus, Mo. (Ch. 14), in St. Louis area, has filed and had accepted by FCC this week change in stockholders—indicating project, delayed since grant last Dec., may now go forward. Equipment order has been placed with GE but delivery held up, though site for 644-ft. tower and studio building at Kimmswick, Mo., 12½ mi. south of St. Louis, has been selected. Carl G. McIntire, ex-KSD, 16.4% stockholder, is acting pres. until officers are chosen. New stockholders: Philip L. Sincoff, dress mfr., 17.5%; Jack G. Garrison, ex-KSD-TV, 15%; Clarence H. Kilker, physician, 8.7%; Ernest H. Schultz Jr., insurance broker, 7%; John E. Simon, stockbroker, 7%; Julian Sincoff, real estate, 7%; N. J. Thomson, banker, 4.2%; Donald E. Kilker, physician, 2.1%; Esther C. Thomson, 1.7%; W. Donald Dubail, attorney, 1.1%; Charles R. Judge, lawyer, 1.1%; Charles A. Molden, physician, and Robert S. Kilker, attorney, less than 1% each.

WVJS-TV, Owensboro, Ky. (Ch. 14), granted Aug. 19, has dropped that CP, having applied for Ch. 9 at Hatfield, Ind., inasmuch as that channel has been authorized by FCC (see *TV Addenda 17-K*). Meanwhile, construction plans are in abeyance, according to v.p. & gen. mgr. Malcolm Greep.

WBLN, Bloomington, Ill. (Ch. 15), now plans Oct. 25 tests with GE equipment, goes commercial Nov. 1, according to owner Cecil W. Roberts, who owns group of Mo. & Kan. radio stations. Jerrell Henry is gen. mgr., William T. Whitlock, commercial mgr. Hour rate will be \$200. Rep will be McGillvra.

KPIK, Los Angeles (Ch. 22), has its GE equipment for installation on Mt. Wilson but won't start until late 1953 or early 1954, reports Wallace Hutchinson, TV promotion mgr. for the John Poole stations (he also has uhf grants in Sacramento & Fresno). Rate card hasn't been drawn up yet, nor rep chosen. Staff will comprise Mr. Poole as gen. mgr.; Robt. McAndrews, commercial mgr.; Cliff Gill, operations mgr.; Thornton Chew, chief engineer; Dan Russell, film buyer.

WKJG-TV, Ft. Wayne, Ind. (Ch. 33), has GE 12-kw equipment, has test target date of Nov. 1, reports gen. mgr. Edward G. Thoms. It will have primary affiliation with NBC. supplementary with DuMont, expects to carry CBS & ABC, he adds. Raymer will be rep.

WTOV-TV, Norfolk, Va. (Ch. 27), affiliated this week with both ABC & DuMont and, with RCA equipment due

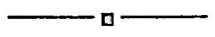
for immediate delivery, expects to test by Oct. 15, reports v.p. Robert Wasdon, mgr. of WLOW, Portsmouth, grantee. It's first uhf to be located in Norfolk proper, will utilize unused 410-ft. radio tower, is constructing new building designed expressly for TV and due to be completed within 90 days. Rate will be \$200. Rep is Forjoe.

WTRI, Schenectady, N. Y. (Ch. 35), will go on air late in Jan. with 12-kw GE equipment and 500-ft. stainless tower, reports Col. Harry C. Wilder, owner of WTRY, Troy, and pres. of group building station who include Fabian theatre interests (see *TV Factbook No. 17*). No rep has yet been designated.

WCOG-TV, Greensboro, N. C. (Ch. 57), which set Oct. 15 target with switch to RCA equipment (Vol. 9:30) and proposes to bring uhf into a pre-freeze vhf city, hasn't completed network affiliations and now doesn't expect to be ready until Jan. or early Feb. 1954, reports gen. mgr. Virgil V. Evans Jr. Pres. is George W. Dowdy. Ownership interlocks with WAYS-TV, holding CP for Ch. 36 in Charlotte, and WISE-TV, Asheville, N. C., whose owner Harold H. Thoms has 25%; B. T. Whitmore, mgr. of WFBC, Greenville, S. C., also owns 25%. Jack Rimmer will be sales mgr.; Johnny Parker, program director; Joe Lamb, chief engineer; Mrs. Nell King, sales-service director; Betty Varnadoe, traffic director. Hour rate will be \$200. Bolling will be rep.

WHEF-TV, Brockton, Mass. (Ch. 62) is still negotiating for equipment, building, etc., has no definite target in mind yet, but with sites temporarily set should commence operations in the spring of 1954, reports Harry E. Franks, pres.-treas., Trans-American Television Enterprises Inc., Boston, grantee.

WKNY-TV, Kingston, N. Y. (Ch. 66), has ordered RCA equipment, has affiliated with NBC and made working agreement with CBS, but, pending approval of transmitter site, doesn't look like starter before Jan. 1, reports pres. Joseph K. Close. Meeker will be rep. Note: Last week, we reported WKNE-TV, Keene, N. H. (Ch. 45), also controlled by Mr. Close, as being due on air Jan. 1 but he advises debut date of that station is uncertain.



