

Television Digest

with **ELECTRONICS** REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 14

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APR 4 1953

April 4, 1953

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

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

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

Households and TV Sets in

The First 312 Markets of the United States

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

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

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

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

WHERE THE TV SETS ARE

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

What This Report Is Not

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

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

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

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

More Than 83% of TV Receivers Are New

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

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

Obsolescence and Multiple Set Ownership

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

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

January Data Revised and Augmented

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

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

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

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

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

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

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

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

- A markets—Metropolitan Areas with population over 2,000,000
- B markets—Metropolitan Areas with population 450,000 to 2,000,000
- C markets—Metropolitan Areas with population 150,000 to 450,000
- D' markets—Metropolitan Areas with population 50,000 to 150,000

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

LECTURE NOTES

PHYSICS 230

CLASSICAL MECHANICS

BY

JOHN H. COLEMAN

AND

ANDREW W. MAZUR

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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Reports on other upcoming new stations in our continuing survey:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	NETWORK RADIO—January-February 1953				
	ABC	CBS	MBS	NBC	Total
Jan.	\$2,674,622*	\$5,156,404*	\$1,786,134	\$4,260,555	\$13,877,715*
Feb.	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
Total	\$5,213,285	\$9,826,493	\$3,424,209	\$8,073,538	\$26,537,525

* Revised as of March 31, 1953.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

Count of TV Sets-in-Use by Cities

As of March 1, 1953

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

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

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

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

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

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

Note: TV sets sold in Canada totaled 250,083 up to Jan. 31, 1953, according to Canadian RTMA (Vol. 9:9). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Jan. 31: Windsor 53,615, Toronto-Hamilton 100,741, Niagara Peninsula 34,805, Montreal 44,503, other areas 16,619. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 15

NARTB LIBRARY

APR 13 1953

April 11, 1953

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

IT&T had record consolidated net income of \$22,147,753 (\$3.09 a share) on sales of \$352,007,882 for 1952, compared with \$17,992,314 (\$2.60) on sales of \$255,227,637 in 1951. Earnings of parent company represented \$8,226,022 (\$1.15) vs. \$6,130,762 (89¢) in 1951. Of total consolidated sales, \$157,074,881 was domestic, compared with \$89,414,710 preceding year, and foreign sales were \$194,933,001 vs. \$165,812,927. Capehart-Farnsworth subsidiary reports sales up 16% over 1951, despite slow first half.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 16

MARTIN LIBRARY

APR 20 1953

April 18, 1953

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Reports from uhf grantees included:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TV set production totaled 154,860 units (10,946 private label) during week ended April 10, first week of second quarter and 14th of year, up from 149,735 preceding week but below 172,329 week ended March 27. Factory inventories also went up, totaling 243,009, compared to 204,648 preceding week and 188,230 week before. Radios totaled 305,084 units (155,484 private), down from 309,306 for week ended April 3, with inventories of 448,384. Week's radios: 77,525 home, 42,898 portables, 51,604 clock, 133,059 autos.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	1951 Earnings	1952 Earnings	1952 Dividends	Recent Price
Admiral	\$ 4.88	\$ 4.43	\$1.00	27½
Aerovox	1.11	1.35	.60	11½
American Phenolic	2.35	3.19	.90	16½
Arvin Industries	3.02	2.48	2.00	29¼
CBS	2.72	2.75	1.60	40½
Cornell-Dubilier	3.37(1)	3.15(1)	1.30	22½
DuMont Laboratories30(d)	.55	.25	15
Emerson Radio	1.85(2)	1.17(2)	.70	12
Erie Resistor	1.31	1.85(e)	.80	14¾
General Electric	4.81	5.28	3.00	68¼
General Instrument	1.63(d)	2.05(e3)	.25	13
Hallcrafters82(4)	.46(4)	Nil	8
Hazeltine	2.08	2.86	1.25	25¾
Hoffman Radio80	2.84	.25	15
Int'l Resistance57	.44	.30	5
Int'l Tel. & Tel. Co.	2.60	3.09	.85	17
Magnavox79(5)	2.02(5)	1.50	19¼
P. R. Mallory	3.17	3.12	1.00	41
Motorola	3.74	3.62	1.50	37
Muter91	.52	.60	8
Oak Mfg.	2.08	2.10	1.40	16½
Olympic Radio	1.11	.20	Nil	8
Packard-Bell	1.73(1)	1.65(1)	1.00	14
Philco	3.35	3.15	1.60	32¾
RCA	2.02	2.10	1.00	26
Raytheon84(6)	1.90(e6)	Nil	13½
Speer Carbon	2.37	1.56	1.00	19
Sprague Electric	3.63	4.18	1.40	55
Standard Coil Prod.	1.69	1.95	1.00	15
Stromberg-Carlson	1.66	3.28	1.00	20½
Sylvania Electric	4.18	3.04	2.00	34½
Trav-Ler Radio76(d)	.38	Nil	2¾
Tung-Sol Electric	3.99	3.75	1.25	21
Wells-Gardner	1.10	1.12	.60	7½
Westinghouse Electric	4.03	4.25	2.00	44½
Wilcox-Gay08(d)	.10	Nil	1¼
Zenith	10.91	11.87	3.00	74¾

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

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

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

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

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

* * * *

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

RCA has sold another \$10,000,000 in 3¾% promissory notes, due May 1, 1977, to institutional investors, according to statement filed with N. Y. Stock Exchange, bringing to \$40,000,000 its borrowings under \$50,000,000 credit set up in February 1952. Proceeds will be used for working capital and to pay for expanding defense business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 17

NARTB LIBRARY

APP 27, 1953

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"Devastating" Impact of TV on Movie Attendance, page 14

For Report on Industry Leaders' Thinking and Planning for Color TV Receivers, see pages 10-12

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

* * * *

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

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

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

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

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

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

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

Personal Notes: Wm. R. Baker Jr., Benton & Bowles, named TV-radio chairman, Advertising Council; NARTB president Harold Fellows named vice-chairman, govt. relations committee . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, now on leave as business mgr. of new TV *Guide*, elected District 2 (N. Y., Pa., N. J., Del.) director of U. S. Chamber of Commerce . . . John Cowles, president of *Minneapolis Star and Tribune*, co-owner of new KVTU, Sioux City, Ia., elected president of Harvard Alumni Assn. . . . Emilio Azcarraga, Mexican telecaster-broadcaster and theatremen, elected president of Inter-American Assn. of Broadcasters at its biennial convention last week in San Juan, Porto Rico . . . Paul Mowrey promoted to gen. mgr., WABC-TV, reporting to Slocum Chapin, v.p. for ABC-owned stations . . . Gordon H. Mills, ex-mgr., NBC Radio, Chicago, appointed DuMont central div. sales mgr., Chicago, replacing David Lasley, resigned . . . Wm. Hollenbeck promoted to program director, KGO-TV, San Francisco, replacing Bloyce Wright, named program director of upcoming WAKR-TV, Akron . . . Byrne Litschgi, ex-Treasury Dept. and ex-asst. to Sen. Smathers (D-Fla.), becomes associate of Washington attorney F. Cleveland Hedrick Jr., who recently moved offices to 1001 Connecticut

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

Network TV-Radio Billings

March 1953 and January-March 1953

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

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

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

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

NETWORK RADIO				
	March 1953	March 1952	Jan.-Mar. 1953	Jan.-Mar. 1952
CBS	\$ 5,513,015	\$ 5,154,077	\$15,339,508	\$15,103,981
NBC	4,340,845	4,184,074	12,414,383	12,535,445
ABC	2,797,544	3,355,715	8,010,829	9,835,164
MBS	1,974,699	1,826,527	5,398,908	5,126,203
Total	\$14,626,103	\$14,520,393	\$41,163,628	\$42,600,798

NETWORK TELEVISION—January-March 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,129,226	\$ 982,794	\$ 7,558,448	\$17,275,360
Feb.	1,481,032	6,744,928	862,299*	6,820,529	15,903,788*
Mar.	1,720,946	7,794,774	1,054,857	7,938,751	18,509,328
Total	\$ 4,806,870	\$21,668,928	\$ 2,899,950	\$22,317,728	\$51,693,476

NETWORK RADIO—January-March 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,812,983	12,659,810
Mar.	2,797,544	5,513,015	1,974,699	4,340,845	14,626,103
Total	\$ 8,010,829	\$15,339,508	\$ 5,398,908	\$12,414,383	\$41,163,628

* Revised to April 23, 1953.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

Sparks-Withington sales for quarter ended March 31 were \$7,420,098, including "highest level ever" for TV sales, compared with \$5,425,404 same 1952 period. For 9 months ended March 31, consolidated net sales were \$22,542,396 vs. \$15,727,455 same period preceding year and \$20,621,271 for full 1952 fiscal year. Defense backlog exceeds \$23,000,000 and defense billings are at highest rate since end of World War II.

Magnavox net income went up to \$506,000 (68¢ a share) on sales of \$18,883,000 for quarter ended March 31, compared with \$454,840 (61¢) on sales of \$10,193,000 same 1952 period. For 9 months ended March 31, net income was \$2,052,000 (\$2.70) on sales of \$45,009,000 vs. \$1,043,000 (\$1.40) on \$25,896,000 same period preceding year.

Stromberg-Carlson, in first quarter of 1953, more than doubled its earnings of same 1952 period, totaling \$576,300 (\$1.55 a share) after taxes of \$1,921,000 on sales of \$13,339,203 vs. \$248,191 (65¢) after taxes of \$516,000 on sales of \$9,000,008 year ago.

Muter Co. reports net profit of \$117,888 (18¢ a share on 661,825 common shares outstanding) for 3 months ended March 31 compared to \$129,820 (20¢ on 651,200 shares) corresponding 1952 period.

Canadian Admiral reports 1952 earnings of \$1,721,315 (\$5.98 a share), nearly 8 times greater than the \$217,099 (75¢) reported last year. Sales were \$19,743,327 in 1952 and \$5,349,660 in 1951.

Emerson reports net income of \$899,516 (46¢ a share) for first 1953 quarter, compared with \$351,858 (18¢) same 1952 period.

Standard Coil Products reports net income of \$1,737,045 (\$1.18 a share) for quarter ended March 31, up 92% over \$905,116 (62¢) same 1952 period.

* * * *

Dividends: Standard Coil, 25¢ payable May 15 to stockholders of record May 5; Oak Mfg., 35¢ June 5 to holders June 1; P. R. Mallory, 35¢ June 10 to holders May 22; Stewart-Warner, 35¢ June 6 to holders May 15; Servomechanisms, 10¢ May 15 to holders May 1; Avco, 15¢ June 20 to holders May 29.

WJR The Goodwill Station Inc., Detroit, reports sales of \$814,708, net profit of \$133,209 for quarter ended March 21 vs. \$852,957 sales, \$130,662 profit same period last year.

Rumored sale of Warner Bros. Burbank studios to RCA, or merger with NBC-TV's which they adjoin, was flatly denied this week by RCA.

SO "DEVASTATING" is impact of TV on movie attendance that it will close down 30% of nation's theatres in next 12 months unless Congress repeals 20% Federal tax on movie admissions. Thus did film industry—which heretofore has publicly minimized TV's effects—plead before House Ways & Means Committee this week for opportunity to increase its revenues by letting theatres keep the 20% which now goes to U. S. Treasury.

Speaking for industry-wide Council of Motion Picture Organizations, Dallas exhibitor Col. H. A. Cole told Congressmen that theatres' greatest challenge came in 1948 with rise of TV. Said he: "The results were staggering. Assured by the purchase of a TV set, of what was the equivalent of a free motion picture show in their living room, millions of Americans made the pleasant discovery that there is no place like home." COMPO statement presented these statistics:

(1) Theatre attendance dropped 40% in TV-saturated metropolitan areas, 22% in fringes. (2) For every 2% increase in number of TV sets in an area, there is corresponding drop of 1% in theatre grosses. (3) In TV areas, 23% of all indoor theatres have closed since 1948, while theatre grosses in non-TV areas increased 3.2%. (4) Theatres closed at rate of 2-a-day in 1952 and 3-a-day so far this year. (5) By end of 1953, some 91% of nation's theatres, contributing 98% of total theatre grosses, will be in TV areas. (6) If it weren't for popcorn, candy or other concessions, "U. S. exhibitors would have operated in 1952 at a loss of \$147,785,000."

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Color TV tape recordings are definitely in works, according to Frank Healey, executive director of Bing Crosby Enterprises' electronic div. Writing in April 25 *Billboard*, he reports: "We are far enough advanced in our experiments to predict that not only will we provide TV on tape but we will provide colored TV on tape." Furthermore, he says, color tape will cost little more than black-&-white. He gives this status report on black-&-white tape progress: (1) It's "well toward readiness for commercial production." (2) "Pictures may be recorded directly on tape from TV camera or recorded from a monitor TV set with greater fidelity than is possible under the present methods such as kinescope." (3) Equipment is about half size of kine equipment. (4) A 15-min. 35mm tape will cost \$50, compared with \$150 for equivalent "hot kinescope." He reports these additional companies experimenting with TV tape: GE, Armour Research, Magnecord, RCA, Webster-Chicago, Minnesota Mining & Mfg.

New TV camera which can be used for film and slides as well as live shows will be introduced by Standard Electronics Corp. (Claude Neon) at NARTB convention. Tailored for small new stations, it will sell for about \$15,000, considerably cheaper than image orthicon camera. Weighing 75 lbs., it's called "Multi-Con" and has newly developed tube which "has better resolution than an image orthicon," according to v.p. Wm. Zillger. Tube costs \$300, compared with \$1200 for image orthicon, and life tests have shown it will survive 1000-1500 hours of use, he added. Camera is slated for production in July or August.

TV films made by new electronic technique were demonstrated in Hollywood by Norman Collins, ex-BBC controller, now chairman of High Definition Films of London Ltd., touring U. S. and Canada to observe production methods and possibly drum up market for his company's "telefilms." British company is shooting films from kinescope tube of closed-circuit TV system with 750-900 lines of definition. Company was formed by Collins and Sir Alexander Korda to produce TV films for expected British commercial stations (Vol. 8:26).

Handy Reference Log of the 167**Television Stations in Operation as of April 25, 1953**

With Supplemental List of New Stations Reported Due on Air During Next Few Weeks

Radio station affiliations (if any) indicated in parentheses

For further details about these stations, consult *TV Factbook No. 16* with Weekly Addenda to date

ALABAMA

WAFM-TV, Birmingham (Ch. 13)—The Television Corp. (WAPI).
[Sale to Birmingham News Co. pends FCC approval; Vol. 9:15.]
WBRC-TV, Birmingham (Ch. 6)—Birmingham Bcstg. Co. Inc.
(WBRC). [Sale to Storer Bcstg. Co. pends FCC approval, Vol.
9:13.]
WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA).
WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB).
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV).

ARIZONA

KTYL-TV, Mesa (Phoenix), Ariz. (Ch. 12)—Harklins Bcstg. Inc.
(KTYL).
KPHO-TV, Phoenix (Ch. 5)—Meredith Engineering Co. (KPHO).
KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO).

ARKANSAS

KRTV, Little Rock (Ch. 17)—Little Rock Telecasters.

CALIFORNIA

KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA).
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ).
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC).
KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc.
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.
KTTV, Los Angeles (Ch. 11)—KTTV Inc.
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO).
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co.
(KRON-FM).

COLORADO

KKTV, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR).
KBTV, Denver (Ch. 9)—Colorado Television Corp. (KVOD).
KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL).
KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA).

CONNECTICUT

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

DELAWARE

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

DISTRICT OF COLUMBIA

WMAL-TV, Washington (Ch. 7)—Evening Star Bcstg. Co. Inc.
(WMAL).
WNBW, Washington (Ch. 4)—National Bcstg. Co. Inc. (WRC).
WTOP-TV, Washington (Ch. 9)—WTOP Inc. (WTOP).
WTTG, Washington (Ch. 5)—Allen B. DuMont Laboratories Inc.

FLORIDA

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co.
(WFTL).
WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR).
WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co.

GEORGIA

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

ILLINOIS

WBBM-TV, Chicago (Ch. 4)—Columbia Bcstg. System Inc.
(WBBM).
WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR).
WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN).
WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ).
WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK).
WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF).

INDIANA

WTTV, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTV).
WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM).
WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT).
WOI-TV, Ames (Ch. 4)—Iowa State College of Agriculture & Me-
chanic Arts (WOI).
WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC).
KVTU, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton,
S. D.).

KENTUCKY

WAVE-TV, Louisville (Ch. 5)—WAVE Inc. (WAVE).
WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS).

LOUISIANA

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

MAINE

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

MARYLAND

WAAM, Baltimore (Ch. 13)—WAAM Inc.
WBAL-TV, Baltimore (Ch. 11)—Hearst Corp. (WBAL).
WMAR-TV, Baltimore (Ch. 2)—A. S. Abell Co.

MASSACHUSETTS

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc.
(WBZ).
WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC).
WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN).
WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp.
(WSPR).

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG).
WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ).
WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK).
WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ).
WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD).
WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO).
WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM).
WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX).

MINNESOTA

KSTP-TV, Minneapolis-St. Paul (Ch. 5)—KSTP Inc. (KSTP).
WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Tele-
vision Inc. (WCCO).

MISSISSIPPI

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

MISSOURI

WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF).
KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD).
KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS).

NEBRASKA

KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp.
(KOLN).
KMTV, Omaha (Ch. 3)—May Bcstg. Co. (KMA, Shenandoah, Ia.).
WOW-TV, Omaha (Ch. 6)—Meredith WOW Inc. (WOW).

NEW JERSEY

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

NEW MEXICO

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

NEW YORK

WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF).
WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN).
WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC).

(Continued on next page)

NEW YORK—(Continued)

WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc.
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS).
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC).
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR).
 WPIX, New York (Ch. 11)—WPIX Inc.
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM).
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY).
 WSYR-TV, Syracuse (Ch. 5)—Central N. Y. Bcstg. Corp. (WSYR).
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp.
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.).

NORTH CAROLINA

WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT).
 WFMV-TV, Greensboro (Ch. 2)—Greensboro News Co. (WFMV-FM).

NORTH DAKOTA

KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB).

OHIO

WCPO-TV, Cincinnati (Ch. 7)—Scripps-Howard Radio (WCPO).
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC).
 WLWT, Cincinnati (Ch. 4)—Crosley Bcstg. Corp. (WLW).
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc.
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM).
 WXEL, Cleveland (Ch. 9)—Empire Coll. Co. Inc.
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS).
 WLWC, Columbus (Ch. 3)—Crosley Bcstg. Corp. (WLWF-FM).
 WTVN, Columbus (Ch. 6)—WTVN Inc.
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO).
 WLWD, Dayton (Ch. 5)—Crosley Bcstg. Corp. (WLWB-FM).
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK).
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD).
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ).
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN).

OKLAHOMA

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO).
 WKY-TV, Oklahoma City (Ch. 4)—WKY Radlophone Co. (WKY).
 KOTV, Tulsa (Ch. 6)—Wrather-Alvarez Inc.

OREGON

KPTV, Portland (Ch. 27)—Empire Coll. Co. Inc.

PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG).
 WLEV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton).
 WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK).
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP).
 WJAC-TV, Johnstown (Ch. 13)—WJAC Inc. (WJAC).
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL).
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST).
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU).
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL).
 WPTZ, Philadelphia (Ch. 3)—Philco Corp. [Sale to Westinghouse pending FCC approval, Vol. 9:8.]
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc.
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU).
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM).
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE).
 WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA).

RHODE ISLAND

WJAR-TV, Providence (Ch. 11)—The Outlet Co. (WJAR).

SOUTH CAROLINA

WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS).

U. S. Stations Reported Due on Air Within Next Few Weeks *

KVEC-TV, San Luis Obispo, Cal. (Ch. 6)—Valley Electric Co. (KVEC).
 WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN).
 WTVO, Rockford, Ill. (Ch. 39)—Winnebago Television Corp.
 WFAM-TV, Lafayette, Ind. (Ch. 59)—WFAM Inc. (WASK).
 WLBC-TV, Muncie, Ind. (Ch. 49)—Tri-City Radio Corp. (WLBC).
 WFTV, Duluth, Minn. (Ch. 39)—Great Plains Television Properties of Minnesota Inc.
 KFOR-TV, Lincoln, Neb. (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR).
 WNAO-TV, Raleigh, N. C. (Ch. 28)—Sir Walter Television Co. (WNAO).
 WDAY-TV, Fargo, N. D. (Ch. 6)—WDAY Inc. (WDAY).

TENNESSEE

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

TEXAS

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA).
 KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC).
 KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC).
 KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD).
 WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA).
 KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD).
 KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM).
 WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP).
 KGUL-TV, Galveston (Ch. 11)—Gulf Television Co.
 KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC).
 KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc.
 KEYL, San Antonio (Ch. 5)—San Antonio Television Co.
 WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI).
 KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX).
 KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT).

UTAH

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

VIRGINIA

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA).
 WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR).
 WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG).
 WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV).
 WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS).

WASHINGTON

KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING).
 KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ).
 KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY).
 KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT).

WEST VIRGINIA

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

WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertaine Fathers (WBAY).
 WTMJ-TV, Milwaukee (Ch. 3)—The Journal Co. (WTMJ).

TERRITORIES

KGMB-TV, Honolulu, Hawaii (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB).
 KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (Authorized March 12 to remain silent pending technical and financial changes; see Vol. 9:11.)

MEXICAN BORDER STATIONS

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

CANADIAN STATIONS

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

Note: New CBOT, Ottawa, Ontario (Ch. 4) now being constructed by Canadian Broadcasting Corp. and due for completion in May, using special temporary equipment in order to carry June 2 Coronation.

WHIZ-TV, Zanesville, O. (Ch. 50)—Southeastern Ohio Television System (WHIZ).
 KELO-TV, Sioux Falls, S. D. (Ch. 11)—Midcontinent Bcstg. Co. (KELO).
 KCBD-TV, Lubbock, Tex. (Ch. 11)—Bryant Radio & Television Inc. (KCBD).
 KUHT, Houston, Tex. (Ch. 8, educational)—University of Houston (KUHF-FM).
 KVOS-TV, Bellingham, Wash. (Ch. 12)—KVOS Inc. (KVOS).

* Note: Foregoing are known to have received equipment and have indicated imminent starts, but first tests and commercial debuts are subject to unforeseen delays. All new-station starts are chronicled in *Television Digest* as soon as officially reported.

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

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 18

NARTB LIBRARY

MAY 4 1953

May 2, 1953

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(For Complete Text of Address by Gen. David Sarnoff Before NARTB Convention, See Special Report Herewith)

A CREDO—AND SOME PREDICTIONS & OPINIONS: "Radio was built on the basis of service to the American people. Television must be based on the same solid foundation. For all its drama and potential for profit, television should be no place for get-rich-quick Wallingfords, more interested in what they can take than what they can give.

"Sure, they may ride high for a time, but they will have no staying power. Sooner or later, the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded.

"Television, like radio, should be a profession, with all that the term best implies in integrity, dignity, and above all dedication to a tradition of public usefulness. It should provide careers upon which young Americans can enter with the same proud sense of fulfilling a vital public function that they have in entering science, medicine, law or journalism. That inner awareness of mission applies not only to stations and networks but to TV performers, production people, administrators, salesmen and technicians."

* * * *

That high moral note flavored RCA chairman David Sarnoff's keynote address at NARTB Los Angeles convention April 29. But it was when he ventured far into the fields of prediction and opinion -- about the future of TV and radio, about uhf, movies, programs, color, pay-as-you-look TV, electronic progress -- that he held a jam-packed audience literally spellbound for more than an hour.

This was a bigger and much more responsive audience than he had when, just 6 years ago, with only 13 TV stations on the air and mere 16 applications pending, he urged convention of NBC affiliates that they had better get into TV swim -- or else.

You have to read the full text of speech, or at least those portions that touch your own business closest, to get its full import -- and that goes whether you are a broadcaster, telecaster, manufacturer, distributor, vendor, banker or anyone else concerned with the economics and science of TV-radio. Accordingly, subheaded by topics, we've published it complete as a Special Report herewith, including its many ad libbed interpolations not covered in official advance releases from which most press reports were derived.

MOST EVERYTHING WAS TV AT LOS ANGELES: This was a TV convention, almost to the exclusion of all else -- an NARTB convention without a burning issue for the first time in a generation. If you want to call them issues, the questions uppermost in minds of most delegates seemed to be: How can we get into TV? How much will it cost? Can we make it pay off without destroying our radio properties?

Seeking answers, the 1800-odd delegates attended the business sessions in greater numbers than usual, jammed the exposition booths, surveyed the gigantic and sumptuous Hollywood studio and transmitting plants of the networks. Highlights of

the speechmaking, kept to minimum in favor of panel discussions, were the Sarnoff address, particularly its extemporaneous interpolations, and the fine exposition of association policies by NARTB president Harold Fellows.

Ex-working broadcaster Fellows is generally credited not only with building up NARTB's capable and well balanced staff, but with spearheading, if not actually sparking, the new era of good feeling pervading TV-radio. Fact that business is good is helping too, of course -- for both are generally doing very well indeed.

It's our function and purpose to point up the general trends, to focus on those subjects deemed most significant and interesting to our top-level management-engineering readership. Accordingly, leaving detailed reporting to the trade papers, we intend to follow up our Sarnoff report (whose subject matter cuts across so many facets of TV-radio-electronics) with other transcripts or reports on discussions in specialized fields. Accordingly, we hope later to cover small market TV, uhf, possibly other subjects of the intensely interesting panel discussions.

* * * *

It was as much an engineering as management convention -- and in story below we've culled what our technical observer regarded as most significant, after visiting all exhibits and attending nearly all engineering sessions and demonstrations both at NARTB and at SMPTE convening in nearby Statler Hotel.

Outstanding impressions we carried away from the business sessions of this most amazingly efficient convention in some 27 years of attendance were these:

(1) That vhf is favored, as were clear channels in radio -- but that uhf, only place where TV can expand much, is on its way up technically and commercially. It certainly shouldn't be sold short, as the broadcasters not long ago sold TV itself short, for the simple facts are (a) that the public in non-TV areas is demanding TV, doesn't give a darn whether it's vhf or uhf, can generally get exceptionally good pictures via uhf; and (b) science and industry are solidly back of uhf, can produce adequate transmitting and receiving apparatus, cannot possibly afford to let it suffer the fate of FM. (See also Facing the Facts about UHF, Vol. 9:17.)

(2) That the telecasters, most of them also broadcasters, are approaching their industry problems (FCC, code, education, unions, movies, ASCAP) in spirit of give-and-take negotiation and without needless chips on shoulder.

(3) That the FCC, once dreaded for its unpredictable big stick tactics, is in safe hands under popular new Chairman Hyde, its majority reflecting the Administration's attitude that business isn't a beast to be beaten around and its controlling members being sound and realistic enough to encourage all phases of the electronics arts and sciences during their difficult change-of-life stages.

Indeed, the 5 commissioners attending the convention were profuse in their expressions of admiration for the job TV is doing. And Chairman Hyde went flatly on record, echoed later by Comr. Hennock, that there's no intention whatsoever to discriminate against radio broadcasters or any other legitimate American enterprisers in the granting of licenses -- if the grants to date weren't proof already.

* * * *

One warning note came to the inheritors of TV in an amused observation by Comr. Bartley during the FCC panel discussion in which he and Comr. Sterling shone for their brief, pat and to-the-point statements:

"Go on giving us those 2-to-3-minute TV commercials, if you think they're worth while," quoth Bartley, himself an ex-broadcaster. "But for my part, they give me an opportunity to get a lot of little things done around the house between programs. It's the short ones that catch me." There were chuckles and applause -- in obvious recognition that he had touched, albeit facetiously, on a vital point.

BIG DELIVERIES, SMOOTHER & CHEAPER GEAR: Breathtaking growth in TV stations this year -- much beyond anyone's previous guesses -- appears almost certain. Our estimate of last week, that 100 additional new stations will take to the air this year (Vol. 9:17), now seems entirely too conservative to the people who should know -- the equipment manufacturers. Unless grantees give up CPs in wholesale lots, and that isn't likely, 200-400 new stations could begin telecasting this year alone.

Plans and capacity of the equipment makers, as gleaned at NARTB convention

in Los Angeles this week, make the 200-400 estimate quite realistic. There's always some uncertainty about grantees' intentions to build, of course, particularly among uhf CP-holders in areas now well served with vhf, but equipment manufacturers are definitely able to double or treble number of stations this year.

This astonishing production record isn't generally appreciated until one remembers that the greatest number of stations put on air during any single year up to now was a mere 30. Also overshadowing that fact at the convention were the new "glamour" devices -- flying-spot film scanners and numerous tiny, inexpensive cameras spawned by the little Vidicon tube.

* * * *

Attracting engineers' attention as much as anything were the film scanners -- DuMont's and Philco's. There's no gainsaying Philco made a hit with its color film scanner, as did DuMont with its production model of black-&-white scanner which was rage of 1952 NARTB convention. Both are continuous-motion flying-spot devices.

Philco showed both 35mm and 16mm scanners, color film on 35mm only. It was first view of color TV on film for almost everyone -- and it was good.

Display was on monitor tube using 3 kinescopes and dichroic mirrors. Though Philco didn't disclose bandwidth employed, it was obvious that more than 4 mc was used -- perhaps 4 mc for each color. Nevertheless, as NTSC has amply demonstrated, bandwidth can be compressed into 6-mc channel and produce picture scarcely distinguishable from 12-mc picture to average observer.

One great advantage of flying-spot scanner for color, not generally known, is that there's no registration problem at all, as there is in live camera employing 3 image orthicons. Equipment is therefore capable of producing better pictures, from registration standpoint, than can be achieved with live camera. There was some slight misregistration in Philco's demonstration, but this was attributed entirely to dichroic mirror setup which is extremely difficult to keep perfectly aligned.