Network Accounts: World Series on NBC-TV, starting Sept. 30 at 1 p.m., will link 105 interconnected stations in 100 cities in U. S., Canada and Mexico—37 of the cities seeing Series on TV for first time. Gillette also will sponsor daily 15-min. pre-game program featuring ex-big leaguer Frankie Frisch interviewing individual Yankees and Dodgers before they take field . . . DuMont's ambitious 50-game pro football lineup, in addition to Westinghouse as national sponsor of 24 games, starting Sept. 27, will have these regional sponsors of remaining 26: Miller High Life Beer in N. Y., New England & Wis., thru Mathisson & Assoc.; Atlantic Refining Co. in N. Y., New England, Pa. & Ohio Valley, thru N. W. Ayer; Carling's Beer in Ohio Valley, thru Benton & Bowles; Wm. S. Scull Co. (Boscule coffee) and Chester (Pa.) Ford Dealers Assn. in eastern Pa., former thru Lamb & Keen, Philadelphia, latter thru J. Walter Thompson; Pittsburgh Zone Chevrolet Dealers in western Pa., thru Campbell-Ewald . . . Remington Rand to be alt. week sponsor (with Stopette) of *What's My Line?*, on CBS-TV, starting Oct. 4, Sun. 10:30-11 p.m., thru Young & Rubicam . . . Camel to sponsor *Topper*, on CBS-TV, starting Oct. 9, Fri. 8:30-9 p.m., thru Wm. Esty Co. . . Three new sponsors sign for participations on NBC-TV's 7-9 a.m. *Today*: Lever Bros., for unspecified products, minimum of 104 partic., starting Nov. 11, thru Hewitt, Ogilvy, Benson & Mather and J. Walter Thompson; Tetley Tea, 26 partic., starting Oct. 2, thru Geyer Adv.; Hathaway Mfg. Co. (curtains), 11 partic., starting Oct. 5, thru Fletcher D. Richards.

Telecasting Notes: "Electronic spot buying" is NBC-TV's term for latest device to boost spot sales—closed-circuit telecasts originating from N. Y., Washington, Chicago and Hollywood and giving "samples" of shows open for spots. About 150 time-buyers in local studios thus got preview of live local shows this week, with repeats scheduled 3 times a week for next 2 weeks, under direction of Charles R. Denny, o-&o v.p., and Thomas B. McFadden, spot sales director. System of "auditions" via closed circuits may become regular procedure of NBC Spot Sales henceforth . . . Variety's George Rosen calls NBC-TV's 7-9 a.m. *Today* biggest of all network earners, with SRO in Dec. when billings will run \$1,200,000; total for year, its second, will exceed \$7,500,000 on show costing about \$24,000 weekly . . . "TV paying off as tune source," says Sept. 23 *Variety*, pointing to disk success of *Dragnet* theme music, now being followed up by arrangements of themes from *Mr. Peepers* and *Martin Kane*. Plug on TV gives tune big boost in popularity, notes RCA Victor records v.p. Mannie Sacks, who reports immediate record sales increase following use of a song on TV . . . Seven series of top "name" filmed TV shows, said to cost total of \$30,000,000, are announced by chairman Matthew Fox of Motion Pictures for TV, first being *Duffy's Tavern*, now before Hal Roach Jr. cameras; all shows will be filmed in both Eastman color and black-&-white and entire group will be available only to local TV stations—"we will not consider network offers," says Fox . . . Re-run TV films may soon be sold to stations in direct competition to feature films, predicts Sept. 26 *Billboard*. It's due to scarcity of new features, and article cites MCA-TV's offering of more than 200 separate 30-min. dramas to stations at price competitive with available features, which some stations are already using in daily morning and late night segments formerly occupied by features . . . CBS-TV newsfilm service will be syndicated henceforth, first to sign for it being o-&-m stations plus KLZ-TV, Denver, due on air Nov. 1 . . . 50 Samuel Goldwyn films of 10 or more years ago, recently gifted to his wife, who set up Howard Productions, will be syndicated to TV, and ex-Louis Cowan v.p. Manny Reiner is expected to handle sales . . . Youngstown's WKBN-TV, CBS outlet and after 10 months on air a highly successful uhf commercial operation, dedicates elaborate new \$1,500,000 TV-radio building Oct. 8, which also marks 27 years in radio for owner-mgr. Warren Williamson . . . Rate hikes are general among TV stations this fall, but two stations seem to be bucking the trend—vhf XELD-TV, Matamoros, opposite Brownsville, Tex., lowering from \$250 to \$200; uhf KCTY, Kansas City, from \$400 to \$240 . . . WMAR-TV, Baltimore, on Oct. 15 raises Class A hour rate from \$800 to \$960, min. from \$150 to \$180; new Class A time is 8-10:30 p.m. daily . . . WBAL-TV, Baltimore, with same Class A time, ups from \$800 to \$1000 & \$150 to \$175 . . . WGN-TV, Chicago, raises rates 10% across-the-board in Rate Card No. 12, effective Oct. 1: Class A goes from \$1200 to \$1320 an hour . . . KNXT, Los Angeles, raises Class A hour rate from \$1500 to \$1750, with proportionate increases down the line to station breaks, which go from \$375 to \$450 . . . "Quick kines" will be used by both NBC-TV & CBS-TV starting next week, to permit programs to be shown on west coast on same hour of local time as they appeared in east; thus, show scheduled in N. Y. at 10 p.m. eastern time will be seen on west coast at 10 p.m. Pacific time, instead of live at 7 p.m., as previously . . . ABC-TV to spend \$750,000 in 9-week campaign which began Sept. 13 to promote big-name shows; \$425,000 will be on-air promotion, balance mainly in newspapers . . . Copies of petition for satellite stations, filed last week by Sylvania (Vol. 9:38), are available from counsel Lyon, Wilner & Bergson, Wyatt Bldg., Washington.

PICTURE TUBE MAKERS' SIZEUP OF COLOR: Surprises in color tube and set production may be in prospect -- but a careful check of tube makers fails to disclose any so far. Everyone seems to have a hunch that more and larger tubes will be forthcoming than manufacturers are prepared to disclose now. We don't know, but we must confess that we share such suspicions to some extent -- for the simple reason that the color tube seems to be key to entire competitive situation for the industry's next major sales cycle. For your evaluation, here's current sizeup as we've been able to glean it:

RCA is working on 15-in. round glass tube giving about 14-in. picture, has shown 21-in. round which produces about 19-in. RCA has indicated that first production will be 14-in., won't comment at all about 19-in.

RCA will sell tubes to other set makers, says it hasn't set price -- though industry apparently understands it will run somewhere in \$175-\$250 range. Parts for tubes will be sold to other tube makers, though RCA notes: "Although demand might exceed RCA's supply of parts during the initial production stages, we will make every effort to meet industry demand as soon as possible."

Though GE has been rumored planning to make other types of tubes, spokesman now says first production will be RCA-type 14-in., probably starting this year. He says GE will make some of own parts, buy some from RCA and others at first. He says he has no idea when GE will produce sizes larger than 14-in., including 19-in.

John Q. Adams, v.p.-sales mgr. of CBS-Hytron, says that his company hasn't decided on any particular tube yet, is experimenting with several. When decision is made, he adds, production will take place in new Kalamazoo plant which is due for completion during latter part of next year.

Sylvania director and ex-chairman Max Balcom says Sylvania expects to start making RCA-type tube about Dec. 1 and that "it will cost more than people are saying." Not much is known about Lawrence tube, he adds.

Spokesman for Zenith subsidiary Rauland says he isn't accepting orders for any tubes yet, has made only a few and that RCA-type is furthest developed. Experimental tubes made by Rauland for NTSC fields have gained respect of competitors.

Another tube maker, asking not to be identified, has this comment: "We're working frantically on a tube of our own, but I'm frank to say that we don't have it yet. Industry will have to go along with RCA type at first. There are objections to performance of the Lawrence tube. The 19-in. RCA type won't come quickly because of 2 reasons -- the envelope isn't available yet and deflection angle is too narrow. Kimble sent us a rectangular 21-in. bulb for the tube and it fell apart while we were looking at it. Deflection of the RCA tube is under 50 degrees; that means a tube about 3-ft. long for 19-in."

Most outwardly hopeful about the Lawrence tube is Asher Cole, president of National Video Corp., who identifies his company as the "largest independent tube maker", meaning it's largest not affiliated with set maker. He reports that Kimble is working on bulb, hopes to have it shortly after first of year. One of tube's toughest aspects, he says, is that it takes about 20 watts to drive it, producing severe radiation problem. However, Cole says all color tubes and sets have similar problem and he has hopes of licking it. He expects the Lawrence tube will sell for about same price as RCA-type -- but it will be 21-in. instead of 14-in.

Corning Glass president Wm. Decker reports 15-in. round bulb most advanced, 19-in. sometime in future -- both for RCA type. He says company is now in pilot production of 15-in. bulb, hasn't set price yet, will be able to meet any demand.

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RCA has said it will be able to produce 2000 tubes monthly 6-9 months after FCC gives go-ahead. Its competitors believe that figure to be conservative, at the

very least. One tube maker's guess is that industry ought to be producing at rate of 15,000 by next Feb.-March; that 100-150,000 may be turned out next year; that color tubes could comprise 25% of total tube production in 1955.

As for set production rate and prices, there were 2 more evaluations this week: (1) Sylvania engineering v.p. E. Finley Carter, reporting that company will have receiver at FCC demonstration Oct. 15, says that Sylvania several months ago predicted first 14-in. sets would sell for \$1000 and "no developments have occurred since that time which would cause us to alter that estimate." (2) Capehart v.p. Antony Wright stated that Capehart will begin production about first of year but that pilot production probably will be limited to a couple hundred sets.