Philco quotes 9-12 months for delivery, estimates the 35mm will run about \$25,000, 16mm \$20-\$30,000. Equipment is designed for black-&-white, too, can be purchased for black-&-white or color. Philco engineers say color may be added simply and cheaply later if station prefers black-&-white only now.

Though Philco's competitors say 35mm has little demand, Philco people say that there's vast amount of 35mm color film; that 35mm equipment also has many industrial and laboratory uses; that it's a natural for theatre TV.

The 35mm was much more finished product than the 16mm, the latter being in admittedly "breadboard" stage, since Philco has worked on 35mm for years.

* * * *

While Philco impressed with color, DuMont made solid impact with finished product and its readiness to deliver. Particularly intriguing about DuMont scanner was "preview" feature -- ability to run 2 films or 2 opaques simultaneously. This permits operator to inspect one film while other is on air. Also fascinating to the engineers was reversibility angle -- ability to run a few feet of film, see what's on it, then run it back to start position.

Calling new device "multiscanner", reporting it easily convertible to color since it was derived originally from color research, DuMont says deliveries will start in August with rate of production 20-30 monthly. Price is around \$30,000.

Competitors GE and RCA say they're taking wait-and-see attitude on the new types of scanners. "We're not proud," said one top sales executive. "We're willing to examine anyone's ideas, but you know that continuous-motion scanners have been like perpetual motion -- everyone has been working on them for years, but no one has been able to perfect them."

* * * *

Family of "cons", the compact cameras built around the Vidicon or its relatives, has really grown. Besides the RCA Vidicon, there's Federal's "Photocon", GPL's "Staticon", Standard Electronics' "Multi-Con". Dage Electronics uses Vidicon, hasn't coined a new name.

Most of the new cameras are offered for film use, though some makers are pushing them for live use, too. Big appeal, of course, is price. As one small-

market grantee put it: "It takes something like this to bring the big boys down."

Quality of the Vidicon-produced image isn't as good as that derived from the image orthicon or iconoscope, but price (about one-third) has tremendous appeal.

* * * *

Summarizing new scanners and cameras, NARTB engineering dir. Neal McNaughten told engineers: "As I recall, when we first heard of the flying-spot scanner, I could get no clear replies to my inquiries about whether it could be used with motion picture film. Recently, I have been making inquiries as to if and when we may expect live pickups on flying-spot scanners.

Replies are mixed. Some say it can be done; some say it can't. This line of thought may indicate that the workhorse of TV -- the iconoscope -- is soon due for retirement. It may also predict the ultimate retirement of the image orthicon in favor of either the cigar-sized photoconductive tube or the flying-spot scanner."

* * * *

Much serious attention was given to GE's "one-man" operation -- new switching setup requiring limited manpower (Vol. 9:17). GE was flooded with inquiries from small-market applicants and grantees, sold first one right off floor to upcoming KDRO-TV, Sedalia, Mo. Second goes to Cecil W. Roberts for Bloomington, Ill.

New transmitters shown for first time were DuMont's 1-kw uhf, Standard's 1-kw uhf, Gates' 500-watt vhf -- and Continental Electronics, Dallas, is planning on 1-kw uhf for early 1954 but not taking orders yet.

RCA had a simple motto emblazoned across its exhibit -- and it was eloquent: "Delivery is the only proof of production." It cited these post-freeze deliveries: 36 uhf, 30 vhf, 28 vhf amplifiers.

31 VHF, 30 UHF STARTERS SINCE FREEZE: Debut of 2 more uhf stations this week brings number of post-freeze starters to 61 -- of which 30 are uhf -- for grand total of 169 stations now on air. These stations both began test patterns April 29:

WTVO, Rockford, Ill. (Ch. 39), owned by Balaban and Dubinsky theatre families, reports "reception excellent", plans commercial debut May 3. Weed is rep.

WLBC-TV, Muncie, Ind. (Ch. 49) hopes to begin programming next week, says reports on test pattern reception "exceed expectations". National rep is Walker Co.

* * * *

Due to start momentarily, according to late information from stations and equipment makers, are the nation's first educational station, U of Houston's KUHT (Ch. 8); KELO-TV, Sioux Falls, S.D. (Ch. 11); KCBD-TV, Lubbock, Tex. (Ch. 11); WFTV, Duluth, Minn. (Ch. 38); WFAM-TV, Lafayette, Ind. (Ch. 59); KVOS-TV, Bellingham, Wash. (Ch. 12) -- possibly also KVEC-TV, San Luis Obispo, Cal. (Ch. 6); WNAO-TV, Raleigh, N.C. (Ch. 28); WHIZ-TV, Zanesville, O. (Ch. 50).

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

ANOTHER HEARING DECISION & 2 MORE CPs: How well a station covers its "home" city is more important criterion than how many people it serves. That was gist of FCC hearing examiner's initial decision this week favoring local AM station WFDF for Flint grant over 2 competitive applicants who proposed to cover Detroit as well as Flint.

Though 5 of the 7 commissioners were at NARTB convention in Los Angeles, a "board" composed of Comrs. Webster and Doerfer granted these 2 uhf CPs:

San Francisco, KSAN, Ch. 32; Richmond, Ky., Blue Grass TV Co., Ch. 60.

These bring total post-freeze grants to 350. San Francisco grantee is owned by S.H. Patterson, whose KJAY, Topeka, Kan., is also TV applicant. Richmond group is headed by Charles P. Clarke, president of Standard Tobacco Co., licensee of WFTM, Maysville, Ky. and TV applicant for that city.

* * * *

In Flint case, WFDF is competing for Ch. 12 with WJR and W.S. Butterfield theatre chain, both of Detroit. Both WJR and Butterfield proposed antenna sites on plateau roughly 17 mi. south of Flint and 26 mi. north of Detroit, and both included most or all of Detroit within Grade A contours. WFDF chose site few miles north of Flint which would give Grade A service to only about one-fourth as many people.

In his decision favoring WFDF, examiner Benito Gaguine ruled: (1) Northern antenna site would put better signal in Flint and also give better service to areas north of Flint which need it most. (2) With 3 networks already represented in Detroit, a fourth "Detroit station" probably wouldn't be able to get a choice affiliation, thereby depriving Flint of best possible programming. (3) "The big Detroit service 'tail' may eventually wind up wagging the much smaller Flint service 'dog'", with station slanting programs to Detroit rather than to Flint. (4) Though none of applicants actually is locally owned, WFDF's proposed public service schedule is more impressive than others, due to local contacts gained through AM operation.

Final decision won't come for several months -- after filing of exceptions, oral argument, etc.

Congressional concern over huge backlog of hearing cases continues to mount -- and this week Chairman Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee summoned FCC to public hearing May 18 "to discuss in general the work and work-load of the Commission and particularly its practices and procedures in considering applications for TV station licenses." The meeting, he said, will "follow the pattern of the recent hearing on educational TV" (Vol. 9:16-17) and will explore what can be done "to speed up the processing of applications".

Mergers and dropouts eliminate hearings -- and scarcely a week goes by that doesn't see a few of those. Lindsey theatre chain this week dropped application for Ch. 5 in Lubbock, Tex., leaving KFYO unopposed for channel. And Worcester, Mass., applicant WNEB, slated for May 25 hearing with Salisbury Broadcasting Co. for Ch. 14, filed for dismissal because it felt it couldn't make a go of uhf in competition with 5 nearby vhf stations. Another uhf applicant dropped out this week -- WAPF, which was unopposed for Ch. 31 in McComb, Miss.

SCANNING TV's technical future, speakers at NARTB engineering conference ran gamut of ideas and devices on horizon—or beyond. Here's progress report on some of them:

(1) TV tape recording. Production of commercial TV tape by first of next year promised by John T. Mullin, chief engineer of Bing Crosby Enterprises' electronics div. He said that there's no problem with detail and gray scale; that lateral jitter has been eliminated; that screen-like pattern has been reduced; that flicker has been eliminated. And he reported encouraging progress on reduction of streaking and eliminating ghosts.

(2) Global TV. NARTB engineering director Neal McNaughten predicted that transistorized submarine cable will do the trick in combination with microwaves. He said that the transistor repeater unit is so small and requires such minute power that it now appears feasible to build submarine coaxials of substantial length.

(3) Boosters. Reading paper prepared by WSM-TV president John H. DeWitt, station engineer Aaron Shelton reported successful conclusion of tests, including elimination of all instances of co-channel interference tackled to date. Though WSM-TV spent \$40-\$50,000 building prototype booster in Lawrenceburg, Tenn. (Vol. 9:3), it's estimated others may be built for \$5-\$6,000. Addition of 20 boosters, said Shelton, would add more than 250,000 people to a parent station's coverage. Though Lawrenceburg is 68 mi. from WSM-TV transmitter, signal produced by booster's 10-watt transmitter is considered to be equivalent to that received 45 mi. from main station. About 7500 people live in Booster's .5 mv/m contour, 8500 in 100 uv/m—and 1300 of these have signed petition requesting retention of the booster.

(4) Color. Engineers were brought up to date on progress of NTSC by GE's I. J. Kaar, who reported that compatible system is expected to be offered to FCC this summer. FCC Chairman Hyde, in luncheon address, made it clear that Commission would consider color, when presented, "in an orderly fashion"—meaning customary type rule-making hearing would be conducted.

Personal Notes: D. Lennox Murdoch, mgr. of KSL-TV, Salt Lake City, elected v.p. of licensee Radio Service Corp. of Utah; Dr. Carl J. Christensen elected engineering v.p., Vincent Clayton chief engineer; commentator Richard L. Evans named to board . . . Richard Lewine, CBS-TV producer, appointed supervisor of network's daytime programming, reporting to v.p. Hubbell Robinson Jr. . . . Hank Stahl, ex-WDTV, Pittsburgh, named program mgr., WSAZ-TV, Huntington, W. Va., replacing Ted Eiland, appointed gen. mgr. of upcoming WTAP, Parkersburg, W. Va. . . . Ernest Rety, ex-WJBK-TV, Detroit, & WXEL, Cleveland, named chief engineer of upcoming WBUF-TV, Buffalo . . . Howard Kaney resigns as Associated Press radio chief in Washington to become Washington mgr., CBS-TV news & newsfilms; Bill Wood, ex-mgr. of CBS-TV news & public affairs in Capital, heads public affairs dept. . . . Harry Ollson, ex-Warner Bros., joins NBC legal dept. in charge of copyright matters, replacing Theodore Kupferman, now Cinerama house attorney . . . Sol Paul, ex-*Broadcasting Magazine*, announces his new trade publication due in fall will be monthly, called *Television Age*; headquarters not yet opened . . . Sol Taishoff wins one of 7 U of Missouri awards "in recognition of his brilliant career as co-founder, editor and publisher" of *Broadcasting Magazine* . . . Dorothy A. Kemble, WOR-TV, heads unopposed slate for president, N. Y. chapter, American Women in Radio & TV; Nancy Craig, ABC-TV, first v.p.; Lynn Clary, DuMont, director for TV . . . George Kern, ex-Benton & Bowles, named TV-radio director, Lennen & Newell . . . Ted Grunewald, ex-Wm. Esty Co., joins Doyle Dane Bernbach as TV-radio director . . . David Kaigler Jr. named TV-radio v.p., Adrian Bauer Adv., Philadelphia . . . Horace J. Elias appointed TV-radio director, Kaufman-Strouse Adv., Baltimore.

TV's right to cover public affairs on par with press and radio was urged in resolution adopted by NARTB convention which deplored current "discrimination" against TV in coverage of legislative activities, urged TV expert in White House secretariat.

Telecasting Notes: Hollywood's changing attitude toward TV is again demonstrated by decision of Warner Bros.—once violently anti-TV—to use nationwide “saturation” TV-radio spot campaign to promote opening of new film, *The Beast from 20,000 Fathoms*, being premiered simultaneously in 500 cities June 1. To work with own admen in first coast-to-coast use of TV-radio to launch a new film, Warners has engaged Terry Turner and Don Thompson of General Teleradio . . . Film industry's own TV show, Motion Picture Assn.'s *Hollywood Parade*—consisting of clips from latest movies and appearances by stars—goes into pilot film production in next week or so for ABC-TV, to be offered for outside sponsorship . . . Good feature films—when will they come to TV in quantity? President Spyros Skouras of 20th Century-Fox told press conference company's backlog will be released to TV in “3 or 4 years, possibly a little sooner”; United Artists president Arthur B. Krim sees dam breaking in about 18 months . . . Big TV & film center for New York comes nearer reality next week when New York City Commerce Dept. confers with TV & film production and talent unions to iron out jurisdictional problems; AFL has already endorsed project, which would cost over \$100,000,000 and occupy 250 acres . . . Long-term contract signed by ABC-TV & Hal Roach studios, latter to produce 6 film series for network's airing next fall, beginning with Laraine Day series; pact said to run 2 years . . . CBS-TV Film Sales doubling staff and opening new offices in Dallas and Atlanta, simultaneous with announcement that beginning July 1 it will syndicate its 52-week *Amos 'n' Andy* series on a market-by-market basis, including 13 weekly half-hour shows never before shown on TV . . . Music from TV films may some day be important property, so BMI has launched concerted drive to contract with producers for exclusive licensing rights to music in their filmed shows,

Young, dynamic, Ward L. Quaal, asst. gen mgr. of Crosley stations and onetime Washington representative of Clear Channel Broadcasting Service, is newest member elected to NARTB-TV board, succeeding Henry W. Slavick, WMCT, Memphis, who chose not to run for reelection at Los Angeles convention. Three incumbents reelected were Campbell Arnoux, WTAR-TV, Norfolk; Kenneth Carter, WAAM, Baltimore; Wm. Fay, WHAM-TV, Rochester. Holdover members through 1954 are Robert Swezey, WDSU-TV, New Orleans, chairman; Clair McCollough, WGAL-TV, Lancaster, vice chairman; Harold Hough, WBAP-TV, Ft. Worth; Paul Raibourn, KTLA, Los Angeles; George Storer, Storer stations. Networks designated these 2-year members: Alexander Stronach Jr., ABC; Merle Jones, CBS; C. J. Witting, DuMont; Frank Russell, NBC. Note: Remarkable TV membership record reported to NARTB-TV business meeting April 28 by Thad H. Brown v.p. & counsel, showed 124 operating stations enrolled (out of 167 on the air, Vol. 9:17) plus 27 as yet non-operating stations. All but 14 pre-freeze stations (or 94) are members, plus 57 post-freeze, of which 13 are uhf operators.

Experiments with boosters in Britain, reported in April *Wireless World* by E. K. Cole's P. J. Harvey, showed satisfactory coverage of 50 sq. mi. with 50-watt transmitter. Technical article describes possible methods of employing boosters to reach the 20% of British population not now within range of stations.

“Dyna-Dolly” is prize-winning name for new DuMont TV dolly, submitted in contest at NARTB convention by attorney Russell Rowell of Washington law firm of Spearman & Roberson and selected by judges Harold Fellows, NARTB president; Frank Burke, editor of *Radio Daily*; Martin Codel, editor & publisher of *Television Digest*.

reports May 2 *Billboard*, which adds that BMI's immediate interests are sewing up rights to theme music and encouraging use of BMI-licensed music in TV films . . . One 20-second spot would cost \$22,454 if placed on every station in U. S. on Class A time, reports mgr. Peter B. James of Weed reps, figuring on basis of 162 stations as of April 15—as opposed to \$15,149 for all 109 stations (including Matamoros, Mex.) in November 1951; average rate for Class A 20-second spot is \$138.60, just 38¢ less than 1951 average . . . “How to Live on a Small Fortune” will be theme of June 17 TV-radio session of Advertising Federation of America convention in Cleveland's Hotel Statler . . . “Most extensive exterior settings ever used in a live dramatic TV show” will be background for ABC-TV's ambitious *Plymouth Playhouse* 2-part production of Dickens' “A Tale of 2 Cities” May 3 & 10 from Hollywood; network will use its 23-acre lot as well as 2 sound stages and 14 indoor sets . . . Unusual setting for TV program: Dumont's *Dark of Night*, live Friday night drama, shot May 1 by remote crews “on location” at East Paterson, N. J. TV receiver assembly plant . . . Weed rep firm moves Chicago TV operations to Civic Opera Bldg.; AM dept. remains at 203 N. Wabash Ave. . . Meredith's KPHO-TV, Phoenix (Ch. 5), served notice on NBC April 28, under 90-day quit clause, that it's shifting basic affiliation to CBS, which means new KTYL-TV, Mesa-Phoenix (Ch. 12) will become NBC outlet . . . WAVE-TV, Louisville, raised rates April 15 from \$600 to \$750 for Class A hour, \$120 to \$150 for min. . . WCAU-TV, Philadelphia, May 1 started new Class AA hour rate at \$1800 . . . WTTW, Bloomington, raised Class A hour from \$500 to \$600, min. from \$90 to \$120 . . . April 1 rate increases: WBTV, Charlotte, Class A hour from \$625 to \$750, min. from \$135 to \$150; WXEL, Cleveland, \$800 to \$900, & \$160 to \$175.

Radio Pioneers, social organization of industry's old-timers, meeting annually at NARTB conventions, elected these new officers at Los Angeles: Paul W. Morency, WTIC, Hartford, pres.; Arthur B. Church, KMBC, Kansas City, first v.p.; Raymond F. Guy, NBC, v.p.; Victor Diehm, WAZL, Hazleton, Pa., v.p.; John Patt, WGAR, Cleveland, secy.; Charles A. Wall, BMI, treas. About 750 attended annual banquet, where hall of fame plaque was presented to Frank Conrad, ABC v.p., in memory of his father, the Westinghouse pioneer; citations given to Dr. V. K. Zworykin, RCA; Dr. E. F. W. Alexanderson, GE; John V. L. Hogan, Donald Manson, O. H. Caldwell.

Two big AM station deals consummated this week: General Teleradio bought 50-kw WLAW (ABC), Lawrence (Boston), Mass., from Lawrence newspaper publisher Hildreth & Rogers for \$475,000, selling facilities of its 5-kw WNAC, Boston, Yankee Network flagship, for \$120,000 to Victor Diehm, owner of WAZL & upcoming WAZL-TV, Hazleton, Pa. WLAW call will be changed to WNAC. Birmingham News sold its WSGN to local investment broker John S. Jemison Jr., will also seek to transfer its CP for TV Ch. 14 to him. Sale was necessitated by News' recent purchase of WAFM-TV & WAPI (Vol. 9:15). Sales are subject to FCC approval.

American Assn. of Film Producers has been formed as trade association for TV-business film makers, with headquarters at 7064 N. Sheridan Rd., Chicago. Officers are all from Chicago area: George T. Becker, Vogue-Wright Studios, president; James A. Kellock, Wilding Pictures Productions, v.p.; Joseph G. Betzer, Sarra Inc., secy.; Lawrence P. Mominee, Atlas Film Corp., treas. Other board members: George B. Finch, Jam Handy Organization, Detroit; Reid H. Ray, St. Paul; Fred A. Niles, Kling Studios, Chicago.

MORE COLLEGE football on TV this year—but it's only minor sop to fans, telecasters and those colleges left out in cold. National Collegiate Athletic Assn. TV committee announced this week there will be only one more football telecast this fall than last year's 12. Fall program was referred to NCAA members for vote, but that's considered mere formality. At Jan. 5-10 convention in Washington, they voted 172-13 for football TV restrictions without even knowing what program would be (Vol. 9:2).

Public will see 10 or 11 complete game telecasts, including Thanksgiving Day, but major change in plan is addition of 2 or 3 so-called "panoramic" Saturdays. Termed experimental, "panoramic" plan will divide viewing time among 4 widely separated games, with telecast starting no earlier than 3:30 p.m., EST (3 p.m. in November). Although that works easily on radio, fewer origination points are available on TV and complex installations are required at stadiums not already equipped. Number of origination points is also limited by fact that playing sites must be near coaxial cable.

NCAA sets even more obstacles for itself by (1) limiting college appearances to one per season; (2) giving preference to colleges not appearing on TV last year, and (3) specifying that each of NCAA's 8 districts must be represented at least once. But in district 7—Rocky Mt. Conference—only Denver and Salt Lake City can originate network telecasts and both U of Denver and U of Utah play their games at night when networks are already loaded with high-priced programs. Too, most football games in that conference generally lack nationwide appeal. Provision is also made for local telecasts of additional small-college and sold-out games, same as last year, but TV committee must grant permission first.

If NCAA sticks to its own rules, TV public will probably see fewer top-notch games, despite greater total. NCAA's object may be to spread TV gravy—\$1,151,109 last year (Vol. 9:13)—among more schools, but public protest is certain to grow. For instance, Democrat Richard Stengel introduced bill April 28 into Illinois State Legislature which provides that no tax-supported educational institution, such as U of Illinois, can refuse to televise sports events, if it can be done without cost to the institution.

But NCAA's TV committee, heedless of technical obstacles and public clamor alike, will meet May 11-12 in New York to accept bids on its program.

TV threatens boxing by virtually taking it over "without making a commensurate contribution," charges National Boxing Assn. commissioner Abe Greene, who says storm of protest by TV viewers over recent Jimmy Carter-Tommy Collins lightweight championship "massacre" brings into sharp focus TV's responsibility to millions of fans. He contends that it "should do something to meet the obligation to the sport and to the people who are being inveigled into viewing it by the millions." TV has put boxing in a nationwide "goldfish bowl," he claims, and it should assist NBA in setting up boxing clinics for scoring methods, in indoctrinating officials for TV performances and in "preserving the small clubs which incubate the coaxial stars."

Baseball TV hearings on Sen. Johnson's bill (S. 1396) to permit major leagues to ban telecasts in minor league territory (Vol. 9:12) will be held May 6-8 & 11-12 by Interstate & Foreign Commerce Committee, but so far no TV representatives are scheduled to appear. Witnesses will include Justice Dept. representatives, sports figures and ex-Sen. Francis Myers, defense attorney for National Football League in pending TV anti-trust suit (Vol. 9:5, 7, 9-11).

TV competition won't hurt newspapers a whit, publishers were advised last week by one of their fellows with radio experience—and they got a rosy report on advertising of which he was elected president. He said, "Newspapers radio hand to prove it. Soothing words came from George C. Biggers, publisher of *Atlanta Journal & Constitution* and onetime gen. mgr. of its WSB, in address April 21 to N. Y. convention of American Newspaper Publishers Assn., of which he was elected president. He said "Newspapers years ago took radio in their stride and I think they will do the same with TV." Though some have made such adjustments as moving up late afternoon deadlines to avoid competing with evening TV shows, publishers in 10-50,000 circulation class indicated TV hadn't hurt circulation, had actually added to advertising revenue from TV dealers and from tie-ins with products advertised on TV. Equally reassuring figures to support Biggers came from Stuart Chambers, treas. of *St. Louis Post-Dispatch*, ex-sales chief of its KSD & chairman of board of ANPA's Bureau of Advertising, who reported newspaper advertising revenue last year totaled \$2.309 billion, of which \$526,000,000 was national advertising, compared to \$2.111 billion in 1951. National advertising, he added, has been steadily rising since advent of TV.

TV is credited with making newspapers cover major news events more fully and accurately by Associated Press executive editor Alan Gould. In talk to annual meeting of AP's Connecticut circuit recently, he said TV has not only stiffened news-gathering competition but has also increased newspaper sales by stimulating interest in news. Gould's views were echoed same week by Mrs. Oveta Culp Hobby, Secretary of Health, Education and Welfare, co-publisher with her husband of *Houston Post* (KPRC-TV & KPRC), who told Chicago Economic Club that newspapers, with their specialized features, will survive and continue to grow, side by side with TV.

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Annual plaque awards for 1952-53 by *Variety*—honoring outstanding "showmanagement" contributions to TV-radio—go to these stations in various categories: WNBC & WNBT, New York, for outstanding AM-TV operation; WBAL-TV, Baltimore, education by TV; WNBQ, Chicago, TV station showmanship; KTLA, Los Angeles, special events in TV; WIP, Philadelphia, and WSB, Atlanta, "How to Run a Radio Station"; WMCA, New York, responsibility to community; WHAS, Louisville, contribution to industry; WLW, Cincinnati, radio station showmanship; KLIX, Twin Falls, Ida. & KIXL, Dallas, small station enterprise; WGBH, Boston, FM operation; KFRE, Fresno, outstanding farm station. "Showmanager Award," for setting industry pattern by completely divorcing TV & AM operations, goes to CBS chairman Wm. S. Paley and pres. Frank Stanton; special plaque award for "bringing excitement to TV" to RCA chairman David Sarnoff; special citations to NBC-TV's *Victory at Sea*, CBS-TV's Edward R. Murrow for *See It Now*, NBC & NBC-TV for programming contributions, and for *Meet the Press*.

Network TV is credited for most of 9.4% increase in expenditures in 4 major media in 1952, according to Publishers Information Bureau. Figures were derived from survey of 2318 advertisers spending \$25,000 or more last year in 88 general magazines, 6 farm publications, 8 Sunday newspaper sections, 4 TV and 4 radio networks. Expenditures in the media were \$958,347,692, compared with \$876,104,727 in 1951. Network TV gained \$53,000,000, magazines \$39,000,000, Sunday newspapers \$2,000,000—while network radio dropped \$11,000,000. *National Advertising Investments*, listing the 2318 advertisers, is available from Leading National Advertisers Inc., 441 Lexington Ave., New York.

TWO UHF transmitters were shipped this week by RCA to CP-holders—WICA-TV, Ashtabula, O. (Ch. 15) and WETV, Macon, Ga. (Ch. 47). RCA's revised delivery schedule calls for uhf shipments next week to WISE-TV, Asheville, N. C. (Ch. 62) and WKOW-TV, Madison, Wis. (Ch. 27). WDAK-TV, Columbus, Ga., gets Ch. 28 transmitter following week. Vhf units are slated to go to KRDO-TV, Colorado Springs (Ch. 13) and KTVH, Hutchinson, Kan. (Ch. 12) about May 15.

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From uhf grantees come these reports of plans and progress:

WSUN-TV, St. Petersburg, Fla. (Ch. 38) has re-scheduled test pattern to May 15 from previously announced May 1 (Vol. 9:1) due to delay in delivery of RCA antenna. Mgr. George D. Robinson reports RCA transmitter is installed, control equipment about 75% complete and construction of studio will be completed this week. TV staff now includes: Louis J. Link, assistant mgr. and chief engineer; Mrs. Vera New, commercial mgr.; Charles W. Vaughan Jr. (ex-WLWD, Dayton), program director; Andrew Kudrick (ex-WJBK-TV, Detroit), engineering supervisor. Weed will be rep.

KIMA-TV, Yakima, Wash. (Ch. 29) has moved target date to mid-July from previously reported June (Vol. 9:12). Ground was broken last week for new \$100,000 two-story TV-radio center to be completed by July 15. "Building will provide most modern TV plant of any secondary market in the nation," says v.p. Tom Bostic, with more than 10,000-sq. ft. of working floor area including 2 large studios for live shows and one for film production. Over half of GE equipment is already installed. Weed will be rep. Rival KIT-TV (Ch. 23) in Yakima last reported planning start in "mid-summer or early fall" (Vol. 8:51).

KCTY, Kansas City (Ch. 25), awaiting RCA transmitter, hopes to begin test pattern "about early June," reports Herbert Mayer, president of Empire Coil Co., owner of Cleveland's WXEL, grantee in Indianapolis & Denver, founder of pioneer uhf station KPTV, Portland, Ore. "I am not going to 'rush' KCTY the way I did KPTV," he writes, but on-air date is earlier than previous July target (Vol. 9:13). Transmitter building is ready; 750-ft. Truscon tower should be completed in about four weeks. Rep has not yet been chosen.

WMTV, Madison, Wis. (Ch. 33) now reports July start instead of original June 1 target (Vol. 9:5). Grantee Bartell Television Corp. has moved from Milwaukee to the Washington Bldg., 119 E. Washington Ave., Madison. RCA equipment will be housed in transmitter building on Belt Line Rd. President Gerald A. Bartell is gen. mgr., v.p.

EDUCATIONAL TV's first station, KUHT, Houston (Ch. 8), is scheduled to begin testing next week following arrival April 29 of long-awaited Federal transmitter. Formal dedication, originally scheduled for May 4, has been postponed until all technical "bugs" have been erased and station is prepared to make good showing, reports mgr. John Schwarzwald.

W. W. Kemmerer, who resigned last week as U of Houston president after spark-plugging drive for station, is expected to give full report on problems of a would-be educational station operator to national stock-taking conference at Washington's Wardman Park Hotel May 4, sponsored by Dr. Milton Eisenhower's National Citizens Committee for Educational TV.

Meeting is expected to attract Congressmen, FCC Commissioners, Ford Foundation officials as well as scores of educational and community leaders from all over nation for exchange of ideas, including all-important suggestions on fund-raising.

Earl W. Fessler is chief engineer, Morton J. Wagner sales mgr., Alan Beaumont station director.

WSIL-TV, Harrisburg, Ill. (Ch. 22) anticipates delivery of RCA equipment before September 1, plans to begin testing in October. Rep has not yet been chosen.

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Reports from vhf grantees this week included:

WCIA, Champaign, Ill. (Ch. 3) has ordered RCA equipment and expects to begin programming Sept. 1, reports Merrill Lindsay, board member of grantee Midwest Television Inc. WCIA plans to ask modification of CP to raise antenna to 1000 ft. above average terrain; has contract with Ideco for tower, radiator and coaxial cable to be completed by Aug. 1. "Our grade B contour encompasses Champaign-Urbana, Decatur, Danville, Bloomington, Springfield, Peoria, with Terre Haute tossed in free," writes Mr. Lindsay. WCIA will be basic CBS affiliate with \$350 base rate; rep not chosen as yet.

KFOR-TV, Lincoln, Neb. (Ch. 10), previously reported for April 15 (Vol. 9:10), has RCA transmitter on hand and now plans May 31 commercial debut with test pattern "probable" on May 24, says v.p.-gen. mgr. George X. Smith. Rep will be Raymer. KOLN-TV (Ch. 12), city's other grantee, made debut Feb. 10.