RECEIVING TUBE PRICES IN UPWARD TREND: Another item in TV-radio costs goes up -- several manufacturers disclosing moderate increases in receiving tube prices this week, others saying they intend to do so shortly. These raised prices: Sylvania, GE, Raytheon, CBS-Hytron, National Union Radio. RCA hinted rise and Westinghouse plans to increase receiving tube prices 5-7% by mid-Oct.

Increases weren't large, amounting to 5¢ to 50¢ apiece, consequently aren't likely to force further boosts in TV set prices. Sylvania spokesman said increases wouldn't add as much as a dollar to cost of producing receiver, was sure all set makers could absorb it because some other components have been reduced.

Higher costs were cited as reason for receiving tube increases, first of their kind in 2 years. In addition to usual boosts in labor and material, recent freight rate increase played large part in decision to hike prices since tubes are generally shipped f.o.b. destination.

It's a different story with picture tubes. Manufacturers agreed almost unanimously that picture tube prices won't rise in foreseeable future. In fact, one pointed out, picture tubes were priced downward recently, notably in larger sizes (24 & 27-in.) which aren't moving as well as expected.

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Further proof that set sales generally have been holding up well came from RETMA report this week showing 3,116,306 TVs sold at retail in first 7 months, compared to 2,335,953 in same period last year. This despite seasonal slump in July, when 340,406 sets were sold, decrease from 431,089 TVs sold in June.

Radio sales at retail totaled 3,383,862 -- exclusive of auto radios -- in 7-month period. This was below 3,496,552 sold in same 1952 period, though output this year is higher -- RETMA spokesman attributing difference to current bloated radio inventories, which are near 2-year peak. For July alone, retail sales were 366,666, compared to 449,116 in June.

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TV output moved upward again after 2 weeks of declining production, totaling 158,726 (4609 private label) week ended Sept. 18, up from 141,322 preceding week but down from 160,070 week before. It was year's 37th week, compared with 156,791 corresponding 1952 week, and brought year's production to date to about 5,300,000. (Total 1952 production was 6,096,279.)

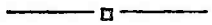
Radio production also went up, totaling 259,681 (101,595 private), up from 225,978 week ended Sept. 11 and 233,864 week of Sept. 4. It compared with 191,213 same week of 1952, and brought year's output to approximately 9,500,000. Week's radios: 115,815 home sets, 32,372 portable, 35,046 clock, 76,448 auto.

Plan for consumer information booklet on color, to be published soon by National Assn. of Better Business Bureaus, was approved this week by RETMA, which recommended that each manufacturer furnish BBB all necessary information. RETMA previously rejected request from National Appliance & Radio-TV Dealers Assn. for joint consumer education project on color.

New color test instrument offered by Telechrome Inc. is Model 1601-AR "Chromoscope," designed to measure performance, alignment and phase errors of color equipment, presenting information on CR tube.

Transvision Inc., 460 North Ave., New Rochelle, N. Y., lately specializing in coin-operated TVs and once one of largest manufacturers of TV kits, filed Chapter XI petition under Bankruptcy Act in N. Y. Federal Court this week. No schedules were filed but assets were stated at \$946,750, liabilities at \$700,000. Full settlement of claims, payable in monthly installments at 2%, is proposed. It now has \$357,000 worth of electronics contracts on order to Air Force. Another TV manufacturer, Video Products Corp., filed Chapter XI petition only last week (Vol. 9:38).

Trade Personals: Raymond S. Perry promoted to pres. of IT&T's Federal Telephone & Radio Co., succeeding Henry C. Roemer, who becomes v.p. for administration of IT&T's domestic divs. . . . Meade Brunet, RCA International v.p., and IT&T pres. Wm. H. Harrison named to 121-member advisory committee on international trade appointed by Senate Banking & Currency Committee to explore methods of expanding foreign trade . . . Henry F. Argento, Raytheon v.p. & TV-radio gen. mgr., assumes added duties of sales v.p. Wm. L. Dunn, who resigned last week to become president of Magnecord Inc. (tape recorders) . . . Ned J. Marandino promoted to mgr. of Sylvania's new TV receiver plant in Batavia, N. Y., due to be completed about Feb. 1, 1954 . . . Wm. J. Morlock promoted to gen. mgr. of newly-formed commercial equipment dept., GE electronics div., Syracuse . . . Jerry Minter, v.p. of Measurements Corp., Boonton, N. J., elected pres. of Audio Engineering Society, succeeding F. Sumner Hall . . . Harold C. Tipping appointed industrial relations director, Avco appliance & electronics div. . . . Willard W. Brown, asst. to Clevite Corp. pres. James L. Myers, takes on added duties of marketing director . . . James F. Whitaker, ex-International Resistance Co., appointed sales mgr. of Weller Electric Co., Easton, Pa. . . . M. L. Finneburgh, ex-Liquid Carbonic Corp., appointed v.p. of Finney Co., Cleveland (antennas) . . . Leo J. Emerson, ex-personnel director, named asst. factory supt., Jensen Mfg. Co.



Trav-Ler Radio, announcing plans for increased TV-radio production, appoints 9 regional sales reps, all reporting to sales mgr. Tully Friedman: John Schwaryk, Syracuse; Jerry Kaufman, Pittsburgh; Ben Osco, Atlanta; Homer Frank, Fort Lauderdale, Fla.; Bill Goodman, Norfolk; Ed Byrne, Dallas; James Gray, Denver; Phil Torrey, Omaha; Les Brickman, Kansas City.

Dempster McIntosh, ex-pres., Philco International, and a foreign trade expert, reported in Washington slated to become next Ambassador to Uruguay.



Distributor Notes: New Gerald O. Kaye Assoc. Corp., headed by Gerald O. Kaye, who resigned recently as sales v.p. of Bruno-New York (RCA Victor), takes over N. Y. distribution of Crosley TV and Bendix appliances lines, latter franchise formerly held by Bruno. Other officers of new company, with offices at 1114 First Ave., are Samuel Brechner, ex-DuMont N. Y. exec. v.p. & gen. mgr.; Milton Brown, ex-Bruno adv. & merchandising v.p.; Arnold Cohan, pres. of Arnold Cohan Adv., secy. . . . Kenrow-Georgia Inc., 451 Bishop St., Atlanta, is new Motorola distribution firm resulting from merger of Kenrow Inc. and Georgia Distributors Inc. Officers are Vance C. Woodcox, pres.; Harry Hurt, exec. v.p.; Wm. R. Logan, TV sales mgr. . . . Admiral appoints Charles S. Martin Distributing Co., Atlanta (Charles S. Martin, pres.) . . . Avco appoints Gas Electric Equipment Co., Oklahoma City, for Crosley-Bendix line; Donald C. Smith appointed Crosley Atlanta branch mgr. . . . CBS-Columbia appoints Peninsular Distributing Co., Detroit . . . Bruno-New York (RCA Victor) promotes David Oreck to sales v.p., replacing Gerald O. Kaye; Richard Harris elevated to merchandising v.p., David Wagman continues as sales mgr. of RCA Victor products . . . Raytheon Distributor Inc., Chicago, appoints Dick O. Klein v.p. & gen. mgr. . . . Hallcrafters-Kansas City appoints John Liss gen. mgr.; Marshall T. McGuineas named adv. mgr. of Chicago, Milwaukee & Kansas City distributing branches . . . J. E. Miller, Pittsburgh (Philco) names Gilbert Katz adv. mgr.

RETMA opens west coast regional office in Los Angeles' Ambassador Hotel, telephone Dunkirk 5-2179. Joseph J. Peterson, ex-Caldwell-Clements, is mgr.

Topics & Trends of TV Trade: Premium selling is at a 20-year peak today and should continue to figure more prominently in TV-appliance merchandising as an effective means of combatting evils of discount houses. That was theme of address this week by Admiral adv. v.p. Seymour Mintz to N. Y. Premium Show at Hotel Astor—citing success of his company in last few years in giving away premiums to consumers as incentive to purchase, and he added about one-tenth of Admiral's \$20,000,000 ad budget for 1953 will be spent on premiums.

He said experience has shown that customer usually is so satisfied with receiving a useful premium with purchase of TV receiver or refrigerator that he doesn't try to negotiate a discount. Speaking of Admiral's premium experiences, he declared:

"During the 1952 political conventions Admiral dealers offered a set of 4 green glasses free to any person who came in and inspected our products. They gave away 2,000,000 glasses which meant that approximately 500,000 persons entered our dealers' stores. Many of them purchased an electric appliance before leaving." Other examples:

(1) Sales of combination TV-radio-phonos boomed during conventions last year, when a plug-in automatic record changer was given away with each purchase.

(2) More than 10,000 refrigerators were sold during a recent premium promotion in which a \$40 liquid blender was presented free to purchasers.

(3) A 600% increase in sales of 9-cu.ft. refrigerators resulted during a 60-day period this spring when 21-piece cutlery set was given away. At end of 4 weeks company had sold out its entire supply of this model.



Top 10 TV producers this year, accounting for 5,355,000 of expected 7,000,000 production, are "guesstimated" for *Retailing Daily* as follows by Edgar N. Greenebaum Jr., the Chicago financial consultant in electronics: Admiral, 900,000; Philco, 900,000; RCA, 900,000; Motorola, 600,000; Zenith, 500,000; Emerson, 375,000; GE, 375,000; Westinghouse, 350,000; Sylvania, 235,000; Crosley, 220,000. Greenebaum cautions that figures are "what we think they will produce, which does not necessarily mean they will sell this many sets." He adds that Admiral is also shooting for 100,000 from its Canadian subsidiary, not included in foregoing, which would constitute better than 25% of estimated Canadian 1953 total of 330,000.