WDAY-TV, Fargo, N. D. (Ch. 6) did not make May 1 target with interim 2-kw RCA transmitter (Vol. 9:4, 10), now aims at May 15 test pattern with May 22 commercial debut, reports president E. C. Reineke. Rep will be Free & Peters.

KHSL-TV, Chico, Cal. (Ch. 12) reports transmitter building completed, studio renovations about 50% done, RCA equipment ordered. Mgr. W. S. Woodling says tests should begin about Aug. 1. W. S. Grant Co. will be rep.

Niagara Television Ltd., Hamilton, Ont. (Ch. 13), one of first 7 private grantees in Canada (Vol. 9:14), hasn't ordered equipment or set construction plans yet but has Christmas as target date. Ken Soble, owner of CHML, will manage station, which will be joint operation of CHML, CKOC and CJSH-FM.

Power increases and channel shifts: Boston's WNAC-TV, with new RCA amplifier and antenna, went to 220 from 26.6-kw April 26. WLWD, Dayton, shifted April 28 to Ch. 2 from 5; other Crosley stations, Cincinnati's WLWT and Columbus' WLWC, received their RCA 25-kw amplifiers this week, will get new antennas later, then go to 100 kw on new channels about June 1 and July 1, respectively. WBEN-TV, Buffalo, got RCA 10-kw unit, will boost ERP from 50 to 100 kw; RCA also shipped 25-kw amplifier to WAGA-TV, Atlanta, which will increase its 26.5-kw power to 100 kw. Post-freeze KTBC-TV, Austin, plans to go to full power of 102.9-kw May 15.

Other educational TV developments this week: (1) GE's WRGB, Schenectady, offered area schools 5 hours of free time each week, plus \$2500 a year toward salary of anyone who would produce acceptable educational programs for use on station. (2) U of Michigan board of regents appropriated \$180,000 to defray construction costs of educational station at Ann Arbor. (3) Oklahoma House of Representatives passed bill setting up state-wide educational network, but didn't appropriate any money for it. (4) Illinois House majority leader Franklin U. Stransky introduced bill to prevent any educational institution from using state funds for educational TV station, imperiling TV plans of U of Illinois. (5) Indiana U formed TV-radio dept., with courses leading to A.B. & B.S. degrees, under Dr. Elmer G. Sulzer, ex-Kentucky U radio director. (6) ABC-TV will originate program May 6 on adult education in American life from York (Pa.) Junior College 9-9:30 p.m., sponsored by Ford Foundation, first network origination from York's WSBA-TV (Ch. 43).

Station Accounts: Evening spot TV and daytime spot radio business may break all records this spring and early summer, says April 29 *Variety*, which expects spot TV revenues "to almost double the \$88,000,000 grossed last year" and spot radio to "exceed by \$25,000,000 the total \$125,000,000 spent in 1952" . . . Canadian Admiral reports it spent \$156,978 in first 7 months of CBC operation to sponsor 33 sports events on CBFT, Montreal, at average cost of about \$3400, and 11 on CBLT, Toronto, at \$3800 average, thru Stewart-Bowman-Macpherson, Toronto . . . Robin Hood Flour Mills Ltd. becomes first sponsor on upcoming privately owned TV station in Hamilton, Ont. when it goes on air in December, buying *United Press Movietone News* . . . White Rock Corp. buys *Baseball Hall of Fame*, starting May 14 on WABD, New York, thru Ellington & Co., N. Y.; program was also reported bought by American Brewery Co. on WAAM, Baltimore . . . Parker Bros. (novelty games) buys series of station breaks on WPIX, New York, thru Badger, Browning & Parcher, Boston . . . W. F. McLaughlin & Co. (Manor House coffee) starts *Foreign Intrigue* May 21 on WNBQ, Chicago, thru

Earle Ludgin . . . Ludwig Baumann & Spear's, big home furnishings chain, to sponsor *TV Newspaper*, ten 15-min. newscasts broken down into newspaper-like depts., starting May 11 on WABC-TV, which calls deal biggest TV package in retail store field, thru Getschal Co. . . . Cantrell & Cochrane, subsidiary of National Phoenix Industries, plans heavy use of spot TV-radio to introduce new line of soft drinks in cans, thru Ted Bates, N. Y. . . . Faygo Beverages buys *The Range Rider* from CBS-TV Film Sales, starting next fall, stations not yet selected, thru W. B. Doner, Detroit . . . Listerine to start new TV spot campaign, thru Lambert & Feasley, N. Y. . . . Among other advertisers reported using or preparing to use TV: Joyce Food Products (Pop-Quick pop corn), thru Force Inc., Paterson, N. J.; House of Goddard (Perfex electric razor), thru Olian Bronner, Chicago; American Safety Razor Co. (Blue Star blades), thru BBDO, N. Y.; Enzo Jel Co. (Jelex gelatin), thru Schoenfeld, Huber & Green, Chicago; St. Regis Paper Co. (Panelyte plastic surfacing), thru J. M. Hicker-son, N. Y.; Warner-Hudnut Inc. (Tru-Tint), thru Dancer-Fitzgerald-Sample, N. Y.

Network Accounts: Falstaff Brewing Co., pleased with its sponsorship of N. Y. Yankees-Washington Senators opening day baseball game, wants to sponsor regular Saturday "TV Game-of-the-Week" on ABC-TV regional hook-up, with network selling cooperative sponsorship on other stations; major leagues have turned down similar deal with DuMont in past, however . . . Pepsi-Cola buys Fri. 8:30-9 p.m. time, starting Sept. 11 on ABC-TV, thru Biow; program isn't definite, but may be Marlene Dietrich drama . . . Chrysler Corp. buys drama program, starting in July on CBS-TV, Sat. 10-10:30 p.m., thru BBDO; Worthington Minor may produce, depending on terms of his contract with NBC-TV . . . Prudential Insurance Co. buys alt.-week sponsorship of *You Are There*, starting in September on CBS-TV, Sun. 6-6:30 p.m., thru Calkins & Holden, Carlock, McClinton & Smith; Electric Light & Power Companies of America is current alt.-week sponsor . . . Aluminum Co. of America is expected to move Ed Murrow's *See It Now* from Sun. 6:30-7 p.m. to Tue. 10:30-11 p.m. next fall on CBS-TV; multi-sponsored *Omnibus*, which recently acquired TV rights to series of George Bernard Shaw plays, may move from Sun. 4-5:30 p.m. to Sun. 5-6:30 p.m. on CBS-TV . . . Admiral buys *International Golden Gloves* June 16 on DuMont, 10:30 p.m. to closing, thru Erwin, Wasey & Co. . . . Toni Co. buys Tue. 8-8:30 p.m. for audience-participation program as summer replacement for Bishop Sheen's *Life Is Worth Living*, starting May 19 on DuMont; *The Music Show*, originally scheduled as summer replacement (Vol. 9:16), moves to 8:30-9 p.m. . . . Philip Morris to replace *I Love Lucy* during summer with *Racket Squad*, starting June 22 on CBS-TV, Mon. 9-9:30 p.m., thru Biow . . . General Foods Corp. (Maxwell House coffee) may replace *Red Buttons Show* during summer with *Masquerade Party*, starting June 22 on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles . . . U. S. Steel reported ready to decide within 2 weeks whether it will sponsor hour-long alt.-week drama series produced by Theatre Guild, thru BBDO.

Increased employment of Negro actors and office workers won for NBC the Los Angeles Urban League's Eugene Kinkle Jones Roving trophy, presented April 26 to western div. v.p. John K. West at banquet. West also received special scroll for his own efforts on behalf of minorities.

All 12 motion picture company defendants in 16mm anti-trust suit to compel them to release films to TV & other non-theatrical outlets (Vol. 8:30-31) agreed this week to file answers in Los Angeles Federal Court by July 15.

By-products of revival of color talk: Ziv will shoot all TV films in both monochrome and color henceforth; most are already being done in color but he decided color film doesn't reproduce quite well enough on black-&-white TV. WSB-TV, Atlanta, says it will telecast color as soon as it's ready, but doesn't expect it for at least 2 years. WTMJ-TV, Milwaukee, places order with RCA for first color transmission equipment available. Smith, Kline & French, pharmaceutical labs, which has used CBS system for closed-circuit surgical demonstrations, issues statement defending CBS system as best available but urging industry to hasten day of "economic mass production" of color equipment so that many medical schools can employ color TV.

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New AAAA officers, elected April 23 at convention in White Sulphur Springs, W. Va.: chairman, Henry M. Stevens, J. Walter Thompson Co., succeeding John P. Cunningham, Cunningham & Walsh; vice-chairman, Earle Ludgin, Earle Ludgin & Co.; secy.-treas., Winthrop Hoyt, Charles W. Hoyt Co. Directors: Kenneth W. Akers, Griswold-Eshelman; Marion Harper Jr., McCann-Erickson; Victor O. Schwab, Schwab & Beatty; Edwin Cox, Kenyon & Eckhardt; William R. Baker Jr., Benton & Bowles; B. C. Duffy, BBDO; Clifford L. Fitzgerald, Dancer-Fitzgerald-Sample; Henry G. Little, Campbell-Ewald; E. E. Sylvestre, Knox Reeves; Lawrence Valenstein, Grey Adv.

Most people pay attention to TV commercials at least part of time, according to study by Dr. Kenneth Dameron, Ohio State U. In Columbus area survey he found: 15% of viewers queried "always" pay attention to commercials, 18% usually do, 41.2% sometimes don't, 19.5% said they usually ignore them. Sponsors can reach most parents whose children watch TV, according to Advertest, which surveyed 763 New York area families with children between ages of 2-12 and found that: (1) 71% of parents were asked by children to buy at least one product. (2) 89% of that group actually bought at least one product. (3) 80% of parents whose children watch *Howdy Doody*, for example, could name at least one advertiser.

Outstanding TV drama scripts, including 8 royalty-free samples for workshop use, plus valuable tips on camera techniques, are contained in new 328-p. book, *Television Scripts for Staging and Study* by Rudy Bretz, ex-production mgr. of WPIX, and Edward Stasheff, former TV development director of New York board of education, published April 20 by A. A. Wyn Inc., New York (\$4.95).

3-D TELEVISION, as demonstrated by ABC-TV during NARTB convention, captured imagination of newsmen who were reluctant to believe assertion of ABC west coast engineering chief Philip Caldwell that he didn't know whether or when it would be ready for home use.

Actually, any system of 3-D proposed to date, including that shown by ABC, has virtually no possibilities for the home. It has same basic fault of CBS color— incompatibility. It can't be seen on receivers in homes today. Furthermore, to do 3-D right, it would take twice present bandwidth—halving number of stations possible.

ABC's demonstration, though quite crude, at times showed tri-dimensional effect as well as do 3-D movies. Demonstration was set up so hurriedly that polarization of images was reversed—and viewers found they had to turn polarized glasses upside-down and backwards to get proper results. Here's how ABC does it:

An 8-in. disc, half transparent, half mirror, is placed in front of camera lens at 45-degree angle and rotated at 1800 rpm. A stationary mirror is placed parallel to rotating disc and about 3-in. away. As disc rotates, camera sees image half the time through clear part of disc, other half of time through reflection from stationary mirror—alternating between the two at field rate, 60 times a second.

At receiver, the images are fed to two 5-in. Schmidt projection tubes, thrown onto 3x4-ft. screen. As you'd expect, the two images must be exactly same size, brightness, etc., for ideal performance—something tough to achieve.

Vertical resolution is cut approximately in half, and flicker becomes quite severe. Viewing is done in darkened room to minimize flicker.

Some experiments with direct-view sets have been made, but with less satisfactory results. Way this is done, KECA-TV chief engineer Cameron Pierce told engineers, is to display two images side-by-side on picture tube while viewers wear polarized glasses with prisms to combine images. Cost of prism glasses is prohibitive now, he said, but he thought they might be made inexpensively out of plastic. With direct-view setup, horizontal resolution is halved.

Both live program and Natural Vision film were employed, and results varied from very bad to quite good.

There's nothing startlingly new about 3-D TV, as ABC engineers readily admitted. It's recalled several laboratories demonstrated it shortly after World War II, RCA showing it in wideband field—sequential color. And there are undisclosed number of 3-D chains employed in atomic energy work, permitting operators to manipulate radioactive materials by remote control.

ABC's work was conducted by staff engineers Glenn Akins and Alex Quiroga under Pierce's supervision.

Incidentally, an interesting aspect of 3-D movies was presented at SMPTE convention by Bausch & Lomb's R. A. Sherman who said that 12-15% of public has eye problems it will learn about for first time when viewing 3-D movies. Such movies, he said, can help correct certain types of eye deficiencies.

Prospective color set makers may learn something from Bell Lab's experiments with viewers' perception of color. Bell engineers built setup with which viewers could vary each color so that the overall picture appeared most natural to them. It was found that all viewers set color levels at almost exactly same places—even though conventional eye tests showed perception of colors varied markedly from person to person. Results may mean sets needn't be equipped with controls permitting viewers to change color intensities.

Electronics Reports: "We are dangerously behind schedule in our guided missile program," says McGraw-Hill's authoritative *Aviation Week Magazine* in its 20th annual "Inventory of Air Power" issue. In first detailed account of U. S. progress in development and production of the highly secret electronic weapons, magazine reports:

"After 8 years of research & development which have cost the better part of \$3 billion, we have succeeded only in catching up to the point the Germans reached about a decade ago. [We] are at least 2 years away from the tactical use of missiles. We have no volume production of any missile. We have no missile worth standardization as a weapon. We can only dream of intercontinental weapons."

Complexity, unreliability, ever-changing designs, lack of standardization—these are major stumbling blocks in our guided missile program, according to article based on interviews with engineers and scientists working at various levels of program.

Most prime contracts for development of missiles have gone to aircraft firms, such as Douglas, Chance Vought, Martin, Northrop, Sperry and Boeing, as well as to GE, Western Electric, Chrysler and Firestone.

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Aerovox Corp., New Bedford, Mass., acquiring Cinema Engineering Co., Burbank, Cal., manufacturer of motion picture equipment and electronic parts, to be operated as Cinema Engineering div. Present owner A. C. Davis will be retained as divisional mgr., James L. Fouch continuing as gen. mgr. Cinema Engineering is sixth Los Angeles area plant acquired by Aerovox in last few months.

Engineering scholarships of \$600-\$800 annually for 14 students have been established by West Coast Electronic Mfrs. Assn. at California Institute of Technology, Stanford, U of California, UCLA, U of Southern California, Washington, Oregon State and Santa Clara.

Quam-Nichols Co. (speakers) begins production July 20 in new 75,000-sq. ft. plant at Marquette Rd. & Prairie Ave., Chicago; it cost \$500,000, has twice productive capacity of old plant, being abandoned.

Avco acquires Ezee Flow Corp., Chicago, and Ezee Flow Inc., Collegeville, Pa., (fertilizer application equipment) and they now become Ezee Flow div.

Theatre TV has taken extremely distant back seat position to 3-D, as far as movie people are concerned. An attempt to revive flagging interest was made this week by Mitchell Wolfson, owner of WTVJ, Miami, and prominent theatre chain operator. Speaking to Society of Motion Picture & TV Engineers in Los Angeles, he said: "Week before last, Arthur Godfrey came to Miami to originate his telecasts from there. Theatre business that week was normal to good every night but Wednesday. That was the night of his telecast, and that was the night that our theatres, and our competitor's theatres, were empty. Proving again the power of immediacy—which is the power of theatre television." At NARTB convention, reporting on status of theatre-TV hearing, NARTB's Thad Brown concluded: "Developments at this time point to diminished interest by theatre-TV proponents in the entire matter."

Top salaries of United Paramount Theatres officers in 1952 (before merger with ABC) as revealed in proxy statement for May 19 annual meeting, went to pres. Leonard Goldenson, \$159,000 and expense allowance of \$25,000; v.p.'s Walter Gross, Edward L. Hyman, Robert M. Weitman, Robert H. O'Brien, \$52,850 each; Robert B. Wilby, \$49,000; A. H. Blank, \$48,100.

PLANTS SCHEDULE MIDSUMMER SHUTDOWNS: Business is good, true, but TV manufacturers aren't abandoning practice of closing down their plants in summer, for periods of 2 weeks in most cases. Main purpose is to fulfill union contracts but it also gives set makers breathing spell to prepare for new fall lines.

RTMA canvassed its membership, found only CBS-Columbia among major set manufacturers not planning to shut down. Oddly enough, it was CBS-Columbia which last year took longest vacation, full month, while moving to its new Long Island plant. Westinghouse will keep its newly opened plant at Metuchen, N.J. in operation -- but only because its employes haven't been there long enough to merit vacation; its other plant at Sunbury, Pa. will be shut down from July 17 to August 2.

These are shutdown dates reported by major set manufacturers:

Admiral, June 28-July 13; Bendix, June 29-July 13; Capehart-Farnsworth, July 6-20; Crosley, July 6-20; DuMont, July 3-20; Emerson, June 29-July 13; GE, July 6-20; Hallicrafters, June 26-July 12; Hoffman, July 17-Aug. 3; Magnavox, June 27-July 6; Motorola, June 28-July 13; Packard-Bell, June 19-July 6; RCA, July 17-Aug. 2; Raytheon, June 29-July 10; Sentinel, July 6-20; Stewart-Warner, July 6-19; Stromberg-Carlson, July 6-19; Sylvania, July 19-Aug. 1; Wells-Gardner, July 6-20; Zenith, July 3-17.

[For list of vacation schedules of major parts & tube makers, see below.]

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What will happen, business-wise, after vacations? Judging by high production and sales levels, it doesn't require a soothsayer to predict big year, as new markets open almost daily. Reports from Los Angeles convention of NARTB on prospective growth of TV stations (see story, p. 2) clearly light the way for bigger, better year for all levels of industry.

Westinghouse TV-radio mgr. T.J. Newcomb probably expressed the plans of many a manufacturer when he told newsmen this week that Westinghouse TV production schedule this fall is 80% above last fall and, in fact, exceeds entire 1952 output.

And the men who move the TV receivers, the retailers, were also optimistic. Nearly 60% of all dealers participating in NARDA's cost-of-doing-business survey said they expected greater business volume in 1953 than last year, with anticipated sales of TVs ranking close second to laundry equipment among all appliances.

Add the statement to AAAA convention by Undersecretary of Commerce Williams that TVs & appliances are leaders among products which can justifiably look to vast expansion in coming years and you have a picture of great expectations.

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TV production totaled 139,708 units (11,125 private label) week ended April 24, sixteenth of year. It was down from 150,712 during preceding week and 154,860 for week ended April 10.

Radio production also declined, totaling 278,111 (140,229 private), down from 315,123 preceding week and 305,084 week before. Week's radios: 68,196 home, 51,918 portables, 37,155 clock, 120,842 autos.

In response to demands from some manufacturers, RTMA has discontinued, at least temporarily, its release of inventory statistics for both TV & radio, with no indication when they might be resumed, if at all.

Summer plant shutdowns are planned by following major parts manufacturers in report to RTMA: Aerovox, July 6-13; American Phenolic, July 11-25; Corning Glass, July 3-17; Erie Resistor, July 4-18; General Industries Co., July 6-13; JFD Mfg. Co., July 6-20; Oak Mfg. Co., July 6-20; Quam-Nichols, June 29-July 20; Radio Condenser Co., July 19-Aug. 2; Stackpole Carbon Co., July

4-12. Parts companies not shutting down: General Instrument Co., General Precision Laboratory, P. R. Mallory Co., Muter Co., Sprague Electric. Tube manufacturers: National Union Radio Corp., July 3-17; Raytheon, July 3-17; Tung-Sol, July 17-31. Kimble Glass is not shutting down, credits high demand for large picture tube blanks, hopes to build up backlog for fall.

Topics & Trends of TV Trade: Picture tube sales for first quarter of 1953 totaled \$2,798,921 valued at \$67,696,464, compared to 1,040,829 worth \$23,989,653 in first quarter of 1952, reports RTMA. Rectangular 19-in. and larger represented 65% of sales. March picture tube sales totaled 974,154 at \$23,772,801, compared to 836,451 at \$20,030,681 in February and 370,206 worth \$8,852,532 in March, 1952.

Receiving tube sales in first 3 months totaled 122,058,756 valued at \$82,955,367, compared to 85,934,322 units in first 1952 quarter. Of sales, 84,507,737 went for new sets, 28,534,743 replacement, 4,796,159 export, 4,420,117 govt. For March, receiving tube sales totaled 44,691,200 worth \$29,978,827 vs. 40,061,683 at \$27,371,779 in February and 30,935,220 in March, 1952.

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Jackson Industries, Chicago, manufacturer & distributor of Trans-Vue TV receivers, was adjudged bankrupt in order issued April 28 by Referee Austin Hall. Receiver John H. Chatz told Hall it was impossible for Jackson to carry out proposed settlement under Chapter XI proceedings (Vol. 9:12-13) because of Federal tax liens totaling \$245,000. Petition for bankruptcy of Jackson president David Krechman's other company—National Electronics Mfg. Co. (Natalie Kalmus TV)—pends in Los Angeles District Court (Vol. 9:16) while company continues to operate under receiver E. A. Lynch.

Federal Trade Commission postponed hearing from May 28 to Aug. 3 on complaint charging National Electronic Distributors Assn. and 37 wholesaler-distributor members with conspiring to create monopoly in sale of TV-radio electronics parts (Vol. 9:16). Hearing, to be held at 173 W. Madison St., Chicago, was postponed at NEDA's request, after extension from May 4 to June 12 for filing answers to complaint was granted.

Senate Banking Committee April 28 repudiated earlier decision to give Federal Reserve Board authority to reimpose consumer credit controls, substituting instead amendment to controls bill to give President power to "freeze" installment terms for up to 90 days in event of national emergency.

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Hoffman Radio will make greater pitch for eastern and midwestern markets with 85,000-sq.-ft. \$1,000,000 TV radio plant in Kansas City, scheduled to employ about 1000 when it begins operation in August. Manager will be Len Roberts, now Los Angeles plant supt.

Raytheon's new 100,000-sq.-ft. Quincy, Mass. CR tube plant, to be operated under long-term lease from Boston real estate firm, will employ 350 when completed next fall.

Magnavox will produce TVs & radios at newly acquired Greeneville, Tenn. plant, expects expansion to increase its payroll 20-30%.

Portable clock radios have been introduced by Crosley ("Skymaster," \$40) and Motorola ("Porta-Clock," \$45), aimed at spring and summer vacationers.

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Trade Miscellany: Blonder-Tongue Laboratories Inc., Westfield, N. J., now producing "Ultraverter," all-channel uhf converter in metal cabinet, listing at \$39.95 . . . Another new converter, also \$39.95, introduced by Varicon Corp., Brooklyn, features built-in bow-tie antenna . . . Continental Electronics, Philadelphia, plans to double its present facilities for production of picture tubes . . . Sheraton Hotel chain placed initial order for 4000 RCA Victor TV sets (17-in. table models), will eventually install one in every room of its 14 hotels . . . Printed-circuit coils, made by photo-etch process, now being commercially mass-produced by RCA tube dept. for TV receivers.

Trade Personals: Don G. Mitchell, Sylvania president, elected chairman, succeeding Max Balcom, who is retiring as chairman while retaining directorship; H. Ward Zimmer, exec. v.p., moves up to president; W. Benton Harrison, treas., elected to new post of v.p. in charge of finance . . . Morris Sobin, exec. v.p., elected president, Olympic Radio, succeeding Percy L. Schoenen, retired (Vol. 9:14) . . . John Stevens, ex-Zenith, appointed TV production chief, Frank A. Dunnigan promoted to chief product design engineer, Hoffman Radio . . . Louis J. Collins resigns as national sales director, Capehart-Farnsworth . . . T. J. Carbray, ex-Thor-Canadian Ltd., named DuMont Canadian sales mgr., reporting to gen. mgr. Ernest L. Hall . . . Weldon L. Payne named asst. gen. sales mgr., Arvin, reporting to gen. sales mgr. Paul W. Tanner; Raymond P. Spellman appointed west coast regional mgr., Wm. E. Skinner southern mgr., Ben Jones eastern . . . G. L. Jackson named DuMont district sales mgr., Jacksonville, Fla.; Philip Geth promoted to N. Y. area sales mgr. . . J. R. Hughes resigns as Admiral New England sales mgr. . . Garrett W. Davis promoted to south central sales mgr., GE tube dept., Kansas City . . . Walter J. Brock named midwest sales mgr., CBS-Hytron, replacing George M. Deters . . . Robin S. Kersh, exec. v.p., Westinghouse International, elected v.p. in charge of eastern district of parent company; C. Swan Weber, ex-mgr., eastern district, elected v.p. in charge of Washington office.

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Symposium on TV set sales & service in new markets will be held May 10-11 at Monticello, Ill., sponsored by U of Illinois in cooperation with RTMA, NARDA, National Electronic Distributors Assn., National Alliance of TV & Electronic Service Assns., and Illinois Assn. of Broadcasters.

RCA Victor has published new booklet describing 495 different types of CR & receiving tubes and their application to TV-radio sets as guide to service dealers. It's titled *RCA Receiving Tubes for AM-FM Television Broadcast*, available from RCA Victor distributors.

Italy's first TV tube manufacturer is Societa Fivve, Florence, which began CR tube production this week. Radio Marconi and Societa Philips, both in Milan, are scheduled to begin picture tube output soon.

Britain reduced sales taxes on TVs, radios & appliances from 66% to 50% as part of general tax reduction program.

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Distributor Notes: Mid-Atlantic Appliances Inc. (Admiral), Washington, appoints Leo Lisee gen. sales mgr., replacing Irving Dalo, resigned; Admiral Distributors Inc., San Francisco, moves to 495 Beach St. July 1 . . . Motorola appoints Franson Electrical Co., Goodland, Ind. . . DuMont appoints Osborne & Dermondy Inc., Las Vegas, Nev. (John A. Dermody, pres.) . . . CBS-Columbia appoints Colonial Distributing Co., Knoxville (J. F. Pentrack, pres.) . . . Hoffman Radio Sales Div., Los Angeles, appoints George S. Gramlich, ex-Admiral Distributors, as adv. mgr. . . Raytheon appoints Distributors Inc., Portsmouth, Va. (George A. Blumberg, pres.) . . . Stromberg-Carlson appoints Refrigeration Sales Corp., Cleveland . . . Emerson Radio of Florida, Miami, appoints Sid Goldberg, ex-Raymond Rosen & Co. (RCA), Philadelphia, as gen. mgr., replacing Raymond Friedman, resigned; Emerson Radio of Pennsylvania, Philadelphia, names Harold Polin adv. mgr., replacing David Eisenberg, resigned . . . Sentinel appoints Hogue Radio & Supply Co., Cheyenne.

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John J. Mucher, 70, chairman and co-founder, with his 2 brothers, of Clarostat Mfg. Co. (resistors), died April 23 at his home in Dover, N. H. after long illness.

Sarnoff Looks Ahead

Facing the Future: Radio & Television Broadcasting

Full Text of Address by David Sarnoff, Chairman of RCA and NBC
(Including Ad Lib Interpolations)

Before Convention of National Assn. of Radio & Television Broadcasters, Los Angeles, April 29, 1953

EDITOR'S NOTE: *In bestowing NARTB's first Keynoter citation on Gen. Sarnoff for his contributions to the broadcasting arts and industry, the Association's President Harold Fellows observed that the RCA chairman was "that most fortunate among men who lived to see his dream come true." He added, "we are legatees of that dream." This address undertakes to predict the shape of things to come in TV, radio and electronics—and it's printed in full text, including ad libbed portions transcribed by the convention stenographer, because of the intense interest it commanded at Los Angeles, the sober response it evoked and the wide range of its subject matter. Whether or not you agree with Gen. Sarnoff, the fact is that he has a high batting average in the business of prediction and for years has stood at the top of the TV-radio-electronics science and industry. Text has been subheaded for quick references to those subjects nearest the heart of any particular reader.*

I RECALL VIVIDLY the last time I addressed a broadcasting group. The year was 1947, the place was Atlantic City, where NBC was holding its first Affiliates Convention. Television broadcasting was just getting started, with only 13 stations on the air and 16 applications pending.

There were some members of the industry on that occasion who cautioned me to "soft pedal" television. Station owners, they told me, were perfectly content to go along with the great sound broadcasting medium and leave television to the next generation.

I did not heed their warning. It has always been my conviction that scientific progress neither can nor should be frozen. True, every great technical advance naturally creates problems along with opportunities. But these are challenges to be met, not evaded.

Therefore, I minced no words in Atlantic City in expressing my unbounded faith in the prospects for the new medium. I urged broadcasters to seize the opportunities opened up by television. Many acted promptly on that advice and are now operating profitable television stations. I feel sure that they bear me no grudge for my optimism.

It takes an effort of memory to realize that this was only six short years ago. What a phenomenal growth this great new medium of mass communication has enjoyed since that time! How deeply it is already rooted in the everyday life of our people!

But this is not a time for looking backward. The most dynamic industry in history's most dynamic nation has no alternative but to look forward—without self-delusions about obstructions ahead, but with self-confidence in our ability to overcome them.

Inspiring opportunities—in radio as well as television—are still ahead of us. I want to talk to you about those opportunities, and about some of the facts of life which we must face together to realize them.

Broadcasting Is a Service to the Public

The key to those opportunities is service—service to the public in local communities and across the nation, and service to the advertisers. These two services are indivisible in the pattern of America's free economy. Far from conflicting, each reinforces the other.

If radio and television—in their own way—seek out and meet public needs, they will keep audience attention and continue to grow in influence. And every cubit added to their stature as public services will make them that much more effective as advertising media.

Radio was built on the basis of service to the American people. Television must be based on the same solid foundation. For all its drama and potential for profit, television should be no place for get-rich-quick Wallingfords, more interested in what they can take than what they can give. Sure, they may ride high for a time, but they will have no staying power. Sooner or later the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded.