More TV price adjustments were disclosed this week, Westinghouse raising lists on 11 unspecified TVs by \$10 each while Arvin boosted 2 consoles by \$20 each and reduced 5 low-end table models by \$20. Westinghouse TV-radio sales mgr. J. F. Walsh attributed rise to increased production costs, said distributors & dealers will get bigger discount, as result. Arvin TV-radio sales mgr. Paul W. Tanner said dealer discounts will be hiked 2% on 2 consoles increased this week.

Motorola has leased 2 plants now under construction on N. Cicero Ave. near North Ave., Chicago, to house its manufacturing, parts & service depts. now centered at 1015 N. Halstead St. and 1327 W. Washington Blvd. Move into new factories, which cover 150,000-sq. ft., starts in Oct. Halstead plant will be relinquished, but latter will be retained for microwave equipment manufacture and warehousing facilities.

RCA Victor selects 3 employes to take management courses at Harvard School of Business Administration as part of program of developing executive personnel. James B. Burke, mgr. of gen. purchasing div., materials dept., takes 3-month advanced management course. Wm. A. Wright, buyer in gen. purchasing div., and Raymond A. Wissolik, supervising production engineer at Cincinnati.

Financial & Trade Notes: TV-radio-phono makers showed average profit of 84% more in first half of 1953 than in corresponding period year ago, well above average national industrial earnings gain of 13%, according to *New York Times* survey of 663 manufacturing concerns. The unidentified 10 companies in TV-radio-records category showed profit of \$49,356,000, up from \$26,804,000 same period of 1952. Fourteen manufacturers of electrical supplies and equipment showed increase of 23% (\$121,718,000 vs. \$98,886,000), which the survey attributed largely to gains of 32% by GE, 13% by Westinghouse. Home appliances (12 companies) gained 17% (\$18,197,000 vs. \$15,594,000).

Olympic Radio reports net profit of \$21,115 (5¢ per share) on sales of \$7,628,352 in first 6 months, compared to loss of \$36,511 on sales of \$5,276,518 in first half of 1952. Pres. Morris Sobin told stockholders TV unit sales increased 13% over corresponding period last year, added first-half profit this year was reduced by expenditure of \$200,000 on research program. Working capital on June 30 amounted to \$2,867,740 vs. \$2,902,780 on Dec. 31, 1952. Inventories stood at \$5,594,221, with backlog of military contracts about \$20,000,000. Sobin said prospects for second half look "very favorable," added company is investigating program "to merchandise allied products through the present channels of distribution" starting next year to aid summer and spring sales, but didn't elaborate.

RCA appears to be headed for its best year, reports Sept. 10 *Wall Street Journal*, which reports speculation that directors before end of year may vote to pass some of increased profits to stockholders either as an increased dividend or an extra disbursement. In first 6 mo., profit was \$18,185,228 vs. \$11,299,930 year ago (Vol. 9:30). Sales of TV station equipment are booming and receiver sales are holding up, while record div. (under new v.p. & gen. mgr. Emanuel Sacks) has had best hot weather business in 9 years. Whereas records usually slump in summer, dollar sales first 7 months were up 38% from year before, July alone up 46%, Aug. up 40%, and fall expected to run 33-50% ahead. NBC-TV is also showing substantial gains, with radio holding its own (Vol. 9:34).

Wilcox-Gay Corp., parent of Majestic, reports record sales of \$9,118,886 for first half 1953, despite cancellation of \$1,250,000 in govt. contracts. Net income for period was \$198,735. For same 1952 period, sales were \$8,434,044, profit \$265,428. Pres. Leonard Ashbach reported high sales of civilian items, anticipated boost in second half due to "recent pickup in TV receiver sales" and new modestly priced hi-fi phonograph to be introduced in October with promotion in 16 magazines.

Avco, with no breakdown by products, reports net profit of \$3,163,343 (32¢ a share) on sales of \$312,728,859 in 9 months ended Aug. 31 compared to profit of \$6,647,079 (72¢) on sales of \$219,939,742 in corresponding period year ago. Smaller profit on greater sales volume is attributed by chairman Victor Emanuel to series of strikes in last 6 months, some of them still in progress.

Reeves Soundcraft Corp. and wholly-owned subsidiary Bergen Wire-Rope Co. had consolidated net profit before taxes of \$92,251 for 6 months ended June 30, and realized net long-term capital gain of \$343,270 before taxes on sale under prior option of Cinerama Inc. common stock to Cinerama Productions Corp., reports pres. Hazard Reeves. Reeves Soundcraft still owns 431,849 shares of common stock of Cinerama Inc.

IT&T and subsidiaries achieved consolidated gross income of \$203,724,412 in first half of 1953 vs. \$176,359,660 same period last year. Consolidated net, including that of newly merged manufacturing subsidiaries, was \$4,808,549 (\$1.37 per share) vs. \$4,500,515 (\$1.35).

Electronics Reports: Military spending for electronics and guided missiles is expected to continue its slow increase through June 1954—for remainder of fiscal year—despite fact that total defense outlays will decline during that period. That's sizeup as indicated in reports from Pentagon and Budget Bureau. Principal reason for increase in electronics spending is that many projects are only now leaving drawing-board and pilot production stage for full-scale output and delivery. Some electronic procurement will be decreased—for such expendable items as walkie-talkies—because, like ammunition, they are no longer being used up on the battlefields. Many of the large electronics production contracts have already been let, although Pentagon is expected to continue placing production orders in electronics and guided missile fields through the fiscal year.

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Faster and more accurate production of printed circuits is claim made by Emerson for "Autobrader," fully automatic component adjusting machine developed under senior engineer Jack Bayha. Machine abrades away resistor and capacitor material from printed circuit units to standardize their value to precise point required by designers, inspecting units both before and after abrasion and sorting good from bad pieces—all in "a matter of split seconds," according to exec. v.p. Dorman D. Israel.

NPA Electronics Div. moves next week to 4115-4121 Commerce Dept. Bldg. in anticipation of its integration into new Commerce Dept. business & defense services agency, now slated to be organized by Oct. 1.

Use of TV on battlefield, as demonstrated by Signal Corps, will be discussed at convention of National Alliance of TV & Electronic Service Assns. at Chicago's Morrison Hotel, Oct. 9-11.

Dr. Louis T. Rader, mgr. of engineering, appointed gen. mgr. of GE specialty control dept., Schenectady, responsible largely for industrial electronic, regulator and aircraft control equipment.

Aerovox combines its Wilkor resistor and Hi-Q ceramic capacitor operations into Hi-Q division, moving Wilkor from Cleveland to the 3 Hi-Q plants at Olean & Franklinville, N. Y. and Myrtle Beach, S. C.

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Among officers' and directors' stock transactions reported by SEC for July: Irving B. Babcock sold 700 Avco, holds 10,097; Samuel Yamin bought 200 Decca Records, holds 288; Max Abrams trusts bought 1000 Emerson (June) and he now holds 186,240 personally and through trusts; Leicester W. Fisher bought 1000 General Instrument, holds 1599; Leon A. Kolker sold 3500 General Precision Equipment, holds 2500; Joseph A. Zock sold 300 General Precision Equipment (June), holds 7100; Geoffrey A. Ogilvie bought 200 IT&T, holds 305; Paul F. Swantee bought 100 IT&T, holds 100; Charles C. Moskowitz bought 1000 Loew's Inc., holds 5500; Y. Frank Freeman bought 400 Paramount Pictures, holds 800; Russell L. Heberling bought 100 Philco, holds 500; Charles B. Jolliffe bought 100 RCA, holds 600; Gwilym A. Price sold 1000 Westinghouse, holds 4350; Decca Records bought 74,400 Universal Pictures (June & July), holds 544,575.

Dividends: Emerson Radio, 10¢ regular and 5¢ extra payable Oct. 15 to stockholders of record Oct. 5; American Phenolic Corp., 25¢ Oct. 30 to holders Oct. 14; General Instrument Co., 25¢ Oct. 16 to holders Oct. 5.

I-T-E Circuit Breaker Co. reports net income of \$1,237,255 on sales of \$32,964,796 in first 6 months of 1953, compared with \$1,332,418 on \$32,197,270 in 1952 period.

Servomechanisms Inc. reports first half sales of \$6,817,001, profit of \$183,716 (24¢ a share) vs. \$5,108,767 and \$179,040 (24¢) for first half 1952.

Willys Motors' uhf station "package" (Vol. 9:30) will sell for about \$100,000, with first delivery tentatively scheduled second quarter 1954. Three more deliveries are planned for third quarter 1954, TV mgr. A. R. Bitter tells us. Package includes Willys-made 1-kw transmitter, as well as complete studio equipment and antenna, to be made for Willys by "a number of other companies in the field." Although arrangements aren't complete, it's expected camera chain will be made by Dage Electronics Corp., Beech Grove, Ind., incorporating vidicon tube (Vol. 9:29). Also included in package will be film chain, console, etc. With most of "bugs" ironed out, prototype model is now being readied for FCC approval. Then it's slated for delivery to Mt. Pleasant (Mich.) Ch. 47 applicant WCEN (Paul A. Brandt). Transmitters will be manufactured by Willys' electronics div., 6225 Benore Rd., Toledo. George W. McGee is div. mgr.; Thomas Bender, transmitter design engineer; Richard Gibson, purchasing agent. Merchandising and distribution plans are now being formulated. Willys Motors is subsidiary of Kaiser Mfg. Co.