Television, like radio, should be a profession, with all that the term at its best implies in integrity, dignity, and above all dedication to a tradition of public usefulness. It should provide careers upon which young Americans can enter with the same proud sense of fulfilling a vital public function that they have in entering science, medicine, law, or journalism. That inner awareness of mission applies not only to stations and networks but to TV performers, production people, administrators, salesmen and technicians.

The American System of Broadcasting

The American system of broadcasting is part and parcel of the American way of life, the essence of which is freedom tempered by a sense of responsibility. Broadcasting, like the rest of our industry, is financed by private capital that is put to work to earn a profit. If we are to maintain and enlarge our capacity to serve the public, the various elements of our broadcasting structure must be kept in sound financial condition. It is a case where self-interest and public interest coincide.

The principal elements of the structure are stations and networks. The collective circulation attracted over the facilities of stations by network programs—of a scope and variety no individual station could afford—is sold to national advertisers. After networks pay commissions, discounts, interconnection costs and station compensation, they have between 25 and 30 cents of the sales dollar left to run their business and carry on the developments on which the vitality of the industry depends.

This fractional portion of the dollar is the sole economic support of all the facilities, talent and services which the networks provide to affiliated stations. It must cover the costs of public service and other sustaining programs, as well as the other heavy expenses.

It should be obvious that affiliated stations have a direct interest not only in the quality of network service but in the economic stability of networks. By the same token, networks have a direct stake in the welfare of their

affiliates. Networks cannot exist without stations. But it is equally true that many stations could not maintain their existing level of service and profit without a network affiliation.

A high quality local service gives a station standing in its community and makes it attractive as a network outlet. A vigorous network service builds audience for the stations, enhances the sales value of local time, and thus provides the station with more revenue to improve its local programs. Strong local service and strong national service are essential to the American system of broadcasting and, what is most important from the vantage point of our industry, they are essential to one another.

Interdependence of Networks and Stations

In order to maintain the vitality of these two services, the economic relationships on which they rest must meet the needs of *all* parties to the arrangement. As we go through this formative period of television development and the changing circumstances of radio, conditions could arise which might strain these relationships. It is well for all of us to recognize the warning signals, some of which are already visible.

For example, networks must assume much greater financial burdens and risks than stations. In order to provide a nationwide service, networks must maintain large organizations, continually increase their investment in facilities, and commit huge funds in long-term arrangements with talent. Despite all this investment and risk, networks' profit in relation to their gross volume is very small. And anything which jeopardizes the economic stability of networks must in the final analysis concern the stations as much as the networks themselves.

These facts pack an important moral for the industry. They demand that there be sympathetic understanding and cooperation between networks and stations. Only in this way can their common problems be solved. The fundamental interests of the industry—as they affect stations, advertisers and the public—are inseparable.

Let us consider these mutual problems, first in radio and then in television.

Radio Isn't 'Doomed'—But It's Changing

In the spring of 1949, the cry went up that "radio is doomed." Some of the prophets of doom predicted that within three years sound broadcasting over national networks would be wiped out, with television taking its place.

I did not join that gloomy forecast in '49, nor do I now. Not three but four years have passed, and radio broadcasting is still with us and rendering nationwide service. It plays too vital a role in the life of this nation to be cancelled out by another medium. I have witnessed too many cycles of advance and adaptation to believe that a service so intimately integrated with American life can become extinct.

We would be closing our eyes to reality, however, if we failed to recognize that radio has been undergoing fundamental changes. To make the most of its great potentials, it must now be operated and used in ways which take cognizance of the fact that it is no longer the only broadcast medium.

A process of adjustment is necessary, and it is taking place. Nevertheless, it has been complicated by the fact that the changes in radio have not been uniform throughout the system. Radio networks have been affected differently from stations, and the effects have also varied widely from station to station.

In areas where radio competes with television, its audiences have been sharply diminished during some periods by the attraction of the new medium. Rate changes have been made in appropriate cases to reflect this situation. As a result, radio today is an outstanding advertising buy in terms of the cost for what it delivers. It compares very favorably—and by a wide margin—with printed media, whose rates have been going up, without equivalent increases in circulation.

Stations have been able to adjust their own sales patterns to the opportunities of the market and as a result

many have prospered. Unless networks can work out arrangements with their affiliates permitting similar flexibility in network sales, they will not be able to take full advantage of sales opportunities available to them.

This situation is reflected by the sales figures of the past few years. Since 1948, time sales on networks have declined 22%. During the same period, however, national spot sales by stations have increased 19% and their local sales have increased 35%.

Sound Basis for Radio's Co-existence

Nevertheless, the over-all increase in time sales is proof that radio has continuing economic opportunities. Today there are 45,000,000 radio families throughout the United States. There are 25,000,000 automobile sets and many millions of portable sets. In 1952 alone, almost 10,000,000 radio sets were produced.

Radio is being used widely and intensively—but it is being used differently. Family listening is giving way to individual listening. There are sets in kitchens, dining rooms and bedrooms, in workrooms and playrooms. They are used to meet individual interests in certain types of programs; and they are also used when the mood calls for something different from the television fare available at the particular time.

Whether it be the printed word, the spoken word, or the sound picture, the value of their service depends not on their ability to undermine each other, but on their ingenuity in making the most of their individual appeals.

Radio, for example, can maintain large and loyal audiences by providing more programs of broad and selected appeal, so that millions will turn to it for the satisfaction of their special interests.

National advertisers can use radio networks and stations to reach massive audiences at low costs, just as they use selected magazines read by large groups with special interests. Networks and stations alike have a prime obligation to re-educate the advertiser in line with changes in audience and program.

We have a solid basis for continuance of a vigorous national radio service that can co-exist with television. However, to build on that base solidly, stations and networks must strive to work out a balance of interests that will enable each to maintain economic health in the period ahead.

TV Only on Threshold of Its Destiny

In radio our goal must be to strengthen the economic base of a nationwide system already in existence. In television the goal is to complete the building of a nationwide system now in process of formation. Here, too, we face serious economic challenge.

Building a nationwide television service is a gigantic undertaking, involving immense resources and large-scale enterprise. I know it has been the fashion in some circles to identify bigness with badness; to attack large-scale enterprise while demanding more and more of the benefits which only such enterprise can provide.

I do not share these muddy views. I have learned from life—not from theory—that big enterprise is a quickening and constructive force in a huge and growing country. It calls into being and nourishes thousands of small enterprises. It expands production facilities essential to national security. It organizes mass distribution which cuts cost to consumers. It supports prodigious research and development that require the expenditure of vast sums without immediate return.

It is from this research that the most important advances in American economy have come. Our own industry is the best proof of this fact, and television its most dramatic exhibit.

Television didn't just happen. It was created through continuous and costly research and development by a few large companies. The road they traversed was long and sometimes discouraging. But they were willing to back their faith with their resources. I am proud that RCA—which has put \$50,000,000 into the development of black-and-white television and another \$20,000,000 into color—was one of these companies.

The tremendous efforts and unflagging faith of these few large companies have produced a new industry. Already that industry supports hundreds of competing manufacturers—large and small—and a multitude of related enterprises as well as a growing number of television stations in VHF and UHF. And this new industry is only on the threshold of its destiny.

The Economics of Television

But no industry is an end in itself. It is an instrumentality for public service. Television's job is to bring the best programs to the most people throughout the country and ultimately throughout the world.

This is a large order, I grant, but not too large for the men who have already demonstrated their mettle. The development and natural distribution of network program services involve enormous costs for facilities, talent, production personnel, and other factors. These are big financial risks which any network must assume if it is to serve its affiliated stations, its advertisers and its audiences well.

The costs, moreover, have been rising. Talent fees increase as networks bid against each other for valued performers. Labor cost, such a large part of production expense, has also been increasing. Network time costs go up as circulation expands in existing markets and as new stations open up additional markets.

The expanding national television system gives sponsors a medium of power and appeal they cannot forego. They realize that the most effective sales force the world has ever known is at their disposal. Nevertheless, advertisers are—understandably—already manifesting concern about the costs of this new medium. These costs must and will be stabilized eventually, but in this period of rapid development they present real problems for all of us.

These are the economic problems natural in a new medium of communications whose character, dimensions and rate of growth are literally without precedent. However, television has become so indispensable to the public and so valuable to the business community that it will of necessity find sensible solutions. I feel certain that stations, networks, advertisers, talent and labor unions will realize the benefits of cooperation in solving the problems that confront them.

Make It Available to More Advertisers

There is room in the advertising economy for a much larger use of such an effective sales force as television. In order to broaden its use, one of our immediate objectives should be to develop techniques for making it economically available to more advertisers. To this end, networks are exploring various types of participation sponsorships—which are familiar patterns in station operation—so that they can enable a national advertiser to scale his purchase to his needs and budget. The new patterns are just beginning to emerge; the cooperation of all affiliated stations is required for their development and growth.

By diversifying its product line, network television can attract hundreds of new customers. They will try it, learn what it does for them, and come back for more. Existing sponsors, too, will learn to use the medium more flexibly and efficiently. With this flexibility, they can control their costs and make every dollar bring more results.

Advertisers have a responsibility, to themselves and the public, for using the medium with maximum efficiency. We have all seen commercial messages which take full advantage of television's unique selling ability; and we have also seen commercials which fritter away the sponsor's opportunities. Research studies confirm our impressions.

If stations, networks and advertisers can be as bold and inventive in the use of television as the scientists have been in creating it, we will see this new medium grow in scope, in influence and in prosperity.

Within the next few years we may see annual advertising expenditures in television go far beyond the billion

dollar mark. We will see more than 1000 stations in operation. They can develop local programs not only reflecting but adding to the interest of their own communities. Television's special advantages as a local salesman and a community shopping service can be realized.

We will also see networks reaching into all parts of the country, supported by many more large and small national advertisers. Together they will provide a national program service that will make the present schedules seem primitive. The potentialities of television as yet have barely been sketched. They stir the imagination. For all of us connected with the new medium it holds out the vision of a great adventure.

Television and the Movies

If I allow myself to speak in these large terms, it is not because I have been affected by the heady atmosphere of Hollywood, the home of the motion picture industry. But meeting, as we are, in the capital of a sister medium, it is fitting that we pay tribute to the pioneers of the screen whose accomplishments are part of our national heritage.

They created a new art of showmanship, developed magnificent talents, and built a fabulous industry. They brought to the screen not only glamorous figures from life, but also glamorous words from the dictionary. "Colossal" is one of these—a Hollywood understatement, as someone has said. Many of their achievements have been truly "colossal"—and so were some of their failures. But success or failure, in black-and-white or color, in 2-D or 3-D, they paint their pictures in broad strokes, with a big brush on a wide canvas.

Television, also, is a picture in motion. It has grown to its present size and scope in far less time than its predecessor required to reach a corresponding status. For this, in part at least, television must acknowledge its debt to the movies.

With all its impressive power, television is still a youngster. It has made some mistakes—none of them fatal—and has repeated some of the mistakes of its elders. But now it is big enough to accept responsibility for its own shortcomings. So I say to my many friends in the motion picture world: "Television can learn much from you, but there is also a good deal it must learn to forget."

Differences Are Very Real

The essential differences between television and the movies may be temporarily blurred by the similarities between them—but those differences are very real. For example, television has no box office and no theatre to which people go and pay for the privilege of seeing the show. Its audience is as wide as America. It is composed of millions of small groups: the family circle in the intimacy of its home. There, they select what they want from the variety of offerings always available. They exercise the right to look at and listen to whatever they permit to enter their home over channels that are free and belong to all the people.

Audiences in the home and audiences in the theatre are quite different human entities. They will not long be satisfied with the same fare. They will expect, and rightly so, something in the theatre unlike what they can tap at home—and vice versa. This is all to the good. For it means that there is need for both types of offering. To satisfy this dual need calls for imagination, artistic enterprise and open-minded experimentation in the motion picture theatre and the television home alike.

I for one am not envious of the resources of Hollywood's motion picture studios or the box office. I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home.

Pay-as-You-See Television *

[Since I arrived in California I have seen many references to the question of "pay-as-you-see" television. Perhaps you will be interested in the policy of RCA with re-

* Bracketed paragraphs that follow are extemporaneous interpolations.

spect to that development and my own estimate of its future possibilities.

First, it has always been and continues to be the policy of RCA not to interfere, but on the contrary, to encourage all new developments. Certainly the record of my attitude is amply known in this industry not to require any amplification of that thought.

I sincerely believe that "pay-as-you-see" television on a national basis, or anything comparable to free television as we know it today, will prove to be a snare and a delusion. I have no faith personally in the practicability of the establishment of that kind of a service on a national basis.

From a technical standpoint, however, I do not question the practicability of scrambling waves at the transmitter and unscrambling them at the receiver. There are different gadgets and different methods for making television programs unintelligible, until the masking of the wave is removed by some device. That is no great trick. It has been known in the art for many years. In fact, telephone voice communication by radio has been scrambled and unscrambled for many years in the services across the oceans. Moreover, I think there will be a number of ways to achieve that result technically.

In our laboratories, we have been experimenting for some years with the different methods that may be technically feasible for achieving this scrambling and unscrambling of television programs. Already we have developed a number of such systems without having made up our minds as to which is the best technically. But that technical effort is merely a research and development project to learn the best method for doing this job.

My doubts about "pay-as-you-see" television are not based on any lack of confidence in the ability of the technicians to solve the technical problems. They are based on other aspects—social, political, economic and artistic.

It is conceivable that in certain local communities there may be some "pay-as-you-see" programs here and there, but I am referring to a national service. And I have lived through a similar experience in the early days of radio broadcasting.

How 'Wired Wireless' Flopped *

[I remember well the period when there was a little lull in the radio broadcasting business. That was about 1924 and 1925—before a national radio network had been established. Many people thought then that radio was doomed and that it could not be economically supported. As some of you older men in the industry will recall, there developed a great promotion for what was called "wired wireless." That service was to be given to the public over electric power lines on the basis of a monthly fee. Well, the great, great-grandson of that pioneering effort is now called "Muzak" and I don't suppose it is a threat or a competitor of the national system of radio broadcasting today.

To some such degree, perhaps "pay-as-you-see" television in local communities may find a place, but in a national sense I do not see it.

First of all, it would be negation of the philosophy upon which American radio broadcasting has been established—freedom to listen, and in television, freedom to look. It has become a part of the American heritage, and I do not think is likely to be disturbed. Furthermore, I have been unable to conceive how, in a national service of "pay-as-you-see" television, the competitive element so important in private enterprise can be preserved and at the same time avoid government regulation of rates and government control of operations.

Certainly, there will be some who will advocate that because "pay-as-you-see" television would go into the home as a public utility like gas, water or electricity, it should be regulated as to rates and services. If there is to be a national service of "pay-as-you-see" television, rather than the present competitive free system of broadcasting, then regulation of rates and other aspects of that service would seem to be a real possibility. And that would change the entire system of American radio and television.

Therefore, as I see it, "pay-as-you-see" television has three aspects. . . . The technical one, which I think could be solved. Freedom to look and freedom to listen, which I think would be destroyed. And the preservation of the present competitive system of broadcasting which, I believe, would be jeopardized.

No 'Angel' Yet in Sight *

[Now, in order to avoid any possible misunderstanding, I have not made this analysis and exposition of my own views in criticism of those who believe otherwise, and, of course, it is possible that I may be mistaken. In fact, I applaud the efforts of any organization that is willing to back its faith with its money to develop and produce a new system.

In this connection, perhaps I should mention the most important element: If "pay-as-you-see" television could be established on a practical basis, there will have to be an angel who will be willing to back his faith with his money. So far I have not seen that angel.]

Programs the Ultimate Test of Any Medium

The ultimate test of movies, radio and television, is the value of their programs and the public interest they command.

The program content of radio and television broadcasting is far more varied than in any other medium. It has to be, because its vast audience has an endless diversity of taste and interest. Broadcasting embraces all the varying forms of entertainment that have delighted mortal man through the ages. But it goes beyond entertainment to satisfy a whole spectrum of human cravings for information, education and spiritual consolation.

As we listen to radio and watch television, we hear and see fine programs in every category. We also find some that are mediocre, or worse. Artistic perfection is not easily achieved, but it must be the constant goal. Critics—and their strictures are sometimes justified—do not always recognize that broadcasters must meet varying tastes and interests.

Neither conventional entertainment nor the press, for instance, is called upon to change its content every 15 or 30 minutes for about 20 hours a day 365 days a year. A single movie or play may fill a theatre on Broadway for weeks, or months, or years. But the appetite of broadcasting for ever new, ever fresh fare is insatiable. No other medium is expected to cater both to the masses and the classes over the same facilities.

I make these remarks not as alibis but in a bid for understanding. The primary responsibility, of course, rests with the broadcasting industry. The thousands of programs of infinite variety presented each month are the products of hundreds of performers, writers, directors and producers with abilities and talents of every degree. To demand absolute perfection is to demand a miracle.

Yet we must ever set our sights high. Our effort must aim to avoid the easy road that leads to programming by formula—the road to sterility. In the last analysis, the audience is the judge and it will not remain supine under a barrage of programs that grow stale.

The need for originality is particularly important in a new and voracious medium such as television. This calls for new ideas and techniques, that will ultimately lead to the development of its own art forms suitable for the intimacy of its appeal and within reasonable costs.

Common Sense Standards of Taste

A related objective is the maintenance of high standards of taste in programs brought into the family circle with the compelling impact of radio and television. Again, this involves human judgments which vary from individual to individual. I know of no one who has a divine right to a final verdict on what is good for the public. The people's franchise in choosing what it will appreciate and enjoy cannot be cancelled out by self-appointed monitors. And

* Bracketed paragraphs that follow are extemporaneous interpositions.

after all, the ratings show that the popular programs—precisely those that some “opinion makers” frown upon—have the largest circulation and the steadiest sponsorship.

I believe that the industry has demonstrated that it can arrive at reasonable, common-sense judgments which rule out the vulgar and the offensive without impairing artistic effectiveness. Advertisers have recognized that a message presented with tact and in good taste will win more customers and good will than blatant commercials or claims exaggerated to the point of irritation.

All broadcasters are conscious of the problem. Most of them are meeting it with energy and intelligence. Theirs is the continuing obligation of protecting the good name and integrity of radio and television. They know that the penalty for failure is alienation of the public they serve. They know, too, that failure invites the threat of censorship, with all the dangers that this poses to freedom of thought and freedom to look and listen.

This Association has taken leadership in guarding against such dangers. The *NARTB Seal of Good Practice* which appears on millions of television screens is only one of the evidences of its alertness. The principle of self-regulation is sound, but we must always bear in mind that its value depends upon intelligent and effective execution.

The primary obligation, I repeat, is ours. Yet the public also has a responsibility. After all, it is under no more constraint to patronize so-called popular programs than it is to buy popular magazines on the newsstand. It has the same breadth of choice on radio or television that it has in deciding between a slapstick comedy and a great drama on theatre row in its community.

The Public's Share in Programming

There are plenty of high-grade programs on the air to suit the most meticulous tastes—opera, concerts, plays, political forums, and so on. Do these selective customers always exercise the same thoughtful selectivity when they turn a radio or TV dial at home that they do in plunking down the price of a ticket outside the home?

Let me put the matter bluntly. The public has a share in fashioning programs. If enough people practice selective listening and viewing, they will encourage the trend toward more sponsorship of the finest cultural and informational programs.

Stations themselves can strike a balance between immediate profit interest and long-range permanent public interest. They must see the importance of providing programs of great public value, even if immediate sponsorship is not available.

I do not imply that all sustainers are good and all commercials bad. Often it is the other way around. I merely want to say that the immediate profit-and-loss statement cannot be the sole governing factor in an industry dedicated to serving the public.

The Technical Horizons

Pacing the development of television are the scientists and engineers whose work continually opens new horizons for broadcasters.

UHF “The Band of the Future”—For a time, you will recall, it seemed that a nationwide service would be restricted because of the limitations of the VHF band. But the scientists and engineers made it possible to open the UHF band, bringing television to hundreds of communities which might otherwise have been denied service.

Some broadcasters already are successfully operating UHF stations and many more are planning to do so. Those who will be operating in markets also served by VHF need have no fears as to the availability of an audience for their service. The industry is producing and will continue to produce sets which can receive signals of both bands without any inconvenience of tuning.

Developments now under way will enlarge the coverage and improve the quality of the UHF signal. New antenna systems will increase efficiency of UHF transmission and control the broadcast energy so that the signal can be directed into valleys within the coverage pattern. There

is no doubt that operations in UHF—“the band of the future”—will fill a place of growing significance in television.

Closed-Circuit Techniques—At the same time other vital developments are extending the use of television far beyond broadcasting. For instance, closed circuit TV techniques and devices are being perfected which will provide visual intercommunication systems not only for industry, science and medicine, but in hotels, department stores and between offices and factories. Vidicon camera attachments plugged into ordinary receiving sets can make them part of a closed circuit system and open broad possibilities for its future use in schools and homes.

To television broadcasters, of course, these developments provide opportunities for the auxiliary use of studio and field equipment in connection with closed circuit coverage of meetings and conventions in the community. Indeed, they amount to a challenge to your ingenuity and energy. Science has provided new tools—yours is the opportunity to make effective use of them.

Master Key to New Advances

The Transistor—At our laboratories, we are exploring the entire field of solid-state electronics, of which the transistor promises to become the master key to new advances in radio and television. A tiny particle of germanium embedded in plastic, it can perform many of the functions of a vacuum tube with greater efficiency and potential longer operating life.

The transistor can be adapted to a multitude of uses. In radio, it makes possible pocket-sized receivers, thus furthering radio as a personal service, available to people wherever they are. In television, the transistor will permit compact, mobile and less costly equipment. Already our scientists have demonstrated a television receiving set using transistors in place of all tubes except the picture tube; a tubeless auto radio; and a new basic principle in the operation of a power amplifier, using only four transistors and no other components.

The Vidicon Tube—Another product of research is the vidicon tube. One of its first applications in broadcasting was the “walkie-lookie” used in covering the 1952 political conventions. Since then, it has been applied in a lightweight, small-sized vidicon camera which you will see at this convention.

Video Tape Recording—Still another development not too far off is video tape—a true electronic system of program storage, with great advantages of economy and convenience. By recording both picture and sound electronically on tape, this process will eliminate the complicated and expensive procedures now necessary in first recording television signals on film, then processing the film by chemical means, and then recreating the video signals from the film images. Each step in the present process results in small successive degradations of quality which the tape recording method avoids.

When the video tape is perfected, it can be used to overcome time differences in national live networking. By providing an immediate, inexpensive television record, it can also be used by the director and cast to review program performance in rehearsal to correct lighting, technical and artistic flaws before the final performance.

I am merely touching the high points. Many other laboratory developments now “in the works” will some day be ready for use and provide improvements throughout the broadcasting system.

Video Tape Within 2 Years *

[This development is far beyond the dream stage. It is always impractical to give specific dates for the emergence of a new development from the laboratory into practical use, but I should estimate that it will not be more than about two years before you will see this magnetic tape recording actually in use.]

Electronic “Audience Voting System”—Dr. V. K. Zworykin, of our laboratories, is working on what he calls “an electronic audience voting system.” He hopes to be able

* Bracketed paragraph that follows is extemporaneous interpolation.

to equip the standard home television receiver with a button which, when pressed, will register a vote of "yes" or "no" at the television station. The purpose, of course, is to get from listeners and lookers their reactions to programs and issues of the day. Eventually we may have a national push-button poll, the results of which can be tabulated automatically by electronic computers at a central point. Thus, public opinion throughout the nation could be sampled instantaneously.

Instant Response from TV Audience *

[What possibilities that opens up! Those of you who are experts in merchandising and advertising can let your imagination roam and consider what an additional commercial advantage it could be to the sponsor of a television program to be able to show a product, particularly in color, and get an instant response from the TV audience as to its interest in the product. I shall not now elaborate on that. I leave that to your imagination.]

Of more immediate interest is the fact that the necessity of compatibility in color television is now generally recognized. Its logic was too compelling to be long denied. We may therefore hope that the day is not far off when compatible color television will be authorized for commercial broadcasting.

Color Television—No Tricks, No Battles *

[At this point I might answer a question or two that may be in the minds of those who are interested in the subject of color television.

I think that the press and the trade papers generally have been reporting excellently and most informatively on the progress made by the technical developments in the laboratories and demonstrations in the field. In fact, I sometimes wonder how they can do as well as they do with such complicated, technical and controversial subjects. Here and there an adventurous headline appeals to readers and sometimes confuses them, but for that we must make reasonable allowances.

I am glad to tell you, in the presence of distinguished members of the Federal Communications Commission who are here today, that there is no rabbit, there is no secret, there is no trick, and there is no mysterious program so far as RCA is concerned, in the development and progress of color television. All that we have said publicly on the subject I am sure you have seen and read. Therefore, what we have not said publicly so far, I am glad to tell you now. Further than this, I know of nothing else I can usefully impart to you in the way of information at this time.

First of all, I understand that the engineers of the industry agree on the most desirable technical characteristics for compatible color standards. There is no battle involved. There was a difference of opinion about the technical merits of this system, that system or the other; but that belongs to yesterday and has little or nothing to do with tomorrow.

As far as we are concerned, we have proceeded—and by "we" I am speaking of the company I have the honor to represent, the RCA—in the confidence that when the FCC made its last decision on the color question, it said what it meant when it laid down a procedure that did not close the door to further progress. If we had doubted the truth of that statement, we perhaps would not have had the courage to spend \$20,000,000 in further development of color television.

So we proceeded in good faith on the belief that if we could improve our compatible color television and meet the criteria laid down by the Commission for any new system that might petition it for authorization, we would be given the opportunity that Americans are entitled to receive; that is to present our package, to tell our story, to ask the Commission to review the subject and to give us their decision.

Color Ready For FCC Action *

[Now, we sincerely believe that we have brought compatible color television to a point where it is technically ready for submission to the FCC for review and decision.

The demonstrations recently made and reported in the press and trade papers have reflected the views and opinions of others who have seen it as well as ourselves. But all these demonstrations have not been of an official character. They have been demonstrations needed in order to carry on field testing of the system. We have not yet made contact with the procedures laid down by the FCC in a petition for a review. We have cooperated with the industry in the development of signal standards for a compatible color system so that the engineers of the entire industry might agree on the desirability of those standards as they have done in black-and-white television.

Now, the other members of the industry who have worked with us as well as we have with them, say that they require two or three months to complete the field tests of the compatible standards agreed upon by the engineers. As far as RCA is concerned, having had longer experience with compatible color, and having conducted more tests, we would be ready today to appear before the FCC and to petition it to set standards for compatible color. But I think it is only fair, and practical also, that the other members of the industry who have had less experience with compatible color than we had should take the time needed to complete their field tests in order to satisfy themselves about the practicability of those standards.

If it requires two or three months to complete those field tests we are not only willing but happy to carry on our own tests simultaneously and to make all the information available to the others in order to give the industry the opportunity to complete their program. It is my own hope and expectation that this is exactly what will happen.

Will Go It Alone, if Necessary*

[After completion of these field tests, should there be any change in that program, or any hesitation on the part of others to go forward with a petition to the Commission, RCA will present its own petition and request the Commission to authorize use of these standards.

As a matter of fact, each licensee of a broadcasting station who wants to use color can make his own application. Therefore I see no conflict, I see no battle and I see no reason for any heat. What we want is light. In fact, the more light we have in television the better off we are, whether it is color or black-and-white!

I do not think it would be fair to ask any member of the Commission to express a view on what will happen to a petition that is not yet before him. Therefore, I do not undertake to express any opinions or to make any "guesstimates" as to what the Commission may or may not do. But assuming that we are right, we now have a compatible commercial system of color television that is ready for authorization by the FCC.

9-12 Months to Tool Up, 500,000 Sets in 2-3 Years *

[When and if the Commission determines in favor of commercial compatible color television standards, I would estimate that from the day of its authorization, it will take somewhere between 9 and 12 months to tool up, so that the necessary receivers and tubes can be manufactured for color transmission and reception.

At the end of that period—9 to 12 months from the time of authorization—the amount of production which will begin to roll off the lines necessarily will be small because there will be a number of bugs to eliminate and kinks to iron out, as is the case with all new production. I think it will take one year from the time that the first commercial television color receivers begin to roll off the lines before manufacturers can hit the stride in quantity production.

Therefore, I believe it will be two to three years before as many as half a million color television receivers can be produced for public use. I see no reason why anybody should hesitate to make an investment in the purchase of a black-and-white television receiver now, particularly since that receiver will continue its usefulness under compatible color television standards. As you know, com-

* Bracketed paragraphs that follow are extemporaneous interpolations.

patible color enables the present receivers to receive the color programs in black-and-white without any changes whatever.

Moreover, as was the case with black-and-white television, the first color receivers are bound to be substantially more expensive than a black-and-white television receiver. It will be some years, I think, before a color television receiver can be produced and sold at anything like the current prices, especially in the lower brackets.

Present prices, of course, are possible because some 25,000,000 television receivers already have been produced. No one can estimate today what a color television receiver will sell for after 25,000,000 of them have been manufactured. With the promise of transistors and printed circuits and all the other possibilities of reducing costs of production, there is every reason for looking forward hopefully.

That, my friends, is the story of color television as I see it today.]

Color Will Attract New Advertisers

Color will make television more exciting, more dramatic and more enjoyable. It will give added sales power to commercial messages. It will attract advertisers who now do not use the medium because their particular products cannot be fully appreciated in black and white.

With a compatible system, the broadcaster and the advertiser do not have to wait for color receivers to appear in quantity. Stations will be able to transmit network programs in compatible color with only minor modifications to their existing equipment. The origination of color programs, however, will involve changes in production technique, and probably increased production cost for lighting, costuming and scenery.

Time and again, we have seen technical progress in broadcasting presenting new opportunities to those with the courage and imagination to act. Six or seven years ago, the opportunities offered by black-&-white television were recognized at once by a number of forward-looking broadcasters. They lost no time in acting, and their alertness has paid off magnificently.

Those who are determined to lead in broadcasting will again, I am sure, act promptly. They will begin color operations as soon as standards for commercial compatible color broadcasting are officially approved by the Federal Communications Commission.

Broadcasting is a dynamic and changing enterprise. It goes through cycles of development and adaptation; reaches plateaus; then surges to higher levels of service. The industry is now in the throes of one of these great cycles of transition to a higher level.

Although the problems of transition are large, the prospects are correspondingly promising. We have in radio a very flexible, inexpensive medium with powers of resilience and adjustment greater than some may realize. We have in television an unparalleled communications system which has become an indispensable tool of American salesmanship and a major influence in American life.

The public wants both radio and television. It will use each of them to the extent that it serves and satisfies the public interest. Our economy needs both mediums, and it is big enough to support both, provided they will conscientiously meet its requirements for effective and economical advertising.

In the final checkup, the amazing history of our industry, its record of consistent growth and success, are end-products of the American system of free economy. They represent not merely triumphs of electronics but triumphs of America. It is the magic of freedom that gives full play to all the energies and talents in our economy; that strikes a fruitful balance between competition and cooperation; that blends the motive power of self-interest and public interest to enrich the life of the individual citizen and the vitality of the nation as a whole.

The price of that freedom has ever been restraint and self-discipline, as well as a strong sense of personal and group responsibility. Nowhere is the payment of this price more essential than in an industry like ours, using public channels and concerned with the needs, the well-being, the happiness and moral health of the entire population.

In facing the future, the experience we have gained in more than a quarter century of broadcasting gives us confidence that American ingenuity and skill can solve problems as they arise. My own confidence in the future rests on the fact that science is our partner, and that radio and television are in the hands of resourceful men and women—the broadcasters of America—who have built a great industry on a tradition of dedicated service to the American people.

Financial & Trade Notes: Bitter fight for control of Indiana Steel Products Co. (Vol. 9:11,14-16) may wind up in courts after 3-day stockholders meeting in which directors proposed by ousted president A. D. Plamondon Jr. were defeated by slate backed by board chairman Paul R. Doelz by vote of 77,478½ to 60,696½. The 3 directors comprising the majority faction—Doelz, Hugh S. Conover and W. C. Buchanan—were reelected. Also named to board were Robert F. Smith, formerly v.p.-gen. mgr., and manufacturing v.p. John H. Bouwmeester. Removed from board were Plamondon and Fred M. Gillies. Immediately after election, Smith was named president.

Plamondon challenged more than 35,000 of opposition's proxies, but was overruled by the 2 election judges who he charged were both attorneys retained by the Doelz faction. The RTMA president also charged: (1) Doelz, acting as chairman of meeting, ruled out of order motions that chairman and judges be selected by majority of stockholders present. (2) Some 123 proxies, representing over 23,000 votes for Doelz faction appeared to have been "solicited as postdated proxies [in] violation of SEC regulations." (3) Evidence "that agents of the Doelz faction had persuaded persons [to] purchase stock and support the Doelz faction on the promise that a 'deal' was in the offing that would increase the value of the stock." Plamondon and his backers are considering court action against winning faction.

* * * *

Webster-Chicago anti-management forces succeeded in electing 2 directors to board in hard-fought proxy battle at Chicago stockholders meeting. New directors are Chicago investment broker Martin C. Remer, head of opposition faction who last February successfully blocked proposed merger with Emerson Radio; and Robert E. McNett, president of Royal Electric Co., Jamestown, O. Management elected 5 directors: Merchants National Bank president George R. Boyles; Webster-Chicago president Rudolph F. Blash and company officers Walter P. Attenburg, Herbert A. Gumz & Norman C. Owen. Three anti-management candidates were defeated. Blash, who headed management group, received proxies for 280,130 to Remer's 116,142.

General Precision Equipment Corp. named these new directors at annual meeting: Elliot V. Bell, McGraw-Hill; T. Roland Berner, attorney; Levin H. Campbell Jr., Automotive Safety Foundation; Joel Dean, partner in Joel Dean Associates; Leon A. Kolker, chemical engineer & industrialist; John A. Robertshaw of Robertshaw-Fulton Controls Co.; Joseph A. Zock, N. Y. Stock Exchange. First quarter earnings are expected to be \$1 per share on sales of about \$20,000,000, compared with 6¢ on sales of \$7,780,000 same 1952 period. Presently authorized no par shares will be converted to equal number of \$1 par shares.

Dividends: Zenith, 50¢ payable June 30 to stockholders of record June 12; Sentinel, 7½¢ May 28 to holders May 15; Baltimore Radio Show (WITH), 10¢ June 1 to holders May 15; Remington Rand, 25¢ July 1 to holders June 9; Driver-Harris, 50¢ June 12 to holders June 1; Westinghouse, 50¢ June 1 to holders May 11; Weston Electrical Instrument, 25¢ June 10 to holders May 15; International Resistance, 5¢ June 1 to holders May 15.

Weston Electrical Instrument stockholders approved 2-for-1 stock split, increasing authorized capital stock to 500,000 shares. Net income was \$255,989 (80¢ a share) on sales of \$7,476,560 for first 1953 quarter vs. \$304,222 (95¢) on sales of \$6,679,893 year ago. Share earnings for both periods were computed on the 321,166 shares outstanding after stock split.

Packard-Bell reports net income of \$965,748 on sales of \$19,467,478 for 6 months ended March 31, compared with \$764,645 on sales of \$12,169,183 same 1952 period.

Admiral's first-quarter earnings were 102% higher than first 1952 quarter, sales 57% higher. Earnings were \$3,056,878 (\$1.56 a share) on sales of \$69,191,849 compared to \$1,515,506 (77¢) on sales of \$43,970,356 corresponding 1952 period. Exec. v.p. John B. Huarisa attributed growth to opening of new markets, expanded replacement market and good business in fringe areas. He pictured outlook for second quarter as "very good" but warned current market is highly competitive, will require astute salesmanship to maintain high levels.

Sylvania net income and sales for first 1953 quarter were highest in company's history. Earnings were \$3,679,243 (\$1.38 on 2,425,438 shares), up 88% from \$1,953,771 (87¢ on 1,867,625 shares) corresponding 1952 period. Net sales were \$80,060,308, up 43% from 1952 quarter's \$55,987,461 and 10% higher than previous record of \$72,801,320 in final 1952 quarter. TV sales were 50% higher than year ago and export demand for TVs was "strong." Income increase is attributed partly to lower excess profits tax. Second-quarter orders are reported "strong in virtually all products" and prices "firm in the early months of 1953."

Zenith net income for first quarter was \$2,109,461 (\$4.28 a share) on sales of \$47,898,773, compared with \$1,083,242 (\$2.20) on sales of \$25,755,332 corresponding 1952 period. First quarter sales were record for that period, second only to \$54,899,347 final 1952 quarter. TV-radio sales were "up sharply" over last year's and distributor inventories "were in many cases insufficient to support the retail movement of merchandise." Company plans to spend more than \$5,000,000 for plant expansion and modernization in coming months.

Olympic reports billings of \$4,300,000 for first 1953 quarter, up 70% from \$2,500,000 in same 1952 period. New president Morris Sobin says 20% of first quarter sales was defense business, and civilian business rose 33% over corresponding 1952 months.

Westinghouse had net income of \$16,858,000 (\$1.04 on 15,765,116 shares) on sales of \$382,226,000 for quarter ended March 31 vs. \$15,485,000 (96¢ on 15,549,697 shares) on sales of \$323,820,000 corresponding 1952 period.

Wilcox-Gay reports net income of \$181,422 after 40% provision for taxes on sales of \$5,638,458 for first 1953 quarter, compared with \$144,238, with no provision for taxes, on sales of \$4,500,380 same 1952 period.

Stewart-Warner had net income of \$1,076,344 (80¢ a share) on sales of \$33,964,599 for quarter ended March 31 vs. \$956,097 (75¢) on sales of \$31,254,451 same period preceding year.

National Union had net income of \$179,148 on sales of \$4,218,491 for quarter ended March 29 vs. \$43,600 on sales of \$3,834,665 corresponding 1952 period.

Clarostat sales increased 34% to \$1,800,000 for first 1953 quarter vs. \$1,345,000 same 1952 period.

* * * *

R. H. Macy & Co. enjoyed net capital profit of \$2,766,557 from 1952 sale of its WOR-TV, WOR and other broadcasting properties (Vol. 8:3) to General Tire subsidiary General Teleradio Inc. It still has about 10% interest in General Teleradio, and its report for first half of current fiscal year to last Jan. 31 shows income from broadcasting, telecasting and other non-trading sources was \$243,548 vs. \$190,986 for same 1952 period.

Loew's Inc. reports net income of \$1,839,523 (30¢ a share) for 16 weeks ended March 12, compared with \$1,647,977 (32¢) a year earlier. For first half of fiscal year—28 weeks ended March 12—net income was \$2,171,729 (42¢) vs. \$3,222,040 (73¢) for preceding year's period.

Count of TV Sets-in-Use by Cities

As of April 1, 1953

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

LAST "SET CENSUS" to be made on monthly basis by NBC research shows total of 23,256,000 sets-in-use as of April 1, increase of 704,500 over March 1 (Vol. 9:14). Hereafter, market-by-market figures will be released quarterly, says NBC research chief Hugh M. Beville Jr., next count to show distribution of TV sets as of July 1.

Reasons for change from monthly to quarterly figures are obvious—as stated by Beville, step was made necessary "by the greater number of TV stations and markets which has greatly increased the work-load and the administrative details in collecting, checking and verifying figures." Beville's statement again points up vital necessity for set survey service by all-industry group (Vol. 9:5). NBC network says, however, it will "continue to release, on a monthly basis, an estimate of total U. S. TV installations and other pertinent figures regarding the growth of the U. S. TV audience."

April 1 tabulation adds Sioux City (19,000 sets) to interconnected list, Amarillo (10,000) to non-interconnected, lumps Altoona with Johnstown for total of 240,000 sets, omits 17 TV areas where NBC has no affiliates. Largest increases are credited to New York & Chicago, 50,000 each; San Francisco & Pittsburgh, 30,000 each; Detroit, 25,000; Los Angeles, 24,000.

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines).....	1	148,000	New Orleans.....	1	162,000
Atlanta.....	3	330,000	New York.....	7	3,450,000
Atlantic City.....	1(†)	8,000	Norfolk.....	1	167,000
Austin.....	1	26,800	Oklahoma City.....	1	160,000
Baltimore.....	3	410,000	Omaha.....	2	180,000
Binghamton.....	1	95,500	Philadelphia.....	3	1,233,000
Birmingham.....	2	159,000	Phoenix.....	1	58,500
Bloomington.....	1(a)		Pittsburgh.....	1	640,000
(see Indianapolis)			Portland.....	1(†)	82,800
Boston.....	2	1,043,000	Providence.....	1	299,000
Buffalo.....	1(b)	353,000	Richmond.....	1	157,000
Charlotte.....	1	267,000	Roanoke.....	2	60,800
Chicago.....	4	1,510,000	Rochester.....	1	179,000
Cincinnati.....	3	379,000	Rock Island-Davenport		
Cleveland.....	3	751,000	(see Davenport-Rock Island)		
Columbus.....	3	261,000	Salt Lake City.....	2	94,500
Dallas.....	2	272,000	San Antonio.....	2	124,000
Fort Worth.....	1		San Diego.....	1	143,000
Davenport-Rock Island.....	2	203,000	San Francisco.....	3	630,000
Dayton.....	2	224,000	Schenectady.....	1	266,000
Denver.....	2	119,000	Seattle.....	1(f)	254,000
Detroit.....	3(c)	848,000	Sioux City.....	1	19,000
Erie.....	1	105,000	South Bend.....	1(†)	41,000
Grand Rapids.....	1(d)	214,000	Springfield.....		
& Kalamazoo.....			Holyoke.....	2(†)	15,000
Greensboro.....	1	120,000	St. Louis.....	1	502,000
Houston.....	1	221,000	Syracuse.....	2	186,000
Huntington.....	1	173,000	Toledo.....	1	226,000
Indianapolis.....	1(a)	400,000	Tulsa.....	1	100,000
& Bloomington.....			Utica.....	1	86,700
Jackson, Miss.....	1(†)	14,400	Washington.....	4	451,000
Jacksonville.....	1	112,000	Wilkes-Barre.....	1(†)	55,000
Johnstown-Altoona.....	1(g)	240,000	Wilmington.....	1	128,000
Kalamazoo.....	1(d)		Youngstown.....	2(†)	30,000
(see Grand Rapids)					
Kansas City.....	1	288,000	Non-Interconnected Cities		
Lancaster.....	1	183,000	Albuquerque.....	1	19,200
Lansing.....	1	145,000	Amarillo.....	1	10,000
Los Angeles.....	7	1,434,000	Bangor.....	1	11,000
Louisville.....	2	195,000	Brownsville.....		
Memphis.....	1	202,000	(Matamoros, Mexico).....	1(e)	11,100
Miami.....	1	148,000	El Paso.....	2	22,200
Milwaukee.....	1	427,000	Mobile.....	2	22,500
Minneapolis-St. Paul.....	2	363,000	Peoria.....	1(†)	26,400
Nashville.....	1	111,000	Spokane.....	2	28,400
New Haven.....	1	360,000	All Others*.....		62,200
			Grand Total.....		23,256,000

(a) Bloomington separately 220,000. Indianapolis separately 341,000.
 (b) Does not include sets in Canadian area reached by Buffalo station.
 (c) Does not include estimated 55,000 sets in Canadian area reached by Detroit stations.
 (d) Grand Rapids separately 180,000. Kalamazoo separately 180,000.
 (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
 (f) New station in Tacoma went on air Feb. 22.

EARNINGS OF RADIO stations and networks climbed 9% in 1952, in sharp contrast to 15.7% dip in 1951. Only one in 6 operated at loss last year—smallest percentage since 1946. Total AM-FM revenues increased 5%. This is the 1952 radio financial story as summarized in FCC's preliminary figures released this week as companion piece to earlier audit of telecasting business (Vol. 9:13).

Total radio broadcasting revenues went up to \$473,100,000 from preceding year's \$450,400,000 (Vol. 8:40), and income before Federal taxes increased to \$62,600,000 from \$57,500,000 but failed to touch 1950's peak of \$68,200,000. Added to TV's \$336,300,000 revenue and \$54,500,000 income, it means TV-AM-FM broadcasting was \$809,400,000 business in 1952, with total earnings of \$117,100,000 before taxes. You can get full report by writing to FCC for Mimeo 89912, or we'll get one for you. Other salient AM-FM statistics:

(1) In the 63 pre-freeze TV markets, the 108 TV stations took in as much revenue as the 529 AM stations in same markets. "In Los Angeles, Columbus and Cleveland, more than 3 out of every 5 broadcast advertising dollars were spent on TV." AM stations in TV markets totaled 2% increase in revenues as opposed to 11% increase for those in non-TV markets.

(2) Revenues of radio networks (national & regional) and their owned-&-operated stations dropped 3% to \$101,000,000 in 1952, but lower expenses boosted their income 11% to \$11,200,000.

(3) The 814 old-line stations licensed before 1942 accounted for almost two-thirds of total revenue and three-fourths of total income of all AM stations, although numerically they comprise little more than one-third. Three-quarters of the 2276 AM stations reported increased revenues in 1953.

Only 3 applications this week, all vhf, included one by ex-U. S. Senator C. Wayland (Curly) Brooks (R-Ill.) and his wife, for Peoria, Ill., Ch. 8. Other 2 were for Providence, Ch. 12, by group of business men, including Charles G. Taylor and Robert T. Engles, each 12½% owner of WHIM, Providence, and 25.5% owner of WORC, Worcester, Mass.; and for Oak Hill, W. Va., Ch. 4, allocated to Fayetteville, by WOAY owner Robert R. Thomas Jr. These bring total pending to 620, of which 212 are uhf. [For further details about foregoing applications, see *TV Addenda 16-Q* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

Add TV maladies: Malocclusion, "an abnormal arrangement of the teeth likely to be caused by Junior's cradling his jaw in his hand as he watches TV," warns Atlanta dentist Dr. Spencer Atkinson.

(g) Johnstown separately 212,000. Altoona separately 133,000.
 (†) Uhf sets.

(*) Cities not listed here but having stations testing or in commercial operation as of April 1, 1953 are Reading & York, Pa.; Galveston, Lubbock & Wichita Falls Tex.; Lincoln, Neb.; Lynchburg, Va.; Bridgeport & New Britain, Conn.; Tucson, Ariz.; Colorado Springs & Pueblo, Colo.; Tacoma, Wash.; Springfield, Mo.; Lima, O.; Lawton, Okla.; Green Bay, Wis. Also not listed is Honolulu (where NBC estimates 16,000 sets-in-use as of April 1, but does not include them in total).

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 275,104 up to Feb. 28, 1953, according to Canadian RTMA. Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Feb. 28: Windsor 55,278, Toronto-Hamilton 109,000, Niagara Peninsula 38,952, Montreal 52,203, other areas 21,327. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

(R)

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 19

NARTB LIBRARY

MAY 10 1953

May 9, 1953

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SMALL MARKET TV—PRACTICES & PROSPECTS: TV's expansion into a truly nationwide service depends largely on success of stations in the so-called "small markets". A glance at the log of CPs already granted shows the tremendous number of enterprisers who plan to build stations in the smaller cities.

What is the formula for TV success in the small markets? At last week's NARTB convention, broadcasters heard some expert opinions -- from the small market telecasters themselves -- at one of best-attended sessions on the agenda. Because of the unusual interest in the panel discussion on small market TV, we've published all salient portions of the official transcript -- including questions from the floor -- into Special Report, which we enclose herewith to all subscribers.

The 5 telecasters on panel represent good cross-section of small market TV. They're the general managers of 3 pre-freeze stations (Greensboro's WFMY-TV, Bloomington's WTTV & Huntington's WSAZ-TV) and 2 post-freeze stations (Lubbock's KDUB-TV & Colorado Springs' KKTU).

SCRAMBLE FOR LEADERSHIP IN COLOR TV: This week saw beginnings of massive battle for position in color TV among industry's giants. At stake are markets, patents -- even commercial leadership. The developments:

(1) Dr. Allen B. DuMont proclaimed he's not satisfied NTSC color system is "right" for public, and made startling announcement that his company has developed a compatible 3-dimensional TV system "which adds more to the TV picture than color does" -- which will be ready before color and can be used in conjunction with color.

(2) Admiral president Ross Siragusa blasted those who would "force color set production before the picture tube problem is licked," and charged "the right tube simply doesn't exist at present."

(3) Chairman David Sarnoff reiterated RCA's determination to go it alone in seeking FCC approval of compatible color "within the next few months," if NTSC is laggard in approaching Commission.

* * * *

Issue of 3-D TV got intertwined with color when Dr. DuMont told May 2 stockholders meeting that his laboratories are "quite far along" in development of 3-D color TV system with built-in "4-way compatibility". That is, viewers could see same picture in black-&-white, color, 3-D black-&-white or 3-D color, depending on what type of set they have.

Three-dimensional TV is nothing new, of course. DuMont and others have been building 3-D closed-circuit camera chains for military and atomic contracts. The type demonstrated by ABC at last week's NARTB convention (Vol.9:18) has long been known to industry and generally discarded as impractical for the home, because (1) it's incompatible, and (2) it would require twice the bandwidth of present TV stations to give satisfactory resolution and eliminate flicker.

But industry engineers perked up their ears at the DuMont announcement. For

Dr. DuMont told us his system uses standard bandwidth, loses no resolution. "It's far enough along for us to know it's the most terrific picture we ever had in TV," he said, adding "we may demonstrate it before fall." Like other 3-D systems, viewer must wear polaroid glasses to see 3-D picture.

If system does all that's claimed for it, it would have to incorporate entirely new principles. Such a system, one of TV-electronics' top engineers told us, would of necessity involve "something new and unique in same sense that compatible color is new and unique compared with black-&-white." There was some speculation that it may use "subcarrier trick" as does NTSC color.

Black-&-white 3-D sets could be made to sell more cheaply than 2-D color sets -- and sooner -- says Dr. DuMont, who maintains marketable color sets are still at least 5 years off. Does he plan to ask FCC for approval of 3-D standards? He wouldn't answer directly, but said 3-D "could be worked in anytime" -- into color or black-&-white standards -- and besides, "we'll be ready before they [NTSC] are."

His engineers aren't satisfied with NTSC color, he told stockholders bluntly, because system is too complex and cost of color tube is too high.

* * * *

Another attack on present color tubes came from Siragusa, addressing May 6 dinner meeting in New York. "Scientific progress cannot be produced or hastened by either congressional mandate or wishful thinking," he declared. "The industry has to have the right color picture tube and [it] simply doesn't exist at present."

Obviously referring to Lawrence and RCA tubes, he said both types of color tubes now available "are hand-made, bulky and very expensive." He added: "One does not give a color picture which we consider satisfactory. The other is very complex and requires very critical adjustments. An Admiral engineer spent months acquiring the skill to bring the 3 colors into registration on these tubes. There are 12 adjustments necessary to register the tube, all of which are interdependent.

"Mathematically that makes thousands of combinations of adjustments possible, of which only one is correct. Moreover, the present tube may only stay in registration for a matter of days.

"To put it in a sentence, this tube is a laboratory device. It cannot be considered ready for public use by the longest stretch of the imagination. Even if the tube were dependable and serviceable in the field, it is still too complex to be mass-produced at a reasonable cost."

Admiral could get color sets into volume production within 9 months to a year after FCC approves compatible standards, Siragusa said -- but he warned:

"The most serious mistake anyone could possibly make would be to force color set production before the picture tube problem is licked. If we move prematurely, we could set color back for years."

* * * *

At the other end of the spectrum is RCA's Gen. Sarnoff, who told stockholders this week that "we are ready to proceed with our plans for commercial color TV as soon as FCC authorizes the standards." He pointed out that RCA's pilot color tube plant in Lancaster, Pa., "can reach a monthly output of 2000 tri-color tubes within 9 months to a year after it tools up."

Covering much of same territory as he did in his much-talked-about NARTB address last week (see Special Report, Vol. 9:18), he said RCA will bring compatible color system to Commission in few months. And in response to stockholder's question he pooh-poohed Dr. DuMont's statements that 3-D will be ready before color and that practical color sets are at least 5 years away.

FIRST EDUCATIONAL STATION STARTS TESTS: Pattern from America's first non-commercial educational TV outlet flashed on screens in Houston May 8 -- one of 3 stations to make on-air debuts this week.

So you can chalk up 172 stations now on air, including 64 since freeze-end -- 47 so far this year. This week's starters, which all began tests same day:

KUHT, Houston (Ch. 8), owned by oil-rich U of Houston, went on air with a temporary antenna while awaiting delivery of its permanent one (see story, p. 3).

Using Federal transmitter, station will begin programming when final antenna is installed, then plans to operate Mon.-Fri. 5-9 p.m., expanding schedule in fall.

WFAM-TV, Lafayette, Ind. (Ch. 59), first to go on air in that city, fired up RCA equipment. Its national sales representative is Wm. Rambeau Co.

KCBD-TV, Lubbock, Tex. (Ch. 11) began tests with RCA equipment at 9 p.m. to become second TV station in that west Texas community. Programming was slated to begin Sunday, May 10 at 1 p.m. John E. Pearson is rep.

AT&T continues to expand its web of interconnections, meanwhile, and this week it hooked up WLVA-TV, Lynchburg, Va., via microwave from Washington-Charlotte link, and WCOS-TV, Columbia, S.C. by tapping Charlotte-Jacksonville route. On May 9 it was scheduled to interconnect WFBG-TV, Altoona, Pa., to make total of 135 stations in 89 cities along its coaxial-microwave lines.

Additional southbound channel from Omaha to Dallas was placed in service this week, making 2 sources of network programs available to Tulsa and Oklahoma City and 3 sources to stations on cable-microwave legs out of Dallas.

* * * *

Second post-freeze CP to be surrendered came back to the FCC this week from KMID-TV, Midland, Tex. (pop. 22,000). In returning Ch. 2 grant, president J. Howard Hodge wrote the Commission:

"Programming sources and potential advertising revenue necessary for the successful operation of the proposed station have failed to materialize. Under the circumstances, we do not believe it would be in the best interests of the company or the community to attempt to undertake the project." First CP to be returned came from another Texas vhf grantee -- KGKL-TV, San Angelo -- just month ago (Vol. 9:14).

[For latest reports on upcoming stations, see p. 5.]

SPEEDUP IN FILING BY EDUCATORS SEEN: You can look for a rash of educational TV applications between now and June 2 -- perhaps as many as 20, believes Ralph Steetle, executive director of Joint Committee for Educational TV -- in wake of educators' first national stock-taking conference in Washington May 4.

Steetle, whose activities take him around the country regularly, looks for applications to come in next few weeks from following localities: Boston; Chicago; Cincinnati; Cleveland; Denver; Detroit; New Orleans; Seattle; Tulsa; Austin or San Antonio, Tex.; Ann Arbor, Mich.; Chapel Hill, N.C.; Gainesville and possibly Jacksonville, Fla.; Fresno, Sacramento, San Diego & Stockton, Cal.; Erie, Philadelphia or State College, Pa. In addition, Memphis & Dayton are regarded as "probable", though they may come in shortly after June 2, Steetle added.

Though FCC and Congressional leaders have given assurance June 2 cannot be regarded as deadline for filing (Vol. 9:16-17), Steetle has this explanation for expected wave of applications before that date:

"We know what the ground rules are before June 2 so it's only wise to get on record before then to be on the safe side. After June 2 we don't know what the ground rules will be. There may be some uncertainties at the Commission, some legal questions may be raised despite all the assurances to the contrary."

* * * *

Two main purposes were served by conference, sponsored by National Citizens Committee for Educational TV:

(1) It speeded up filing plans of those whose preparations were far advanced. This was achieved largely by explaining TV equipment and how to spend most wisely money they had been granted, mainly by Ford Foundation, for equipment purchases.

(2) It delayed hasty applications by those unprepared to file but who wanted to get in any sort of application by June 2 in the mistaken belief educational reservations would be ended after that date.

Typical of latter category was delegate Thomas S. Bretherton, president of Toledo board of education, who reported during panel discussion:

"We are going the non-profit corporation way. The immediate problem, as far as my own people are concerned, is this June 2 deadline. Is that firm? I do not

think we can get an application ready by that time. I think the psychological effect of that deadline remaining firm -- and in our situation not being able to comply with it -- will certainly contribute negatively to our effort."

Answered Steetle: "I think the lawyers will assure you that educational channel 30 will still be in Toledo on June 3."

* * * *

Attended by some 250 educational TV leaders from all over country, conference heard prediction from leading speaker Dr. Arthur Adams, president of American Council on Education, that 50 educational stations may be on air by mid-1955 if there is no letdown in public interest and support.

But of far more immediate concern to delegates was educational TV's delayed starts. Robert Mullen, executive director of sponsoring committee, had arranged for W.W. Kemmerer, president of U of Houston, to press button at dinner to start test patterns of his KUHT (Ch. 8) as first educational station -- but his well-laid plans went astray when Kemmerer announced that station's antenna was waterlogged enroute to Houston. By week's end KUHT finally began test patterns with makeshift antenna while still awaiting shipment (see story, p. 2).

Steetle explained anxiety of educational TV leaders in these words:

"If we could just get on the air with a few good stations to show people, especially commercial broadcasters, that educational TV can fulfill the promises it has made and which have been made for it, we will consider half the battle won."

Educators' record to date: 1 station on air, 16 CPs, 9 applications pending.

[For other educational TV developments, see p. 6.]

FCC GRANTS 3, SETS MORE HEARING DATES: One educational and 2 commercial grants this week, as FCC dug into backlog of work which piled up last week while 5 commissioners attended NARTB convention. Among other things, Commission set dates for 3 more TV hearings and oral argument in a "protest" case and acted on several TV petitions.

This week's CPs, bringing total number of grants to 352:

St. Louis Educational TV Commission, Ch. 9 (educational); Lancaster, Pa., Harold C. Burke, Ch. 21; Lubbock, Tex., KFYO, Ch. 5.

Educational grantee is community-wide privately financed group sparkplugged by St. Louis hat manufacturer Raymond Wittcoff. CP-holder in Lancaster is former manager of WBAL-TV & WBAL, Baltimore. Lubbock group also owns Amarillo's KGNC-TV.

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In other actions this week, the Commission:

(1) Scheduled hearings June 8 in Washington for Allentown, Pa. (Ch. 39 & 67) and Worcester, Mass. (Ch. 20) and set May 7 date for oral argument before Commission on protest by AM station WSSB against Durham, N.C. grantee WCIG-TV (Ch. 46).

(2) Added Ch. 55 to Porterville, Cal. and educational Ch. 70 to Bowling Green, O., subject to rule-making, and finalized addition of educational Ch. 82 and 80 to Amherst and North Adams, Mass., respectively.

(3) Refused to revoke call letters of grantee WBKZ-TV, Battle Creek, Mich., as requested by another Battle Creek grantee, WBCK-TV, which charged similarity in call letters might cause "confusion".

* * * *

Chances for FCC to get bigger appropriation than recommended in President Eisenhower's budget seemed very slim this week as Senate independent offices subcommittee recommended to full Appropriations Committee the same amount of money voted by House -- \$7,100,000 -- but it struck out House provisions for reallocation of funds to aid TV processing and safety & special services at expense of other Commission functions (Vol. 9:17). Full committee is slated to meet on bill next week.

Setback to Television Writers of America, independent union, was administered this week by National Labor Relations Board order to hold national bargaining election with Screen Writers Guild and Authors League of America. TWA had petitioned board last October for election on regional basis only.

U. S. Supreme Court agreed this week to review Washington, D. C. Court of Appeals ruling that distribution of leaflets by employes of WBTV, Charlotte, disparaging quality of station's programs, following breakdown of negotiations with IBEW in 1949, was not a violation of National Labor Relations Act.