Five applications for new TV stations this week, together with 14 dismissals, bring total pending FCC action to 469. Of this week's applications, 4 were by principals who previously filed for channels in same or neighboring cities: Hatfield, Ind., Ch. 9, by WVJS, Owensboro, Ky., which relinquished CP for its Ch. 14; Durham, N. C., Ch. 73, by WSSB, which once had application for Ch. 46; Petersburg, Va., Ch. 8, two applications by Petersburg TV Corp. (Thomas G. Tinsley, principal owner) and Southside Virginia Telecasting Corp. (WSSV, principal owner), each with list of new minority stockholders. Also filed this week was application for San Francisco's Ch. 2 by group headed by oilman Edwin W. Pauley. [For further details about foregoing applications, see *TV Addenda 17-L* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Dispute over football TV restrictions flared up anew this week on eve of season's first big "college football Saturday." Justice Dept. said it was "stepping in" controversy over NCAA's grid dimouts, but offered no explanation. Anti-trust officials have been watching situation for last 2 seasons, have deferred action pending outcome of current anti-trust case against National Football League. Sparking this week's flareup was request by Oklahoma Board of Regents that Notre Dame-Oklahoma game at Norman, Okla. be carried on all TV stations in state. NCAA's TV committee had given permission for Oklahoma City's WKY-TV to carry it since rules permit televising "local" games when they're sellouts. It turned down requests to let game be carried on KOTV, Tulsa, and KSWO-TV, Lawton.

Thrilling spot news coverage, far more dramatic than in newspapers, was provided Sept. 23 by CBS-TV & WGN-TV, which trained their cameras on woman who perched on 20th-floor ledge of Chicago's Tribune Tower more than hour in suicide attempt before being rescued when distracted by sight of pet dog; CBS, whose WBBM-TV cameras were trained from studio window across street, fed to network, while WGN-TV, in whose building action took place, filmed it for later showing.

Defendants in anti-trust suit to compel 12 leading motion picture makers to release their 16mm films to TV and other non-theatrical outlets (Vol. 8:30, 36) were given until Oct. 15 to answer suit in Los Angeles Federal Court.

Power increases: RCA this week shipped 10-kw transmitters to KFOR-TV, Lincoln, Neb. (Ch. 10) and KSL-TV, Salt Lake City (Ch. 5). GE shipped 12-kw unit to KETX, Tyler, Tex. (Ch. 19).

Revival of interest in theatre TV by exhibitors seems to be under way, as result of success of Marciano-La Starza title bout Sept. 25, and no doubt due in some measure to flagging interest in 3-D—which has turned out not to be the salvation the theatremen expected. Heavyweight fight was shown in 45 theatres in 35 cities, and early reports indicated heavy crowds. Preceding day, N. Y. Supreme Court Justice Irving L. Levey refused to grant International Boxing Club injunction banning round-by-round fight summaries on New York's WOV (Vol. 9:38). Judge said it was all right to summarize each round right after it happened, so long as it's "in the past tense, not a blow-by-blow." Large number of radio stations summarized fight round-by-round, probably many more than would have done it if IBC hadn't gone to court. In another important theatre-TV development, sales promotion firm of Cappel, MacDonald & Co. announced it is offering weekly live theatre-TV boxing to theatres every Tuesday, beginning Oct. 27, under arrangement with International Boxing Guild, rival of IBC. Theatres are expected to present fights as "second feature." Company also plans entertainment programs via theatre TV, under commercial sponsorship like home TV. It expects to spend \$5,000,000 promoting theatre TV, with \$1,000,000 slated for first year. Leo Rosen, ex-Fabian Theatres theatre-TV consultant, is in charge of theatre TV for firm.

Height vs. power, for achieving greatest coverage with least interference, drew comment from FCC chairman Rosel Hyde at ANA Chicago convention this week. When one advertiser on TV panel questioned need of buying time on smaller stations "when some stations cover 175 miles," Hyde smilingly called attention to fact that co-channel spacing is only 170 mi. in some parts of country; that new stations will tend to reduce long-distance reception. Then, he said, "We haven't issued any policy statement, but it appears that you can get more coverage with less interference by adding height than by increasing power." Regarding vhf vs. uhf coverage, he said, "We believe that the allocation provides opportunity for adequate coverage by all stations."

Summer viewing—replacements vs. year-round shows—is analyzed in Advertest survey of N. Y. audience of 11 shows which continued through summer and 11 which used replacements. Of programs continuing through summer: (1) Summer audience was 28% smaller than winter audience. (2) 31% of winter audience didn't watch in summer. (3) 97% of summer audience also watch in winter, and 3% are new viewers. Of shows with replacements: (1) Replacement audience was 37% smaller than winter program. (2) 59% of winter audience didn't watch replacement. (3) 65% of replacement audience also watch in winter, 35% are new viewers. Survey also found 2% fewer people watched TV daily this summer than last.

Theatre-TV discussion, led by AT&T long lines engineering chief F. A. Cowan, will highlight 74th semi-annual convention of Society of Motion Pictures & TV Engineers in New York's Hotel Statler, Oct. 5-9. Reports at convention will deal with TV films and new developments in movie industry. Keynote speaker will be news commentator Henry J. Taylor. SMPTE's annual Samuel L. Warner award will be presented to Dr. W. W. Wetzel of Minnesota Mining & Mfg. Co. for his contributions to development of magnetic sound recording tapes.

TV has replaced checkers and cards as off-duty pastime for firemen, according to UP interview with Chicago fire commissioner Michael J. Corrigan, who laments: "I don't know of a station in the city that doesn't have a TV set. You can't find a good pinochle player for love or money these days. Even the old-timers sit around and watch that darn machine."