Personal Notes: Benedict P. Cottone, FCC general counsel since April 1946—longest term ever served in that office—resigned May 8 to join Washington office of law firm of Lucas & Thomas, headed by former Senate majority leader Scott W. Lucas (D-Ill.), where he'll specialize in telecommunications cases . . . David S. Stevens May 4 left post as chief of FCC's new & changed facilities branch to join Washington law firm of McKenna & Wilkinson; E. Theodore Mallyck named acting branch chief . . . Evelyn J. Eppley, Philadelphia atty., named legal asst. to Comr. John C. Doerfer . . . FCC Comr. Edward Webster heads U.S. delegation to 7th plenary session of Intl. Telegraph Consultative Committee, Arnhem, Netherlands, May 26-June 13; Marion Woodward, FCC common carrier div., is vice-chairman . . . Charles C. Woodard Jr. transferred from Hollywood office to be mgr., CBS-TV legal dept.; Richard W. Jencks, ex-NARTB attorney, placed in charge of CBS-TV west coast legal dept. . . . Syd Eiges, NBC press v.p., replaces Edward Madden on NARTB's TV Information Committee . . . Norman Cloutier resigns as program director of WNBK & WTAM, Cleveland, to become supervisor of music for all NBC owned-&-operated stations . . . Jack Burrell, technical operations supervisor, NBC-TV western div., placed in charge of technical operations for network's coverage of Coronation . . . John Kinsella, ex-WXEL, Cleveland, shifted by licensee Herbert Mayer to sales mgr. of upcoming KCTY, Kansas City; Richard Ostrander, ex-WKRC-TV, Cincinnati, named program director . . . Gunnar O. Wiig, managing director of Gannett Radio Group, named exec. v.p., KQV (AM), Pittsburgh . . . Edward R. Murrow, CBS v.p. and producer-narrator of *See It Now*, wins \$1000 Lord & Taylor distinguished service award for TV . . . Sydney King named production mgr., WBAL-TV, Baltimore . . . Herman P. Hatton named operations director of upcoming WMAZ-TV, Macon, Ga. . . R. L. Furse, ex-CBS, named program mgr. of upcoming KEYT, Santa Barbara, Cal. . . David Pincus, Caravel Films, elected president, Film Producers Assn. of New York, succeeding Peter Mooney, Audio Productions . . . Merritt Panitt, TV columnist of *Philadelphia Inquirer*, joins owner Walter Annenberg's *TV Guide* as national managing editor . . . Adrian Samish, ex-Dancer-Fitzgerald-Sample TV-radio v.p., joins NBC program dept. as gen. exec. of creative production . . . James C. Douglass, ex-Erwin, Wasey v.p., named TV-radio director, Ted Bates & Co. . . Edward L. Kushins, former TV-radio director, Maxwell Sackheim & Co., named exec. v.p., Huber Hoge & Sons.

FILM SYNDICATE cooperatively owned by the TV stations it serves was formed in Los Angeles in reorganization of Vitapix Corp. Now headed by some of nation's leading telecasters, company announced it will "engage in such film operations, distribution and sales as may be found practical, and such sales of time periods as the stations may desire to offer on a joint basis."

Company's new officers: John E. Fetzer, WKZO-TV, Kalamazoo, chairman; Frank E. Mullen, onetime NBC v.p., president; Robert H. Wormhoudt, exec. v.p.; Wm. F. Broidy, film producer, v.p.; Don G. Campbell, treas. In addition to Fetzer and Mullen, these board members were named: J. Leonard Reinsch, Cox TV-radio stations; Joseph E. Baudino, Westinghouse stations; G. Richard Shafto, upcoming WIS-TV, Columbia, S. C.; Horace H. Lohnes, Washington TV-radio attorney; Richard O. Borel, WBNS-TV, Columbus; O. L. Taylor, station rep. Company announced it expects to have 30 station-members by time of first board meeting June 3 in Chicago.

TV training school to create pool of trained personnel for all Westinghouse-owned stations (WPTZ, Philadelphia; WBZ-TV, Boston; grantee KEX, Portland, Ore.) was started this week at KDKA, Pittsburgh.

TRANSMITTER shipments to grantees were held up this week as equipment manufacturers went over their order books in the enjoyable confusion following last week's NARTB convention, where CP-holders scanned — and record numbers of them ordered — new telecasting equipment. The 3 uhf transmitters scheduled for shipment this week by RCA (Vol. 9:18) were held up till next week. There were no shipments from DuMont, Federal, or GE, which is still shut down by strike.

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News from vhf grantees this week:

KDRO-TV, Sedalia, Mo. (Ch. 6) has been promised GE equipment by August 15 and aims to be on the air early 1954, according to owner Milton J. Hinlein. Construction of TV addition to AM building begins this summer and station will discontinue FM broadcasting at close of baseball season to install antenna on present tower.

KIFI-TV, Idaho Falls, Ida. (Ch. 8) has April 1954 target date, reports mgr. John Taylor. Equipment has not yet been ordered. Hollingbery will be rep. Rival KID-TV (Ch. 3) has not yet reported on plans or equipment.

WROM-TV, Rome, Ga. (Ch. 9) has DuMont transmitter and other equipment, aims at test pattern "first week in June if lucky," writes mgr. Ed McKay. Weed will be rep.

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From uhf grantees came these reports:

KUSC-TV, Los Angeles (Ch. 28), non-commercial educational station underwritten by Allan Hancock Foundation and to be operated by U of Southern California, purchased RCA transmitter exhibited at NARTB convention, now has all equipment and plans start within 30 days, Foundation's telecommunications director William Sener told this week's National Conference on Educational TV in Washington.

WTOB-TV, Winston Salem, N. C. (Ch. 26) still aims for July 15 or August 1 test pattern (Vol. 9:7). Following April dealer-distributor meeting, station set up dealers' advisory committee "so that we can work closely with the dealers and benefit by their suggestions and criticism," writes gen. mgr. John G. Johnson.

WNAM-TV, Neenah, Wis. (Ch. 42) has completed plans for "Radio-TV Park," including building to house TV-radio transmitters, studios and offices, with large studio measuring 36x45 ft. It's aiming at Sept. 21 debut, expects RCA equipment in late July or early August. George W. Clark is rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) is waiting for GE antenna, delayed by strike, has all other GE equipment. Rep will be Headley-Reed.

WNAO-TV, Raleigh, N. C. (Ch. 28), now indefinite as to starting date after plans for April debut fell through because of delay in shipment of Federal transmitter. Avery-Knodel is rep.

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Power increases and channel shifts: WAVE-TV, Louisville, first to use new RCA 10-kw amplifier, shifted May 1 from Ch. 5 to 3; WJAR-TV May 3 went from 30 to 225 kw, shifting from Ch. 11 to 10; KRLD-TV, Dallas, May 3 went to 100 kw; KSD-TV, St. Louis, April 29 from 16 to 100 kw.

Community antenna operators hold second annual convention June 8 at New York's Park Sheraton Hotel. National Community TV Assn. has invited all U. S. and Canadian operators to attend meetings, to be highlighted by technical clinic moderated by consulting engineer Frank G. Kear, and panel discussion led by NCTA president M. F. Malarkey Jr. and including WCAU-TV president-gen. mgr. Donald Thornburgh, Pennsylvania Public Utilities Commissioner Thomas Egan and tax specialist Edward Mallon.

ENTHUSIASM OF subscription-TV proponents wasn't the least bit dimmed by RCA chairman David Sarnoff's attack on pay-as-you-see TV as "a snare and a delusion" in his keynote address to last week's NARTB convention (See Special Report, Vol. 9:18). In fact, Paramount's Paul Raibourn, chairman of International Telemeter Corp., hailed address as greatly heightening convention interest in subscription TV.

"He made the thing much more important than it was before," said Raibourn. He noted that prior to convention little interest in fee-TV was manifest by telecasters—West Coast film folk being major boosters. By end of convention, he said, many telecasters and CP-holders had expressed interest in project — especially uhf grantees in areas heavily served by vhf. He added that he's had good many inquiries from community antenna operators, probably on basis of reports about Telemeter's Palm Springs, Cal., community project, which is slated to be equipped with coinboxes for closed-circuit programs next fall.

"Misleading and dangerous" is how president Arthur Levey of Skiatron (Subscriber-Vision) characterized the Sarnoff statement. He challenged the General's right to call commercial home TV "free TV", since "somebody must pay for it, and that is the consumer" who pays when he buys advertised products. On other hand, he said, subscription TV is really free, in that program material is "free from pressure by the advertisers." He said Skiatron will demonstrate Subscriber-Vision to public next month in New York, and "will file with the FCC for a commercial license in October."

Zenith sales v.p. H. C. Bonfig told Chicago Federated Ad Club that subscription TV is necessary to support small town TV stations. Otherwise, he said, more than 20,000,000 Americans will be deprived of local TV service. He pointed out that there have been TV applications in only 100 of the 895 cities in 25,000-or-less population bracket which have TV channel allocations. He predicted national advertisers won't be able to use more than the top 100-125 markets for network programs—leaving small stations nowhere to turn, except to Phonevision.

While KUHT, Houston, became first educational station to go on air and educators prepared a new wave of applications (see stories, pp. 2 & 3), there were these other educational TV developments this week: (1) San Antonio Council for Educational TV accepted offer of \$50,000 from Hugh A. L. Half, president of WOAI-TV, and offer of surplus equipment from Storer-owned KEYL, for projected operation of non-commercial Ch. 9. (2) Lou Poller, president of upcoming WCAN-TV, Milwaukee (Ch. 25), offered educators there 5 hours a week of free programming, and use of station's facilities for vocational instruction. (3) President Harold Fellows told American Women in Radio & TV at Atlanta convention that NARTB isn't opposed to educational TV, merely believes it shouldn't be given preferential treatment over commercial telecasting, in interest of making TV available to all sections of country. (4) FCC added Ch. 82 in Amherst and Ch. 80 in North Adams to list of reserved educational channels, in response to petition of Western Massachusetts Educational TV Council (Vol. 9:14). (5) Oklahoma legislature passed bill authorizing statewide educational TV network. (6) Minnesota legislature killed bill to appropriate \$2,192,000 for educational TV. (7) Frank E. Karelson Jr., New York attorney, was named chairman of Metropolitan New York Coordinating Council for Educational TV.

Two experimental TV licenses were dropped this week: (1) CBS's KE2XIA, New York, used for uhf propagation tests, and (2) Radio Electronic TV School's KQ2XBB, Detroit.

BASEBALL TV restrictions—as embodied in Sen. Johnson's bill (S. 1396)—seem virtually certain to get favorable action from subcommittee of Senate Interstate Commerce Committee after May 6-8 hearings. Parade of baseball bigwigs testified in favor of bill which would permit major leagues to ban telecasts of their games in minor league territory. Subcommittee and witnesses were in such harmonious accord that at one point Sen. Magnuson (D-Wash.) remarked, "I'm a little new here. Who's opposed to this bill?" Only opposition finally came in form of letter from NARTB pres. Harold Fellows who charged that bill would, in effect, exempt baseball from anti-trust laws, setting dangerous precedent. Sen. Johnson called NARTB's position "speculative and highly distorted." Pittsburgh Pirates gen. mgr. Branch Rickey said "selfish and short-range interests" determine broadcasters' position.

Baseball's "Rule 1-D" restricted TV, but it was dropped in 1951 after Justice Dept. pointed out possible illegality of such a rule. Justice Dept. had observer present at hearings, but declined to testify because it wants to await outcome of its pending anti-trust suit against National Football League TV restrictions (Vol. 9:5, 7, 9-11).

Theatre-TV hearings, if they're resumed at all, probably won't be scheduled for some time. If FCC decides to close the books on theatre TV, it's expected to take action in next few weeks. If Commission doesn't act soon on theatre TV, however, it can be assumed hearings will be continued—probably at some date in far future.

Network Accounts: CBS-TV claims leadership in gross network billings for April after signing \$8,750,000 worth of new business during month, including \$4,750,000 week of April 22-28 alone. It also claims 28% advantage over closest competitor in total sponsored time and "3-to-1 leadership" in number of daytime hours sponsored . . . Purex Corp. Ltd. (bleach & detergents) is newest sponsor, buying Wed. 1:30-1:45 p.m. portion of *Garry Moore Show*, starting June 3 on CBS-TV, Mon.-Fri. 1:30-2 p.m., thru Foote, Cone & Belding . . . Lucky Strike starts *Your Play Time* June 21 on CBS-TV, Sun. 7:30-8 p.m. to replace *Private Secretary*, which moves to NBC-TV June 20 as summer replacement for *Your Hit Parade*, Sat. 10:30-11 p.m., thru BBDO . . . Procter & Gamble (Tide) starts Loretta Young drama series *Letter to Loretta* Aug. 30 on NBC-TV, Sun. 10-10:30 p.m., replacing *The Doctor*, which ends June 21, thru Benton & Bowles . . . Continental Baking Co. (Wonder bread & Hostess cakes) extends its Wed sponsorship of *Howdy Doody*, on NBC-TV, Mon.-Fri. 5:30-6 p.m., starting May 6, from 5:45-6 p.m. to 5:30-6 p.m., thru Ted Bates . . . Ford Motor Co. drops radio plans for its 2-hr. 50th anniversary program June 15, but will still use NBC-TV & CBS-TV, 9-11 p.m., thru Kenyon & Eckhardt . . . Procter & Gamble (Oxydol, Dreft, etc.) reported buying audience participation program *Time Out for Fun*, starting June 8 on NBC-TV, Mon.-Fri. 4-4:30 p.m., as summer replacement for first half of *Kate Smith Show*, thru Benton & Bowles; it will move to Mon.-Fri. 4:30-5 p.m. in fall and *Kate Smith Show* will move to Mon.-Fri. 3-4 p.m. . . . Westinghouse to sponsor 19 National Football League games next fall on DuMont, Sat. night & Sun. afternoon, thru Ketchum, McLeod & Grove . . . International Shoe Co. (Red Goose shoes) replaces *Kids & Co.* with *Tom Corbett, Space Cadet*, starting Aug. 29 on DuMont, alt. Sat. 11:30 a.m.-noon, thru D'Arcy Adv. . . . Brown & Williamson Tobacco Co. (Viceroy's) starts musical program *The Orchid Room* May 24 on ABC-TV, Sun. 6:45-7 p.m., thru Ted Bates (Vol. 9:16) . . . Pepsi-Cola to sponsor Faye Emerson drama program, starting Sept. 11 on ABC-TV, Fri. 8:30-9 p.m., thru Biow.

SIRAGUSA PRODS TRADE TO 'SELL HARDER': Storm warnings for TV dealers, who don't need much to set them worrying, came this week from Admiral's president Ross D. Siragusa, who told retailers they'd better lift themselves by their own bootstraps if they want to avoid a bad business slump -- even worse than some contend they're in now.

Siragusa told retailers some harsh facts about economic survival in TV-appliance field, in address to TV-radio division of United Jewish Appeal in New York. Warning that "the era of shortages and a war-supported economy which began in 1940 is over," Siragusa took direct aim at TV-radio merchandisers and said:

"Retailing in appliances and TV is weak. With few exceptions, progress has been negligible since 1940. Stores have not been kept modern. There has been no development in appliance and TV retailing comparable to the modern postwar supermarket, the super gasoline station or the up-to-date soft goods specialty shop.

"The majority of TV and appliance stores throughout the country are unattractive, poorly arranged and badly lighted. Many of them look like glorified repair shops. As a rule, floor men are so inadequately trained they hardly qualify as order takers, let alone able salesmen. Harsh as this indictment may seem, it is deserved far more often than not in the industry today."

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But with his big stick, Siragusa also offered a carrot. In speaking of the future, he held out prospect of a vastly expanded TV market which could be turned to dealers' advantage, regardless of location.

TV is getting "rapid acceptance" in new markets, even greater than it experienced in 1949 and 1950 in pre-freeze areas, he said, and added that "this demand, which will continue to grow, combined with demand from established markets, is certain to keep TV production at a very high level for several years to come."

As for old markets, Siragusa was particularly critical of "saturation" talk. "I know you are concerned about saturation here in your market. The solution lies in selling big-screen sets to present small-screen owners and in selling the idea of two-set ownership. The concept of saturation fits only in a static economy."

* * * *

That business in some areas isn't up to retailers' expectations, particularly in old markets, is indicated in Wall Street Journal survey published May 6. It quotes retailers in pre-freeze markets as saying TV business is off anywhere from 5 to 60% from same season a year ago.

Same survey reports manufacturers enthusiastic about business prospects, with new markets taking up most of slack. This is reflected, too, in national roundup in May Electrical Merchandising magazine, which reports only in new markets can retail business be called good. Tucson, Ariz., was cited as one particularly bright spot.

RTMA statistics, released this week, show 1,780,899 TVs sold at retail in first quarter of 1953, compared with 1,279,783 in corresponding period last year. For March alone, 603,704 sets were sold at retail. Retail radio sales, exclusive of auto radios, totaled 1,438,871 for first quarter, compared to 1,505,883 in same 1952 period. For March, radio sales were 516,618.

* * * *

TV set production totaled 133,240 units (12,296 private label) week ended May 1, year's 17th week, down from 139,708 preceding week and 150,712 for week ended April 17. It brought April production to estimated 580,000 sets, and output for year to about 2,840,000. At end of 4 months last year TV production totaled 1,647,709.

Radio production totaled 280,294 (138,575 private), up from 278,111 preceding week but down from 315,123 week ended April 17. April production was estimated at 1,180,000, year to date at 5,000,000, compared to 3,213,457 first 4 months of last year. Week's radios: 59,836 home, 50,713 portables, 41,036 clock, 128,709 auto.

Topics & Trends of TV Trade: Those "new" TV lines this summer will be less new than usual, most major manufacturers hinting additions and carryovers will be the rule, rather than exception, as more and more set makers adopt one-line-a-year policy. As usual, details of new models—how many, features, prices, etc.—are shrouded in competitive secrecy but odds are that prices will remain about same, with some minor "adjustment" increases a possibility.

Among major manufacturers, following dates have been announced for introduction of new lines to distributors: Admiral, New York's Plaza Hotel June 5, Chicago's Edgewater Beach Hotel June 8, San Francisco's Fairmont Hotel June 10; Motorola, Chicago's Palmer House July 1; Philco, at big Atlantic City convention June 8; RCA hasn't set firm date beyond "late in June." Other announced debut dates: CBS-Columbia, at New York's Waldorf-Astoria June 15; Crosley, Cincinnati's Taft Auditorium June 18-19.

Raytheon jumped the gun this week with release of its supplemental fall lines designed, according to v.p. William L. Dunn, to offset traditional summer slowdown when distributors & dealers normally wait for new models in late summer and concentrate on selling white goods in interim. Line shows 6 additions to 26 carryovers, with no price changes.

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Strike against RCA Victor's big TV plant at Camden was authorized this week by members of Local 103, IUE, though no date was specified. Union has been seeking 10% wage increase in negotiations since April 13. Strike votes will also be taken later at RCA Victor plants in Cincinnati (tubes) and Los Angeles (radar). Meanwhile, GE and IUE officials conferred twice this week in unsuccessful effort to halt 5-week strike at GE's 2 electronics plants in Syracuse and 4-week walkout at its Scranton tube plant. Two more meetings are scheduled next week.

SHIPMENTS OF TVs to dealers totaled 2,060,016 units in first quarter of year, when production was 2,259,943, with factory inventories of 204,648, according to RTMA's state-by-state and county-by-county tables released this week. It compared with shipments of 1,277,512 in first quarter of 1952, when production was 1,324,831, with factory inventories of 231,020 at end of 3 months. Every state in nation shared in shipments, New York leading with 199,111; Pennsylvania second, 192,343; California third, 139,306. Nevada, still without TV, trailed list with 191 sets. For March alone, TV shipments to dealers totaled 711,838, as against production of 810,112. RTMA state-by-state figures for quarter (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	33,074	Nebraska	19,126
Arizona	14,681	Nevada	191
Arkansas	12,583	New Hampshire	6,385
California	139,306	New Jersey	53,872
Colorado	31,172	New Mexico	4,656
Connecticut	32,446	New York	199,111
Delaware	4,931	North Carolina	40,664
District of Columbia	18,552	North Dakota	2,293
Florida	27,089	Ohio	127,853
Georgia	34,000	Oklahoma	40,778
Idaho	3,607	Oregon	27,935
Illinois	124,412	Pennsylvania	192,343
Indiana	73,090	Rhode Island	9,432
Iowa	43,338	South Carolina	12,478
Kansas	18,569	South Dakota	3,661
Kentucky	30,689	Tennessee	29,640
Louisiana	27,241	Texas	129,989
Maine	14,203	Utah	16,690
Maryland	27,159	Vermont	3,370
Massachusetts	65,353	Virginia	50,871
Michigan	86,562	Washington	51,461
Minnesota	35,797	West Virginia	29,636
Mississippi	17,996	Wisconsin	40,185
Missouri	50,591	Wyoming	729
Montana	235		
		Grand Total	2,060,016

Note: Similar figures covering the 1,599,327 radios—exclusive of auto radios—sold to dealers in first quarter (when total production was 3,834,784, with factory inventories of 432,638) were also compiled by RTMA.

EXCELLENT introduction to uhf for dealers, distributors and servicemen is new booklet, *KCTY Brings UHF to Kansas City*, distributed by grantee Empire Coil Co. Written by consultant-manufacturer Ben Adler, systems engineer for Empire Coil's TV stations, on basis of experience with Portland's pioneer uhf KPTV, booklet frankly tells trade what to expect when uhf comes to town. KCTY (Ch. 25) is slated for June debut. Among interesting items in 16-p. illustrated pamphlet:

Uhf converters & receivers—These have been improved considerably since uhf's early days, says book. New diodes and crystals now used in many uhf sets "produce an average noise improvement of 4 db which is equivalent to a transmitter power increase of 2½ times." Book describes various uhf conversion methods, gives advantages and disadvantages of each.

Antennas—"It is mandatory that all uhf receiver installations planned for the reception of KCTY at the outset and for some months to come should have outdoor antennas." Book describes types of uhf antennas and their applications, and gives advice on installation, pointing out that highest spot isn't necessarily the best.

Transmission line—Tubular type is recommended. "Ladder type is excellent and should be used for long runs," but installation costs will be higher. "Flat ribbon line should never be used for uhf as losses mount tremendously when it becomes wet."

Pointers for dealers & servicemen—(1) "Stress the advantages of uhf." (2) "Beware of promising 'cheap' uhf conversions; the boomerang in complaints will offset any immediate sales advantage." (3) "Frankly acknowledge the problems with uhf reception, and recognize these problems in quoting conversion costs." Copies of booklet are available from KCTY, Pickwick Hotel, Kansas City.

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Three-part story on uhf—its fundamentals, its impact on dealers and public, and case history of its success in South Bend—is feature of May *Electrical Merchandising* magazine. It lists leading makes of TV receivers and how each can be converted to uhf.

New RCA products—moderately priced "TV Eye" closed-circuit TV system, transistors and full range of high-fidelity sound equipment—will be displayed at Electronics Parts Show May 18-21 in Chicago's Conrad Hilton Hotel. RCA also will introduce new tape recorder soon.

Distributor Notes: RCA Victor appoints newly-formed Television & Appliance Distributors, 500 St. Peters St., New Orleans (J. C. Marden, pres.); Raymond Rosen & Co., Philadelphia, appoints Raymond F. Pettit district sales mgr. . . Zenith New Jersey appoints Bert Rice special sales rep; Arnold Wholesale Corp., Cleveland, appoints Leroy L. Gustafson v.p.-gen. mgr. . . Sylvania appoints Walsh Distributing Co., Kansas City; Mid-State Distributing Co., Omaha; Bomar Appliance Co., Knoxville, Tenn.; Cummings Distributors, Monroe, La. . . CBS-Columbia appoints Schoellkopf Co., Dallas . . . Crosley New York appoints Leonard Rutstein, ex-Admiral New York, as adv. mgr., replacing Gene Gold, now adv. mgr. of Philco Distributors Inc., New York . . . Emerson names newly-formed Electrical Products Inc., Baltimore (Theodore Ember, pres.) . . . Stewart-Warner names D. E. Lindsay Co., Seattle . . . Gold E Distributors Inc. (Pacific Mercury), San Diego, names Emmanuel Braunstein sales mgr. . . Olympic Radio appoints Southwestern Distributors Inc., Kansas City . . . Majestic appoints Max Fischman Co., Pittsburgh . . . Sentinel names J. B. Distributing Co., Omaha . . . Driscoll Distributing Co. (Tele King), Charlotte, names Richard H. Driscoll sales mgr., following death of owner L. W. Driscoll . . . RCA Victor appoints Herald Supply Co., Billings, Mont. (H. N. Herald, pres.).

NARTB Panel Discussion

Small Market TV Stations -- Practices and Prospects

Salient Portions of Transcript of Panel Discussion

Before Convention of National Assn. of Radio & Television Broadcasters, Los Angeles, April 30, 1953

EDITOR'S NOTE: *One of the sessions which attracted great interest at last week's NARTB convention was the panel discussion on Small Market TV. From the official transcript of this session, we have reprinted all of the factual material, including questions from the floor, editing only to delete repetition and those presentations which were purely visual.*

PANEL CHAIRMAN—W. D. Rogers, pres. & gen. mgr., KDUB-TV, Lubbock, Tex. **PANEL MEMBERS**—Gaines Kelley, gen. mgr., WFMY-TV, Greensboro, N. C.; Robert Lemon, gen. mgr., WTTV, Bloomington, Ind.; Lawrence H. Rogers II, gen. mgr., WSAZ-TV, Huntington, W. Va.; James D. Russell, pres. & gen. mgr., KKTU, Colorado Springs, Colo.

CHAIRMAN ROGERS: First, I would like you to know the definition of a "small market." Greensboro, N. C., is a city of 76,700 people; its coverage area includes 1,142,000. Bloomington, Ind., the city, has 28,000, and there are 1,500,000 people in the station's coverage area. Huntington, W. Va., is 225,000; greater Huntington coverage area 3,200,000. Colorado Springs, Colo., and Lubbock, Tex., happen to be the 2 smallest markets. Colorado Springs, Col., 45,472; coverage area, 164,771. Population of Lubbock, Tex., is 101,853, reaching 317,700.

I give you those population figures so that, as you listen to the members of the panel speak today, you can draw some comparison with your own market.

Lubbock, Tex.—One of Smallest TV Markets

I am going to open up with a discussion of our particular market to try to show you what is happening in Lubbock, Tex., which is actually, as far as the population is concerned, the third secondary market in the nation to have television.

The city of Lubbock has a population of 101,853, metropolitan area 113,000; total population coverage is 317,700, of which 67,200 is metropolitan and 250,500 urban.

Three weeks ago we moved into our new building, and a friend who is in the movie business came by to visit with us, and as I was taking him through the new studios, he said, "Dub, I feel as if I own a great deal of stock in this station." I asked, "How is that?"

"Due to the tremendous loss in my boxoffice," he said. "The night you were off the air when you were moving from your interim setup to your permanent building was the first time since Nov. 13 that we have had a capacity crowd in any of our theatres. Could I make a deal with you to stay off a little bit longer?"

I bring that out not as any reflection against the movie people. It is a fact that in the smaller markets of a hundred thousand or less, TV has made a great impact.

In Lubbock, we have 24 movie theaters and 2 night clubs—and I think one of the most interesting points is that this is a dry area. We are existing without beer advertising. To my knowledge—and I stand corrected if I am wrong—we are the first TV station in the country to be located in a dry area.

One of the reasons that TV has made such a terrific impact on our people is the fact that we in a small market—unlike a metropolitan market—find that TV does not have the competition with other media of entertainment.

Even if your city is wet, I still feel that your city is possibly comparable to ours in that entertainment is

limited, and consequently it will mean more money in your pocket. People are really viewing TV in our small market . . .

Importance of Efficient Plant Layout

Our building layout is of very functional design. It is a product of capitalizing on my previous errors. I am sure I have made some mistakes in this building but certainly this is basic—and you gentlemen don't have to be told this—that an efficient physical layout is certainly important to your overall personnel efficiency and means either a profit or loss in TV.

We have designed our equipment layout in a horseshoe fashion. Video and audio are set up in a horseshoe with the transmitter located approximately 10-15 ft. from this horseshoe arrangement, right off the control room.

When we have concluded with our last live commercial announcement or live program in the evening, we can operate our station with 4 people. We do a live newscast with 3 people which includes the announcer.

Our second floor is an observation room for our clients and the public. We have 20-ft. ceilings in our 2 studios.

I visited one new station recently—a station very comparable to ours—and my observation is that the physical arrangement is going to cost 6 more employees than I have in our organization.

KDUB-TV's Table of Organization

We have 33 full-time employes and 8 part-time employes, and here is how they are broken down:

Administrative & general: Office mgr. & accountant; 1 full-time clerk; 1 part-time clerk; 2 receptionists; 2 cafeteria workers; 1 janitor.

Engineering dept.: 1 chief engineer, 1 assistant, 4 full-time and 2 part-time employes.

Program dept.: 1 program mgr., 3 in continuity & traffic, 1 production mgr., 3 full-time announcers, 2 part-time announcers, 1 stage mgr., 1 part-time employe.

Film dept.: 2 full-time, 1 part-time.

Photo dept.: No employes. 1 full-time man handles photography.

Art dept.: 1 person paid on piece basis.

Commercial dept.: 2 full-time salesmen, 1 full-time sales service man, 1 part-time sales service, 1 secretary, 1 part-time salesman.

President & gen. mgr. with 1 secretary.

We are drawing on the university in our area, the Texas Technological College, for part-time help, taking electri-

cal engineering majors and training them to be cameramen, which is working out very satisfactorily. At the present time I am in the process of helping the university set up a TV department and also arranging with the university for the students to receive credit as they serve at our station, or serve an internship at our station.

Certainly something that is vital to any TV station, but more important to the smaller station, is the dual function plan. The film director is also head of the photographic department. We have a continuity writer who is also an announcer and then all of us sweep out. So the janitor is also a stage hand. The night watchman puts up the props at night and we have our traffic manager also help edit film. Without that you certainly cannot operate a small market station profitably, and our entire organization is operated so that we have no specific jobs as such. Certainly we have titles and certain primary duties but every one in the organization, including the janitor, has 2 or 3 jobs.

Analysis of Programming and Sponsorship

Our programming breaks down this way: *Local live*—commercial 6.7%, sustaining & public service 3.3%; *syndicated film*—commercial 26.6%, sustaining 5%; *old movies*—commercial 13.3%, sustaining 16.7%; *film library*—commercial 10%, sustaining 1.7%. Network is 16.7% of our total programming. That makes 73.3% of our total programming commercial and 26.7% sustaining and public service. The average week is 60 hours.

As to the film library—I am not selling it for any particular company but I do think it is very important. I bought one 4 years ago at [KEYL-TV] San Antonio and was very happy with it. However, in San Antonio it did not prove as profitable to me as it has in this small market. But this film library, if programmed properly, can be a very useful tool in your program setup. It is inexpensive and I do suggest to you that you look into the possibility of a film library in your situation.

Our local accounts include everything from the bank down to the local filling station. We have 8 franchise automobile accounts, 8 appliance companies and 2 banks. We have 3 dry cleaners, 3 carpet companies and so forth. That pretty much represents every type business in the city of Lubbock.

Network shows—We have 5 cigarettes, 2 appliances, one tire, one milk, one patent medicine, one hair preparation, one coffee, one toiletries, one automobile, one public service company. Our national spot business is not too good.

This is our revenue dollar: We went on the air with our interim operation in November. During the first 2 weeks of November, 90% of our revenue dollar was local. Our national business was 9% of our total gross. Network revenue was 1%.

In December, 88% of our revenue dollar was from local, 8% national and 4% network. In January, 83% of our revenue dollar came from our local advertisers, 11% from national and 6% from the network—with a 37% increase over December.

In February, 80% of our dollar came from the local advertiser, 14% from national and 6% from network, with a 20% increase over January. And then in March, 83% came from local, 11% from national and 6% from network.

Local Advertising Is Mainstay

So, you are going to make your living out of local advertising at this point. It's been a terrific missionary job to sell markets. Our market stands pretty high in family income, with the third largest cotton market in the world, and we are the cottonseed oil capital of the world. But even with all those in our favor, it has been a tremendous job to sell the small market to the national people. So I do caution you at this point to be sure to set back a few dollars for a lot of missionary work.

For local and national promotion, we use the fronts of the buses, the city and farm county papers, direct mail, billboards, and taxicabs in the city of Lubbock.

We are the small markets and our story hasn't been

told. Those gentlemen sitting in New York have a tremendous job on their hands in trying to select markets, and having sat out in their lobbies for as long as 2 or 3 hours at a time, I can certainly appreciate their position. You have to get the story over to them through your promotion because the national business isn't going to come through the transom like it does for some—say the first twenty-five markets in the nation.

The Bloomington, Ind., Story

MR. LEMON: Our WTTV has an AM affiliate WTTS which is a 5,000-watt station. We began on the air Nov. 11th, 1949, 3½ years ago. We started with a 1-kw home-built transmitter and a 200-ft. tower. We started programming 12 hours a week with 6 people. Our opening rate was \$150 an hour, \$30 for announcements.

Our average operating cost the first year was approximately \$10,000 per month. We have been interconnected by privately owned and operated microwave relay over a 100-mi. distance for about 2 years. We are now operating with a 5-kw transmitter, 650-ft. tower, and affiliated with all of the networks. Our present rate, with 220,000 TV sets in our area, is \$600 an hour, \$120 per announcement. We are on Ch. 10 now. We move to Ch. 4 this summer. We expect to go to full power and a 1000-ft. tower in July. Our present staff is 46 people.

Our administrative staff has 6 people; sales dept., 10 people with one full-time merchandising man, one secretary and 8 salesmen. Our program and production department 22, and that includes cameramen and a good number of technicians. Our engineering dept. comprises 8 people, which includes 4 who maintain our relay system.

Our operating income is divided in this fashion: 20% from the network; 40% from what we ourselves sell locally and regionally; 40% national spots.

We now average 90 hours weekly on the air and effective July 1, we are going on the air at 6:45 A.M.

We do approximately 80 to 100 live spot announcements weekly. We do approximately 50 live programs per week, ranging from 5 to 30 minutes; 34% of our time on the air is film. Our studio and transmitter are located right at the edge of the city limits. We have 3 field cameras, one studio 25 x 50 ft. We own a complete remote truck.

We work with the University [of Indiana]. We have given the university a microwave relay link and they have purchased cameras and equipment and they have their own studios.

Formula for Successful Operation

After 3½ years of TV, I think there are a few major items of real importance for a successful operation:

One is the steadfast belief that there is a real and practical magic about this medium of TV in the terms of its unique abilities for modern communications. And there are times, I think, when only a strong belief will suffice to furnish the necessary incentive to continue.

Number two, the realization that TV is at least 90% a visual medium is a necessary requirement. And it takes patience to retrain a great many radio people who have honestly and sincerely put in many years working toward reaching people through the ear. This is true in every department — program, production, sales, copy. This medium is visual. And the tendency, the temptation in every department to build a program on the right topic for radio is one of the real pitfalls of television. This medium is for the eye.

Third, the economics of TV are much more closely aligned with the daily newspaper than with radio. For the TV station, income in a comparable market should be 4-8 times the income of a radio station.

And last but not least, the most important single phase of our station operation is the people who run it. The people on the staff are most important—and whether the market is 50,000 or 10,000,000, this small handful of people who are charged with the responsibility of creating, supervising and originating the program fare for that audience, have a tremendous responsibility. And these people, the staff of the TV station, need every possible consideration

to help them grow and learn as much as possible about TV.

Finally, I myself am sure that TV in all markets is here to stay. I am reminded of the story of a grandmother who was 100 years old, who had crossed the plains in a covered wagon. One of her publicity-conscious relatives thought it would be a good idea to commemorate this 100th birthday anniversary with something unusual. He told her he arranged for her first airplane ride. The old lady said: "I am not going to get in any of those new-fangled machines. I am going to sit right here and watch TV just like the good Lord intended."

Formative Period for Colorado Springs TV

MR. RUSSELL: I am probably the least experienced man who ever talked to you about TV in a position like this. I have been in it 5 months and that's all. Everybody else on this panel has had several years of experience and they have had a chance to really do a job at their stations.

My station is still in the formative period—way back in the formative period—and the nicest thing I ever heard, I think, was when I heard Bob Lemon say that I am going to get 4 times the income out of it that I got out of my radio station. Because I haven't got it yet.

Colorado Springs is a city of 45,000. KKTU's transmitter is located on a rather high mountain near Colorado Springs. We are some 3000 feet above Colorado Springs, a little more than 4000 above Pueblo, which is about 40 mi. south of us, and we are as much as a mile above some of the area we serve.

We get a very wide coverage from this height. We decided that it would be a lot more valuable to us to get those extra people than it would be to try to save money by operating a combined studio and transmitter together down on the ground. So we put it up on a mountain.

The results we have had from TV have actually amazed me. We, as every other new station in a market that hasn't had TV, have had some tremendous success stories. In fact, almost every sponsor we have had—I am sure it is true of everybody else—has been happy with it. He has had success stories of his own. He has been happy to tell us about them. We have been very happy to compile them ourselves to use on other sponsors.

Effect of TV on Radio Station

One of the things that struck me most forcefully about TV was what it did to my radio station. This TV station went on the air on Pearl Harbor Day. It was Pearl Harbor Day in more ways than one in 1952, on Dec. 7. January and February are generally pretty poor months in our town in radio compared to the rest of the year. We don't have a summer slump there because it is a tourist town and the radio station was particularly affected during January and February. But the thing that really struck me about it and really made me feel pretty bad was that a lot of advertisers that we got for TV decided to quit using our radio station and continued using our competitor's radio station. And the reason they did it was the thing that hurt me—because those people had been buying radio in both stations and had been doing it merely in the sense of throwing out a few pennies of change to everybody to keep everybody happy.

They hadn't bought radio, I now realize, to do a job because one station could do a better job than another. They just split their budgets. When they went to our TV station they quit radio regardless of ratings, no matter who had been better. They merely had been buying it to keep everybody happy with them, I guess. That was the most striking thing that has happened to me since we opened the TV station—to see how many advertisers were buying time, not on the basis of results, but on the basis of keeping everybody happy with them.

We are in an area that was not covered by other TV stations at the time we went on. It was a new market. Those people had waited a long time for TV. The response to our going on the air was pretty terrific. We got a lot of letters. In radio a handful of letters, three or

four letters, seemed like an awful lot to get for a program, but in TV we got over 5,000 unsolicited letters—and I mean completely unsolicited—during the first 12 weeks of our operation. We never had anything like that in radio in our lives. It just seemed like a tremendous amount to us.

3 Networks via Kinescope

And regarding our programming, we are affiliated with 3 networks—CBS, ABC and DuMont. We are not interconnected. We are programming 15 hours a week of features and westerns in order to have a rather lengthy schedule. We are on the air from 4 p.m. to around 11, sometimes a little later. On May 18 we go a half hour earlier.

We do quite a bit of live programming. We think it is very valuable because it is awfully good business for us to have people on the air so that their friends can see them. We try to do it in a manner that makes the program itself interesting rather than one that just runs a mass of people through so they can get in front of the camera.

We don't program any local live dramatic productions but we do program local musical groups, mostly professional, and we do program quite a few other live productions such as news and weather. We have a western show which covers an hour a day with about a half of a western feature by using a character we call "Sheriff Jim" to shoot the breeze in front of the camera. We are able that way to program 5 hours a week and use only three westerns a week. We always leave them cliff-hanging from one day to the next, do a lot of laughs in that hour and use a little bit of film. It stretches out our film budget and it is quite acceptable, by the way, to the audience.

Audience Response is Enthusiastic

We have had, of course, the usual number of complaints. They don't see enough film. And those complaints are just drowned by the response, by the tremendous response we get from the people who like it just as it is and want it to continue that way.

Regarding network shows, we have about 10 hours a week and I think we are pretty lucky. I think stations in markets our size coming on now are going to have to expect fewer hours of network shows than we have managed to get by getting on a little bit earlier. Next fall I think we will all be in there pitching together. But during the late spring and summer months, if you are able in a market our size, I don't think you can count on starting off with quite that many hours of network.

Our starting rate was \$150 an hour. We propose to go to \$200 an hour when our set count comes up to 20,000 which I think will be within another month or so.

TV's Expansion in Huntington Area

MR. LAWRENCE ROGERS: Our experiences in Huntington were almost identical in every respect with everything that has been said here today. The startling similarity of our operations and those of Bob Lemon would have to be seen to be believed.

In any discussion of this kind we must ask: What is a small market TV station? What is a small market? Indeed, you will not know what a small market is unless you have been at it for quite some time.

When we went into this business it was with a great deal of clamor that a TV signal was "a radio beam that went in the line of sight and stopped." Consequently, we geared our operations to a city with a population of about 86,000 with no night clubs to speak of, no entertainment facilities and exactly the same situation which Dub [Rogers] has so beautifully described for Lubbock. We found, however, that TV waves do strange and wonderful things. The result was a complete readjustment of our operations to a set of circumstances which we didn't even realize existed at the time we went into business. Consequently, for the better part of 4 years we have been building new stations all the time. Every time we turned around we had another project.

The interconnection that Bob Lemon spoke of is one of the same things we have undertaken. We have built a system from Columbus to Huntington with which we supply our own network and it works admirably.

One thing I would like to leave with you, without going into great detail on how we do it: No matter how small your market, no matter whether you have 1000 or 100,000 or 1,000,000, TV cannot be done halfway. We are very happy that early in the game, even in 1949, we gave up the idea of what was then popularly referred to as a "minimum operation." As far as we are concerned, there is no such thing as a "minimum operation." You either have a TV station or you don't have a TV station.

TV is not—I repeat, not—illustrated radio, nor is it, as some of the salespeople facetiously tell you, home movies. It is a medium that far surpasses in its general impact either of those, and which will bring us challenges that the people who have so adequately brought along the radio industry and the movie industry had not yet thought of, simply because they were not applicable to their particular art.

Something New and Dynamic

This is something new. It is something that is so dynamic that you have to live with it 24 hours a day and have all of your people do the same thing in order to keep up with it; in order to keep up with the people who, once they become a part of your TV family, won't give it up under any circumstances and will continue to clamor for continued improvement.

In this complete operation that you must build in any market, large or small, the live program of course is a necessity. It is a necessity so that you can give to your programming the flavor of the community, or the series of communities or the area or the region, that you are serving. It is very difficult indeed to contemplate the TV industry progressing without any local pictorial interest. It is impossible to contemplate a true national competitive TV system that depends on great network centers for all of its news origination and all of its pictorial material.

I have often heard—and this is looked upon as heresy in our own radio station operation—that TV will have a great deal of difficulty handling news. This is utterly ridiculous. TV sets will do whatever radio sets will do immediately. What you have to do is approach it from the kinescope tube, not the speaker.

Inexpensive Eye-Appeal for News

There are a great many ways of doing that. One of them not mentioned here, that we have had startling success with, is the use of local film in pictures. I don't recommend that anyone go out and buy a load of expensive materials, expensive technicians' cameras and so forth. I do recommend, however, using a regular speed graphic type still camera or an ordinary 16 millimeter home movie camera that can be made to operate the proper speed of 24 frames a second, so it will synchronize with your sound film—and any other machinery that you can pick up, beg, borrow, or steal. Hand it out to your regular personnel so that they may integrate it with their regular routine assignments, and this will begin to furnish to you a fund of material that is wonderful to behold, both from a commercial standpoint and a news standpoint and from a general interest standpoint. A filing system of that type of material is indispensable.

I can't overemphasize the wonder of bringing TV to those regions where we don't have the same comparable system described by "Dub" of "no entertainment," but an area which is entirely inaccessible except in some cases by roads and trails that are little better than pack trails. People in these areas have actually cleared thousands of feet of area up the sides of mountains to put antennas in vantage points to bring television into their homes. The world has been opened up into these areas, a world that was never known to exist by the people who live there. There is no way to over-estimate the social significance of this kind of thing which you, in building small market TV, will also perform.

All this, of course, brings about the problem of a respon-

sibility on your part that is almost impossible to comprehend. The people who get TV sets in the far reaches of the small market areas assume that a TV set is one of those many things that were guaranteed to them by the Declaration of Independence and then the Constitution and the Bill of Rights. If anything is wrong with it, it is your fault. If it wasn't installed properly in the first place, it is your fault. And if the service they get out of it is unsatisfactory you might just as well leave town.

Obligations of the Telecasters

This is not really a laughing matter because it is going to be your problem to figure out the answers to it. It means you will have to conduct schools for service men so as to help weed out unscrupulous people who delude the people into believing they are getting a good service—and actually rob them. You will have to conduct educational programs, so they will get the programs they deserve.

There are a great many items, from remote props to mike room dollies to all sorts of other essentials of everyday machinery, that can be and in most cases will be built in your shop, in your organization. A couple of clever technical college engineers as "Dub" gets from Texas Tech, who are working on your staff and are handy with a welding torch can perform miracles—and those are the kind of miracles that will build your small market TV into a profitable operation.

For your information, we followed the same pattern that Bob Lemon broke down for our revenue dollar. We are now deriving 40% of our income from national spots, 30% from networks, 30% from local.

A word on the local: Here is a problem that will apply to some of you. You will find you are covering an area, as in our case where we started in a city of 86,000. Now we have a circulation of 200,000 receivers in the homes. You will cover an area which sometimes is not necessarily suited to the retailing problems of the retailers in that area. You will have to make the choice of whether you are going to make your commercial service available for the good of the advertiser who reaches every one of these 200,000 sets in this case, or 20,000 in another case, or are you going to gear your overall rate structure to the particular corner druggist who perhaps can only use one-tenth of your coverage? That is a question which you will be faced with and one on which you will have to make your own decision.

Decency and Good Taste

You have one other thing that you will be faced with every day that you are in business in TV and that is the operation of an effective TV code, a code of decency or standards or good taste or behavior or whatever you want to call it.

It was so adequately covered by Chairman Hyde [at this NARTB Convention] that I don't need to say anything more about it other than the fact that it is the most vital thing to our entire industry and it is something that has to stem from each individual small market operation.

I cannot commend to you too highly for local commercial and non-commercial operations the words of our license: "Responsibility to uphold the public interest, convenience and necessity," because that in itself is the best definition I know of for an audience builder.

Success Story in Greensboro

MR. KELLEY: Fortunately, these gentlemen preceding me have covered so many of the points that I might touch upon that I am going to quickly bring to you some of the things that I think might interest you. One—I wanted to say and say it very emphatically, what I said last year at Chicago: It takes no genius to run a TV station. It takes creation of ideas and enthusiasm, much enthusiasm. And you will find that your staff—you who are just going into it and you who will go into it as soon as you get your CP—that your staff will just love TV. They will want to work all the time. In fact, we watch our record very carefully to see that no one works overtime and those who

do, of course, are paid. But they want to work and they are eager to do it so don't have any fears.

WFMY-TV went on the air September, 1949, and one year later the greatest channel next to my own [AT&T interconnection] came on Sept. 30, which brought the Notre Dame football game. From then on we began to grow and grow pretty fast. Now we are on the air 95 hours a week.

We have CBS 46 hours, NBC 17, DuMont 3½ hours, live 15¼ hours and film 13¾ hours, for a total of 95¾ hours.

I said a year ago that we needed most of all a weather-proof barn. We are the one station where you have to go in sideways in order not to knock something down. We have everything there, iron firemen, refrigerators and fragile materials. But it is necessary to go very easily in order not to wreck something. We expect within the next few months to get a huge 13-acre site, a big 100,000 watts of power and a big building. We have a big job ahead of us, but it is not anything to compare with going over into strange markets where people don't know about you. You must be a missionary to sit down and sell them on the idea of buying a set. You who are going in now don't find that necessary. You have a market built for you, as it were, around a reception and an idea among the people that they want TV. We didn't have that.

We go on the air at 8:30 a.m. and start at 8:45 with morning devotions and go to midnight.

4 Salesmen Cover Big Territory

Those in our sales department are all people who had never had previous experience and are local men. Our city is small, as you know, but our market is tremendous and we cover quite a number of cities so we have 4 on the staff and a sales manager and a secretary.

Our transmitter room is 20 x 16 ft., in which we have an FM transmitter as well as the TV. The control room is 20 x 15, studio 30 x 16, which originally was for radio. And this hurts but it is true: we had to sell 2 Steinway pianos with which we started out in a big way in 1948. We sold them both in order to have room for one more camera and a little Hammond organ.

We have a number of other facts and figures. But suffice it to say that I think the main thing to do is select your staff with care, people who are really interested and who want to go into the business. Then you get out there and fight and promote.

Questions from the Floor

MR. ROBERT J. DEAN (KOTA & KOZY-FM, Rapid City, S. D.): *I would like to ask Bob Lemon to explain the independently operated microwave system that they have in that area, how many miles it is and how it is maintained.*

MR. LEMON: I will give you a brief layman's description because I know absolutely nothing about engineering.

The distance is 100 miles. We have 3 hops. To insure that we always have proper service, we are adding 2 more hops. We have used several kinds of microwave equipment, always searching for a better kind, and we have now built our own.

We take this picture from Cincinnati. We have arrangements with the 3 Cincinnati TV stations and the networks to take the picture off the air. We will, in July of this year, complete as "Dub" Rogers has already done, a final hop, and take it directly from AT&T. We have people at each of the hops, during our periods of operation, who work with the equipment, and we have one man who supervises them and goes from one to another, at least once a week, to make checks with them.

MR. DAVID M. ARMSTRONG (CKDA, Victoria, B. C.): *I have 2 questions here and perhaps one of the panel members might be able to answer them. I would like to know the period of loss the station must look forward to going through, and the effect on the parent AM radio in regard to revenue.*

CHAIRMAN ROGERS: Who would like to answer the first one?

MR. RUSSELL: I would be happy to tell you the period of loss which we have gone through in our operation. We went on Dec. 7 and by the end of March—that is just about 4 months—we were in the black, cash-wise, not insofar as depreciation and amortization is concerned. The first part of this month, in April, we first got in the black.

Effect of TV Station on AM Revenue

MR. ARMSTRONG: *What was the effect on your AM operation; by what percentage would your billing go down?*

MR. RUSSELL: During the first month, none. But it had an immediate reaction thereafter. During the second and third months of our operation, the AM billings had been knocked down by some 25%, but during the next 2 months—during March and April—they have come up now to within 10% of last year. They just had a terrific slump all at once.

MR. ARMSTRONG: *You are experiencing a gradual increase in your AM business? Do you look forward to the time when it will be back to the pre-television period?*

MR. RUSSELL: I do, yes.

CHAIRMAN ROGERS: I would like to add one thing to Jim's comments in connection with your losses. From my experience with the Lubbock station—and now hearing what Jim said about his black figure—I don't believe that any station, regardless of the size of the market, is ever going to have to sustain the losses that any of the original early-day stations did. I think that for this reason: Because in the early-day stations we had a tremendous job to educate the people on the value of TV advertising. That educational job nationally and even in the case of a virgin market, has been done to some extent—because even in our case, Lubbock was not covered by any TV service, but people had been to Dallas, Houston, etc., and viewed TV. They had many friends down there, merchants that had wonderful success with TV, which made our educational job much easier, and I think this is the reason that you can look forward to a black figure a lot sooner than you could three or four years ago.

Minimum Personnel Requirements

MR. JACK KEILER (Kentucky): *I wanted to ask Mr. Russell the number of personnel he has and the minimum he feels that a small station can operate on.*

MR. RUSSELL: My idea has changed on that. We started out with 16, thinking that that would hold us for as long as we were going to operate and could get by with one shift. We operated at first just 6 days a week in order to make that possible, to give everybody a day off, and were working the rest of the staff for about 60 hours a week with overtime being paid. And we began to realize how foolish we were to do that, and started adding to our staff and at the same time started increasing our hours of operation until now we are on from 4 o'clock until a little after 11 every night. That is about 7 hours a day of programming and more than that on Saturday and Sunday. And we have a staff of 29 full-time people, and 5 part-time people.

Now, I would like to qualify real quickly that "part-time." Some of the people, like the people in my accounting department, do joint work for radio and TV. And, say, there are 3 people in bookkeeping. I count those as one and a half, as 3 part-time people really.

A MEMBER: *Do you find a 20-ft. ceiling height the most practical for most operations, as far as the studio is concerned?*

CHAIRMAN ROGERS: In our particular case, yes. I have the 20-ft. ceiling so we could fly our scenery the professional way. It only takes one stage man to fly our scenery and if I didn't do it that way, we would have 4 people in that department.

Production of Local Commercials

MR. CARL E. HAYMOND (KMO, Tacoma, Wash.): *I would like to ask you, Mr. Rogers—you said that your business was 80% or more local. What type of local production do you give in the way of handling your commercials and what was your average rate in your local field?*

CHAIRMAN ROGERS: In our local rate, we have one rate card at \$200 which we plan to re-rate soon. Eighty per cent of our commercials locally are live commercials, for the simple reason that we do not have facilities in Lubbock to process film commercials at this time. So we are using live and slide and opaques for our commercials with 80% of our local commercials being live commercials.

MR. HAYMOND: *Mostly single camera?*

CHAIRMAN ROGERS: If he wants two cameras, it is 20% for one, 30% for two.

MR. HAYMOND: *You charge 20% for one?*

CHAIRMAN ROGERS: Let me clarify this. It is 20% of our rate for one camera but never less than \$6.50.

MR. RUSSELL: I would like to make a comment on that. In our operation, as far as live production is concerned, we have to do it the same way. We don't have agencies competent to produce TV spots in markets our size—at least, not in our market. We have to do everything for them. We have an artist on the staff. We have to write their copy. We have to just take them by the hand and lead them through all the way and most of you in small markets will have to do the same thing.

As for our live charges, we have a \$30 open spot rate and we charge 30% extra for having it live and most of them are done live. However, we use 2 cameras with one cameraman. We write our commercials so that the cameraman can pre-set one of the cameras for a closeup on a piece of jewelry, for example, and use the other camera at a wider angle for general coverage of the scene without having to have 2 cameramen on duty. It is a little smoother, and it is a cheaper operation than with 2 cameramen.

CHAIRMAN ROGERS: I would like to supplement what he said and impress upon you gentlemen in the small markets that actually you are not only going to run a TV station but you are going to run an advertising agency without the commission. That is our case in Lubbock.

Compensation for Salesmen

MR. ERNEST C. SANDERS (WOC-TV & WOC, Davenport, Ia.): *I would like to ask Mr. Lemon, what is the basis of compensation you use for your salesmen?*

MR. LEMON: Our sales staff is spread out. We have salesmen who cover territories 40 or 50 miles away from Bloomington itself who live there and have their homes there. Our salesmen are paid a base salary, and they all get a commission out of a total pot. The sum total of their sales is added together; each of them gets a cer-

tain percentage of that. None of them works on an individual commission. The more they all sell the more they all make.

Integration of TV and AM Personnel

MR. REX G. HOWELL (KFXJ, Grand Junction, Colo.): *I would like to ask the gentlemen to what extent you think an AM and small TV operation can be integrated in terms of personnel. Can some of the same administrative personnel be utilized for both media? And also how about departmentalized supervision, such as technical? Do you think they can serve in the two capacities?*

MR. LAWRENCE H. ROGERS: I will give you a horseback opinion. No, I do not think so in any case, except such a matter as accounting which has no emotion connected with it.

MR. HAROLD E. ANDERSON (KOLN-TV & KOLN, Lincoln, Neb.): We operate both TV and radio together and I think, as far as the gentleman here who asked the question, it was answered by a person who is not in a small market. In a small market such as your place and ours, where the total we ever hope of getting is not over 300,000 people, you have got to use your people in both operations or you will never make a go of it. And that is everybody with the exception of the artist. Naturally he is not on radio except that he helps out on brochures.

Multiple-Sponsored Local Programs

MR. JIM RANKIN (Fresno, Cal.): *I am in the agency business. I would like to ask Mr. Lemon and Mr. Rogers from Huntington, W. Va., if in their local programs that are sponsored by local advertisers, they have more than one on a program or is usually a local advertiser able to sustain the whole financial burden himself?*

MR. LEMON: We have a situation where we have both. We do our best, as "Dub" says, to serve the most people. We do our best to get dealers to sell the same items together, maybe 8 or 10. In one instance, we have 63 grocers on one chain together. This makes a very attractive way to advertise, very inexpensive, and a very wonderful way to advertise. On the other hand, within the city of Bloomington itself in the county of Monroe of 50,000 people, we have found that the medium of TV is a good enough advertising medium that we can sell spot announcements locally to a retail merchant and they do produce for him and he can afford them.

So it works both ways. It is much cheaper if you can get 18 or 20 people together selling the same thing.

Trade Personals: Walter R. Seibert, controller, elected Sylvania treas., succeeding W. Benton Harrison, new financial v.p.; asst. controller Leon C. Guest promoted to replace Seibert . . . William L. Reynolds, associate of Washington law firm of Covington & Burling, named RTMA house attorney, post formerly held by Ray Donaldson, now counsel of Senate Banking & Currency Committee . . . Ross D. Siragusa, Admiral president & prominent Catholic layman, was honored by United Jewish Appeal radio div., which presented him with hand-illuminated scroll of honor at N. Y. dinner May 5 for "prominent place he has won in industry and keen interest he has shown in welfare of his fellow-men" . . . L. S. Houk promoted to new post of Westinghouse manufacturing mgr. for consumer products, including TV . . . Eugene F. Peterson, GE tube dept. marketing mgr., appointed marketing mgr. of TV-radio div., Syracuse, succeeded in tube dept. by Grady L. Roark . . . H. C. Briggs, gen. mgr., Hoffman Laboratories Inc., elected to board of parent Hoffman Radio . . . F. A. Rall appointed mgr. of appliance dept., Westinghouse International, in charge of export of all appliances . . . John J. McCloy, ex-U. S. High Commissioner in Germany, elected Westinghouse director, succeeding Winthrop Aldrich, U. S. ambassador to Britain . . . Frank A. D. Andrea, president of Andrea Radio, sailed for Europe May 9 on 2-month business trip . . . Robert F. Smith, new Indiana Steel president, announces following changes after victorious proxy battle (Vol. 9:18): Charles A. Maynard, engineering v.p., assumes secretaryship, Anthony Astrologes promoted to treas., Ivan Dickey to sales mgr. . . William N. Tyner, ex-Bendix Radio, named CBS-Columbia southern California sales mgr., Los Angeles . . . Jerry Kirschbaum, Precision Apparatus, elected president, Sales Managers Club, N. Y.; Bob Ferree, International Resistance, v.p.; Walter Jablon, David Bogen Co., secy-treas.; B. L. Cahn, Insuline Corp. of America, & Vin Uhlrich, National Union Radio, directors . . . D. W. Gunn promoted to new post of asst. gen. sales mgr., Sylvania TV-radio tube div., under mgr. H. P. Gilpin . . . David Bellare, ex-Reeves Instrument Co., appointed engineer supervisor for military electronics equipment, CBS-Columbia . . . Thomas B. Stone named asst. gen. mgr., Zenith Radio Distributing Corp. . . Henry Marks, ex-Jerrold purchasing director, forms Teltron Co., 2013 Walnut St., Philadelphia, to be exclusive distributor of Dage camera and industrial TV systems . . . Norman K. Brahmstedt resigns as NARDA director of member services to open music shop in Wisconsin Rapids, Wisc. . . . Paul Feinberg promoted to asst. to president, Sonora . . . Bernard Diener named chief TV-radio engineer, Pacific Mercury.

Sylvania's management shifts, involving elevation of Don Mitchell to chairman and H. Ward Zimmer to president (Vol. 9:18), and rapid growth of company since war, citing possibility its gross may exceed \$300,000,000 this year, are described in cover story, *Shifting the Weight at Sylvania*, in May 2 *Business Week*. Story quotes Mitchell as saying company's expansion made leadership "too big for any one man."

March excise tax collections on TVs, radios & phonos were \$16,114,703, compared with \$13,834,189 in February and \$12,687,375 in March 1952. On refrigerators, air conditioners, etc., Govt. collected \$8,808,666 in March vs. \$5,380,882 in February and \$5,507,992 in March 1952.

Growing importance of trade-ins is shown by NARDA's survey released this week, revealing that they accounted for 17% of all TV sales last year, compared to 15% in 1951, 13% in 1950.

Sylvania leases warehouse at North Tonawanda, N. Y. for manufacture of TV cabinets.

Financial & Trade Notes: RCA sales for first quarter set new record of \$208,007,533, compared with \$163,871,331 in first quarter 1952. Net income rose 31% to \$9,293,141 (61¢ on 14,031,016 shares) from 1952 period's \$7,076,520 (45¢ on 13,881,016 shares). Chairman David Sarnoff, addressing stockholders meeting in New York, attributed improvement to "increased sales of TV receivers and transmitters and govt. equipment, as well as the new business of home appliances." TV sales, he added, now account for 75% of RCA Victor div. sales. Profits before Federal income taxes of \$11,163,000, amounted to \$20,456,141. Of total sales, 18% or \$37,000,000, was govt. business, compared with 13% year ago. In response to question, Gen. Sarnoff said, "I hope we can consider an increase" in dividends this year.

Stockholders meeting witnessed heated exchange between Gen. Sarnoff and stockholder Lewis D. Gilbert, who identified himself as "a Kansas clothing store owner" and demanded explanation of resignation of NBC chairman Niles Trammell (Vol. 8:50) and details of RCA's purchase of Estate Stove div. from Noma Electric. Gen Sarnoff praised Trammell highly, said there were no differences between him and management, and rebuked Gilbert for asking "question with a sting in it."

RCA's foreign subsidiaries earned \$4,000,000 on gross sales of \$44,000,000 and assets of \$20,000,000. Because of "exchange restrictions and other factors," less than \$300,000 of net earnings was transferred to parent organization in form of dividends and included in 1952 consolidated profit statement, while remainder, \$3,700,000, was retained abroad and added to foreign working capital.



Motorola sales hit all-time high of \$64,859,867 for first 1953 quarter, compared with \$38,853,095 same period last year. Net income was \$3,174,208 (\$1.64 a share), up 42% from \$2,238,135 (\$1.16) in first quarter 1952. Largest single sales gain was in TV, although president Paul Galvin said sales in new markets have been disappointing compared to last year's Denver and Portland rush. Total 1953 sales are expected to hit \$225,000,000, or about \$5 a share, he said.

DuMont anticipates record sales of over \$100,000,000 in 1953, Dr. Allen B. DuMont told May 4 stockholders meeting at Clifton, N. J. Sales in 1952 totaled \$76,094,030. More than 20% of company's 1953 production is expected to be defense work, he said. All of company's officers and directors were reelected. Proxy statement shows that Dr. DuMont received \$98,664 and research director Thomas T. Goldsmith Jr. received \$25,192 in 1952.

CBS reports net income of \$2,404,935 (\$1.03 a share), up 58% on gross revenues of \$76,454,815 for quarter ended April 4, compared with \$1,522,796 (65¢) on revenues of \$61,379,090 corresponding 1952 period.

Tung-Sol net income was \$552,318 (97¢ on 547,656 shares) on sales of \$10,745,129 for quarter ended March 28, compared with \$492,241 (99¢ on 494,487 shares) on sales of \$8,011,074 same 1952 period.

Kaye-Halbert reports earnings before taxes of \$162,848 on sales of \$2,736,000 for 6 months ended March 31 vs. \$110,000 on sales of \$1,858,000 corresponding 1952 period.



Dividends: CBS "A" & "B," 40¢ payable June 5 to stockholders of record May 22; Television Electronics Fund, 14¢ May 30 to holders May 15; Tung-Sol, 25¢ June 2 to holders May 20; General Precision Equipment, 25¢ June 15 to holders May 25; Aircraft Radio, 10¢ May 22 to holders May 8; Belden Mfg., 40¢ June 1 to holders May 18; Universal Pictures, 50¢ June 25 to holders June 15.

Telecasting Notes: Program lineup for Coronation coverage June 2 has just about been completed, though additions to personnel covering big event in London are still being announced. Barring last-minute changes, all networks plan to show films of crowning & highlights of procession from Buckingham Palace between 6-7 p.m. (EDT) . . . In addition, ABC-TV plans to show photos & drawings of Westminster Abbey 8-9 a.m. to augment audio description direct from Abbey, and film roundup from 8-9 p.m. . . . CBS-TV will broadcast audio of actual coronation live between 5:30-6 a.m. with still picture of Abbey, and 11 p.m.-midnight roundup, sponsored by Willys-Overland . . . NBC-TV, with General Motors sponsorship, plans its roundup 10:30 p.m.-midnight to supplement 6-7 p.m. service . . . DuMont's plans are still incomplete, but so far it figures only on 6-7 p.m. program . . . Royal Air Force Canberra jet bombers will leave London, shortly after actual crowning, with Coronation films, which will be processed enroute to Montreal, nearest airport to Britain, then microwaved via Toronto to Buffalo, where networks will relay them . . . Study guides for use along with Coronation telecasts will be distributed to schools by CBS & NBC . . . Films of Coronation, to be made by BBC for U. S. & Canadian stations, will actually be high-quality kines, or "telefilms," for which BBC will use 20 cameras, 6 mobile units . . . TV union labor accounts for 63.3% of production costs of half-hour live program, 63.8% of half-hour filmed program, says May 4 *Sponsor Magazine* . . . Institutional ad series by NBC, running twice weekly for rest of year in New York newspapers, will discuss "role of radio & TV in today's economy," including such subjects as TV costs, radio's audience, daytime TV . . . ABC-TV's showcase drama series, *Plymouth Playhouse* (originally *ABC Album*), now carried on 31 stations, 16 of them via kine— increase of 14 stations in the 4 weeks it's been on air . . . Cecil B. DeMille barred by AFTRA from scheduled appearance on CBS-TV's *Toast of the Town* because he's "not a member in good standing"—recalling battle which he took to Supreme Court (and lost) when union dumped him from \$98,200-a-year job as narrator of *Lux Radio Theatre* in 1944 because he refused to pay \$1 political assessment . . . Switcheroo: "TV opens vaults to theatres" with deal by Lippert Films to package 3 episodes of *Ramar of the Jungle* into 78-minute theatrical film, to be retitled *African Adventure*, first reported case of TV film being made into theatrical feature for showing in U. S. . . . "TV Cooks Hot Disk Names but Cold on Tunes," reads headline in May 6 *Variety*, which notes that while records by TV personalities have been big sellers, music publishers have been disappointed at TV's poor record as a "song-plugger" . . . Public ownership of TV-radio in Canada was denounced in 12-page brief presented to Parliament by Canadian Weekly Newspapers Assn., which charged that media has become "man-made, tax-financed colossus" . . . Power of TV pulpit demonstrated in South Bend, Ind., where members of several churches demanded, and got, postponement of traditional Tuesday night services because they interfered with Bishop Sheen's weekly telecasts . . . Profile of NBC-TV's early morning *Today* program occupies 5 pages of June *Esquire Magazine*; author Richard Gehman "lived" with show for 2 weeks to gather material on how show is put together . . . Annual *Radio-TV Yearbook*, published by *Radio Daily*, out this week . . . Passing up scoop and possibly saving a life, Los Angeles stations KTTV & KTLA withdrew their cameras from scene of a possible suicide leap after model Terry Cundall threatened to jump from 140-ft. water tower if they didn't leave; KTTV used films it had already taken of Miss Cundall perched atop tower but KTLA scrapped its films as anti-climactic after she was rescued.

Ballots will decide whether community antenna system comes to Asheville, N. C.—as citizens go to polls May 12 in climax of hotly fought battle. Last year, Asheville city council voted to permit Community TV Systems Inc. of Philadelphia (Murray Borkon) to wire up town for TV signal. Then uhf grantee WISE-TV (Harold H. Thoms) told council it would drop CP if community project were allowed to build in city—and council reversed itself and voted to prohibit project (Vol. 8:51). Council ruling is being challenged in general election referendum vote, and pro-&-con fight is as hot as any political campaign. Community TV, which hopes to invest some \$200,000 in project, sponsors nightly radio program, *Truth About TV*, and newspaper ads are carrying advertisements on both sides of issue, signed by committees of prominent citizens both for and against project.

Eight Canadian TV applications are slated for consideration by Canadian Broadcasting Corp.'s Board of Governors when it meets in public session in Ottawa May 28 to hear testimony and comments. Applications on docket for meeting include 3 competitive requests for Ch. 3 in Edmonton, Alberta, by Edmonton Television Ltd., Wm. Rea Jr. and Sunwapta Broadcasting Co. Uncontested applications are for Calgary, Alta. (Ch. 2) by Calgary Television Ltd.; Kitchener, Ont. (Ch. 6), Central Ontario Television Ltd.; Rimouski, Que. (Ch. 3), Lower St. Lawrence Radio Inc.; Saskatoon, Sask. (Ch. 8), Saskatoon Star-Phoenix Ltd.; Regina, Sask. (Ch. 2), Transcanada Communications Ltd. Other prospective applicants are permitted to request Board to defer consideration of any pending areas for which they intend to apply.

More than 60 continuous motion film scanners (Vol. 9:18) were sold during 4-day NARTB convention, DuMont says in announcing "record breaking sales of TV broadcasting equipment." Scanner deliveries are scheduled to begin in August. More or less eclipsed at NARTB show by "glamorous" film scanner was DuMont's new 25-kw vhf transmitter, which transmitter div. sales mgr. J. B. Tharpe says was responsible for "more business dollar-wise than anything else" displayed in Los Angeles by company. Transmitter, to be used with 500-watt driver, sells at relatively low price of \$98,000. First low-band unit will be delivered in June, second in July, says Tharpe, with volume production to begin in August. High band version will be along about 4 months later.

All 6 applications this week were uhf, including one for Elkhart, Ind., Ch. 52, by group including Miles Laboratories (Alka-Seltzer) president Walter R. Beardsley, National Newspaper Syndicate president John F. Dille Jr., and Conn Band Instrument chairman Carl D. Greenleaf. Others applications were filed for: Goldsboro, N. C., Ch. 34, and Marshall, Tex., Ch. 16, by same group led by atty. George Becker, also part owner of applicants for Paducah, Ky., LaCrosse, Wis. and Cedar Rapids, Ia.; El Centro, Cal., Ch. 16, by newspaper publisher Paul A. Jenkins; Waterloo, Ia., Ch. 16, by real estate man Charles H. Gurney. These bring total pending to 622, of which 217 are uhf. [For further details about foregoing applications, see *TV Addenda 16-R* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

TV was blamed by *Collier's Magazine* for decision to become a bi-weekly after 55 years of weekly publication. *Collier's* announced that survey showed people have less time for reading magazines because of TV, and that TV's impact on bi-weekly publications is less severe than it is on weeklies. Bi-weekly publication will begin Aug. 7, and magazine will be enlarged.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 20

NARTB LIBRARY

MAY 18 1953

May 16, 1953

In this Issue:	{	Shifting Network Alignments Foreshadowed, page 1	Status of New Stations and Transmitter Deliveries, page 5
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SHIFTING NETWORK ALIGNMENTS FORESHADOWED: In its phenomenally successful hell-for-breakfast effort to make up for lost TV ground, CBS may very well turn up soon as the No. 1 TV network -- as it is in AM.

And also as in the early days of AM, when it wooed away many another network affiliate (especially 50-kw) and then won preeminence in program ratings by buying up top stars and shows and so forged on to top dollar volume, it's likely to win first place at the expense of NBC and the other networks.

What Herbert Akerberg, CBS station relations v.p. and veteran of the radio wars, is now doing, could mean a considerable realignment of both TV & AM affiliates in many markets -- another example of the metamorphosis that TV is bringing about in the broadcasting structure as a whole.

He's out scouting stations, discussing affiliations, proposing to longtime NBC affiliates that they move into the smart, alert, fast-coming CBS-TV fold.

He's concentrating on single-station TV markets, where NBC-TV got first and best start generally because it persuaded AM affiliates to plunge into TV while CBS was still advising its stations to hold back. Until CBS-TV's current phenomenal spurt, NBC-TV has consistently dominated network TV.

* * * *

But it's said network loyalties are only dollar deep -- and there's reason to expect that some well-positioned TV stations now basic outlets of NBC may be won over to CBS not only because of CBS-TV's upsurge but because their AM stations would also go along. CBS can offer more AM business and high radio ratings; it now claims to be able to offer more TV too, especially daytime, in light of the 49 hours per week already on its books for next season.

Among stations Akerberg has contacted -- at recent NARTB convention, at sessions in St. Louis May 7, Washington May 14, and in other visits and long-distance calls -- are WBEN-TV, Buffalo; WDAF-TV, Kansas City; WMCT, Memphis; WTMJ-TV, Milwaukee; WSM-TV, Nashville; WTAR-TV, Norfolk; WKY-TV, Oklahoma City; WHAM-TV, Rochester; KSD-TV, St. Louis. All are NBC basics, TV & AM; all dominate one-station markets.

We queried most of these operators, found them reluctant to talk about it, though obviously relishing the idea of being wooed. We've also asked CBS the score.

* * * *

There's no question about CBS-TV being hell-bent to make up program-wise and sales-wise what it lost facilities-wise by its admitted mistake in selling TV short a few years ago, in advising its affiliates pre-freeze to sit back and wait, and in wasting a lot of time on incompatible color.

CBS-TV is placing sponsorships on all of the foregoing stations, but wants to place more -- wants them for primary outlets now rather than wait for new vhf stations to be authorized in those cities. Even where there's competition already,

it's moving in, as it did recently in weaning away KPHO-TV, Phoenix (Ch. 5) and forcing NBC to move over to the newly-established KTYL-TV (Ch. 12).

It's a fair game that works both ways. NBC last year signed ABC's WDSU(AM) along with WDSU-TV, forsaking longtime radio affiliate WSMB in New Orleans, because it had no TV. CBS did exactly same in case of KFMB with KFMB-TV, San Diego.

* * * *

The TV station pioneers are sitting pretty, and certainly the public will gain by the intensity of competition between big NBC and growing CBS, as the history of radio shows. As for payments to stations, there's very little difference between the two networks, though their formulas vary. CBS has a sliding scale, NBC starts with 24 free hours allocated to itself monthly, which some affiliates don't like; but actual dollar payments to affiliates work out about same.

What special TV and/or AM deals are being offered to win over affiliates, it's impossible to ascertain. One CBS spokesman was so vehement in denying that any deals are in the making that he even denied there were any conversations at all with the aforesaid stations. But Akerberg was quite frank, told us confidently that he expects some NBC-TV stations to join CBS soon. As for deals, he said his policy is not to outbid NBC. "I'll match their deal but I won't top it," he said.

Networks have to be extremely careful not to offer discriminatory deals, not to offend old affiliates. The official CBS line seems to be that affiliates of other networks (including ABC & DuMont, relatively poor 3rd & 4th runners) have been seeking CBS out. "They want our programs -- our Lucys and our Godfreys."

* * * *

Next few months should show how far history of radio will repeat itself in TV. Increasingly, CBS has been selling prime sponsorships and clearing time on the NBC-TV basics in one-station markets, on stations which NBC signed up while CBS was still intransigent toward TV per se. In the aforesaid 8 single-station markets, NBC still has highest percentage of time clearances. But can it hold those percentages?

On NBC-Radio's part, efforts to regain lost ground have proved unavailing as CBS has consistently widened its lead since their standoff days of 1949. In TV, NBC has held runaway lead until last few months, when PIB figures began to reveal how gap was narrowing (see last figures, for March, in Vol. 9:17).

CBS now openly proclaims it's well in lead in TV, too -- and it very well may be, judging from the number of big accounts it's been signing lately.

Fact that NBC got in early and acquired 5 TV stations of own (as did ABC) and fact that these make most if not all of network's profits has been offset by late-starting CBS's record current profits (see Financial Notes, Vol. 9:12 & 19) deriving mainly from broadcasting activities. CBS had only one TV station in New York, would go after no others; then it bought 2 stations, bought minority interest in 2 others.

* * * *

All sorts of rumors are going the trade rounds about NBC's reactions -- but from that network we get definite word that no more shakeups of top personnel are in prospect; that president Frank White's trip to Europe and Pacific Coast v.p. John West's temporary assignment to New York have no other significance than stated (see Personal Notes); that Chairman Sarnoff is indeed taking a hand in network situation with view to long-range planning, including color.

As for NBC-TV sales, we're told, they're taking their normal course, with night time practically sold out but daytime admittedly lagging (CBS-TV's biggest sales coup). An NBC spokesman, commenting on CBS-TV's upsurge, retorted: "Where else could they go but up?" He took the position that NBC has led way in TV, advised its affiliates right from the start, helped those who followed its advice make a big thing of TV. "We have little fear about the loyalty of our old affiliates," he said.

Single-station markets won't stay that way long, NBC also observes, as FCC continues to grant new outlets freely, as uhf proves its mettle, and as Commission encourages mergers of rival big-city applications to avoid long, costly hearings.

Leadership in color is also promised NBC-TV affiliates. Some 60 of them are due to confer with RCA-NBC hierarchy in New York May 25-26, going to Princeton sec-

ond day to look at color. Station advisory committee chairman is canny Walter Damm, of WTMJ-TV & WTMJ, who put the situation this way:

"We've been doing business with all 4 networks, and have never refused to listen to propositions from any of them." He admitted conversations with CBS, said his group will meet in New York again May 27, and if necessary May 28, to consider their network relationships. He added that he, for one, feels no decision should be made by any prudent operator on the basis of a "fast buck" but rather "with a long-range view." He thinks management is key to most of NBC's problems.

SIoux FALLS, SAN LUIS OBISPO & ZANESVILLE: Three more new stations began testing this week, so can be counted as on the air. That makes 50 starters so far this year or 67 since freeze ended -- total of exactly 175 now on air (except for one that's temporarily silent in Hawaii).

KELO-TV, Sioux Falls, S.D. (Ch. 11) began testing RCA transmitter May 12. It is owned by same interests applying for Ch. 7 in Rapid City, S.D. and planning other Dakota applications. They also hold CP for WMIN-TV, St. Paul, share-time grantee of Ch. 11 with WTCN-TV. Evans Nord is mgr., networks are ABC & NBC, rep is O.L. Taylor.

KVEC-TV, San Luis Obispo, Cal. (Ch. 6) turned on DuMont transmitter May 13, reports extraordinarily good signal over San Joaquin Valley, including Fresno, 90 mi. away, thanks to antenna atop high mountain ridge. It will join NBC & DuMont networks and has published \$200 base rate. Les Hacker is mgr., W.S. Grant Co. is rep.

WHIZ-TV, Zanesville, O. (Ch. 50) offered first test patterns May 15 from RCA transmitter, expects to furnish first primary signal into rich southeastern Ohio industrial area now largely unserved. It expects to affiliate with NBC. Base rate is \$150. Vernon A. Nolte is mgr. Pearson is national rep.

* * * *

Slowdown in debuts of some new stations may be expected because of GE strike, now in 6th week, but transmitters already delivered and those due soon from the other manufacturers indicate present rate of 2-or-3 new stations per week probably will be maintained. At week's end, WSUN-TV, St. Petersburg (Ch. 38) was poised to start -- and these also have equipment on hand and may get going before month's end:

WFTV, Duluth, Minn. (Ch. 38); KROC-TV, Rochester, Minn. (Ch. 10); WBKZ-TV, Battle Creek, Mich. (Ch. 64); KFOR-TV, Lincoln, Neb. (Ch. 10); WTVE, Elmira, N.Y. (Ch. 24); WCSC-TV, Charleston, S.C. (Ch. 5); WDAY-TV, Fargo, N.D. (Ch. 6); KCSJ-TV, Pueblo, Colo. (Ch. 5); KVOS-TV, Bellingham, Wash. (Ch. 12); WOSH-TV, Oshkosh (Ch. 48).

There's many a slip, though, and some may be delayed. For example, WTVI, Belleville, Ill.-St. Louis (Ch. 54) and WNAO-TV, Raleigh, N.C. (Ch. 28) were supposed to be set to get started this month, but it doesn't look like they can make it. June should see quite a few others get going. We'll keep you posted.

CONSOLIDATIONS HELP PAVE WAY FOR 7 CPs: Seven new TV grants this week -- 6 of them vhf, including one educational -- bring total post-freeze CPs to 359, of which 124 are vhf and 235 are uhf. Three of this week's grants resulted from amalgamations formed by competitors to avoid hearings.

More hearings were scheduled this week, all starting June 15 in Washington: Knoxville, Tenn. (Ch. 9 & 10); Trenton, N.J. (Ch. 41); Savannah, Ga. (Ch. 3 & 11).

The grants this week: Pittsburgh, Metropolitan Pittsburgh Educational TV Station, Ch. 13 (educational); Honolulu, American Broadcasting Stations, Ch. 4; Meridian, Ida., KDSH (Boise), Ch. 2, allocated to Caldwell; Rockford, Ill., Greater Rockford TV Co., Ch. 13; Eugene, Ore., Eugene TV Co., Ch. 13; Casper, Wyo., KSPR, Ch. 2; Cincinnati, Rounsaville-Clark TV Co., Ch. 54.

CPs stemming from mergers were in Honolulu, Rockford and Eugene -- the Honolulu grant resulting from dropout of 2 competing applicants for same channel, who have combined to purchase financially distressed KONA (Vol. 9:11).

* * * *

Pittsburgh educational grantee is privately financed and headed by Leland Hazard, v.p. & gen. counsel of Pittsburgh Plate Glass Co. Principal owner of the Rockford grantee is Rolando Frederick Gran, Milwaukee, midwest theatre chain owner

who also has applications for 3 TV stations in Wisconsin. Stockholders in Eugene grantee include owners of Eugene's KORE, Salem's KSLM and Hood River's KIHR.

Honolulu grantee also owns Cedar Rapids' WMT and WMT-TV (CP) and is being handled by Wm. B. Dolph, mgr. of Fulton Lewis Jr., and part owner of several radio stations, and head of group that recently purchased KULA, Honolulu (AM) whose Ch. 2 application will now doubtless be dropped.

Partners in Cincinnati grant, Robert Rounsaville and George M. Clark, separately own various southern AM stations which are TV applicants, and Rounsaville is grantee of WLOU-TV, Louisville. Meridian, Ida. outlet would serve Boise, only 8 mi. distant, includes among principals Earl Glade Jr., son of Salt Lake City's mayor.

CHANNEL THAT'S MAKING MILWAUKEE FAMOUS: Non-commercial vhf Ch. 10 bobbed out of Wisconsin political boil this week when state legislature rushed through joint resolution asking FCC to delay granting CP to applicant Milwaukee Board of Vocational & Adult Education for 2 years while situation is reviewed. Commission within 24 hours agreed, by unpublicized 6-1 vote, to hold up grant -- at least for time being.

It's signal victory for Hearst's WISN, albeit perhaps temporary. Station is seeking to retain pre-freeze allocation of Ch. 10 for commercial use in Milwaukee, strongly backed by Sen. McCarthy (R-Wis.) who has threatened investigation of FCC (Vol. 8:48). WISN has had 3 petitions for rehearing denied, has one more pending.

The legislature's resolution was "suggested" by new Comr. Doerfer, recently appointed from Wisconsin, to Gov. Kohler as one way for state to act prior to setting up its own proposed state-wide educational network. Gov. Kohler wired FCC he would apply next week for all of the 11 educational channels allocated to Wisconsin, including a competitive application for Ch. 10.

Doerfer denied Commission's vote, with only Comr. Hennock dissenting, aimed to aid Hearst's Ch. 10 bid. He said FCC merely acted "as a courtesy to Wisconsin, which after all is a sovereign state responsible for educating all its people."

Immediate stir was created in Milwaukee. Mayor Zeidler wired FCC to disregard resolution, go ahead and grant Ch. 10 to Milwaukee Board, declaring "educational TV is jeopardized" by the legislature's "hasty action".

Net effect probably will be to "freeze" Ch. 10 for both educational and commercial use. Educational TV leaders say next move is manifest: While educational TV is "reviewed" in Milwaukee, WISN gains time to petition Commission in due course for reassignment of Ch. 10 for commercial use because "freeze" deprives Milwaukee of additional vhf service. By same token, it gives time for more rival commercial (and political) applicants, too. Then FCC faces choice of siding with either the educational, political or commercial "angels" in the heretofore "sinful" battle against "untouchable" educational reservations.

Milwaukee Journal's WTMJ-TV (Ch. 3) is now city's only station, though new WCAN-TV (Ch. 25) is due in July. Two competitive applications pend for Ch. 12, only other commercial vhf presently assigned to Milwaukee.

PRESIDENT EISENHOWER, whose brother Milton is staunch educational TV advocate (Vol. 8:46, 48), gave his own blessing to the cause this week by asking Congress to appropriate \$400,000 to finance proposed educational station (Ch. 26) sought by Washington board of education (for digest of application, see *TV Factbook No. 16*). Item was included in President's request for supplemental appropriations—its fate now up to Congress.

Educators got more help this week, too, from commercial broadcaster. Gift of 5-kw DuMont transmitter and antenna atop 150-ft. tower of WBRC-TV, Birmingham, Ala. (Ch. 6) to Jefferson County Radio & Television Council, planning to apply for educational Ch. 10, was offered by Storer Broadcasting Co., and promptly accepted. In addition, station recently purchased by Storer (Vol. 9:13), will permit educators to use studios & film camera chain for 1½ hours daily 5 days per week. Storer plans to install new 25-kw transmitter (100-kw ERP) and have it operating in few months.

Among other educational TV developments this week: (1) FCC and Senate Commerce Committee Chairman Tobey (R-N.H.) issued separate statements reiterating policy that educational reservations are continued indefinitely beyond June 2. (2) RTMA and U. S. Office of Education jointly published booklet on use of electronics in classroom instruction, titled *Teaching with Radio, Recording & Television Equipment*, available free from RTMA. (3) Ford Foundation granted \$150,000 to Delaware Valley Educational TV Corp., Philadelphia, to apply for Ch. 35.

FM programs to street cars and buses will be "temporarily" discontinued by WWDC-FM, Washington, by agreement with local transit company "for an indefinite period to determine public reaction." These companies won last year's U. S. Supreme Court decision upholding right to broadcast to transit vehicles. Contract was to have run until May 1954, the station paying \$6 per vehicle to transit company for some 500 installations.

CHANGE IN OWNERSHIP of Oklahoma City grantee KTVQ (Ch. 25) pends FCC approval. Under proposal, Tulsa group headed by John Esau would own 70% of stock in new corporation, with original owners Philip D. Jackson (KWCO, Chickasha, Okla.) and Clarence E. Wilson, Puyallup, Wash., each retaining 15%. Esau is v.p. of AM stations KTUL, Tulsa, and KFPW, Fort Smith, Ark., and TV applicant for Pine Bluff, Ark. He says: "We have a 900-ft. tower available and have been promised a 12-kw transmitter by not later than Sept. 1, and we plan to be on the air by Sept. 15." In CP transfer, FCC has approved deal whereby Mr. & Mrs. Frank J. Collins took over ownership of WTVU, Scranton (Ch. 73) from his partners Dahl W. Mack & Henry J. Geist, reimbursing them \$22,314 for their investment. WTVU's facilities are complete except for delivery of Federal transmitter, expected shortly.

Between post-convention pileup and GE strike, shipments of equipment to CP holders continued to be delayed this week—but RCA reports it will definitely get transmitters off week of May 18 to WISE-TV, Asheville, N. C. (Ch. 62); WKOW-TV, Madison, Wis. (Ch. 27); WDAT, Columbus, Ga. (Ch. 28)—and will thereafter get back on "normal" schedule of uhf shipments. This week, it shipped 10-kw transmitter from NARTB exhibit to KFEL-TV, Denver (Ch. 2); next week will ship 10-kw drivers for new 25-kw plants of WNBTV, New York (Ch. 4) and WTMJ-TV, Milwaukee (Ch. 3) and new 25-kw amplifier to WOC-TV, Davenport, Ia. (Ch. 6).

Strike-bound GE isn't delivering equipment these days, has been forced to hold up deliveries of vhf transmitters for WHL-TV, Johnson City, Tenn. (Ch. 11); KLAS-TV, Las Vegas, Nev. (Ch. 8); KIEM-TV, Eureka, Cal. (Ch. 3); KBES-TV, Medford, Ore. (Ch. 5)—as well as all uhf orders. Only GE uhf already delivered but not yet on air now are WOSH-TV, Oshkosh, Wis. (Ch. 48); WILK-TV, Wilkes-Barre, Pa. (Ch. 34); KPIK, Los Angeles (Ch. 22), latter getting set displayed at NARTB.

DuMont is now testing new 25-kw transmitter for delivery very soon to its own WDTV, Pittsburgh (Ch. 2), and reports 2 others have been sold to unnamed customers. DuMont transmitter div. has also taken over distribution of new Dage dual camera chain, costing \$12,000.

Telecasting Notes: "Nonsense," is comment of George Cranston, mgr. of Ft. Worth's WBAP-TV, on implications of NARTB's Small Market TV Stations Panel (for text, see our *Special Report* of May 9) that TV and radio are separate and distinct—that "TV is not illustrated radio," as one speaker put it. WBAP-TV uses integrated TV-radio staffs—production, news, sales—and it works out perfectly, says Cranston; in fact, it would carry lots more simulcasts except for difficulty of clearing identical times . . . Miami's WTVJ still carrying some NBC-TV programs, though Ft. Lauderdale's new uhf WFTL has signed non-basic affiliation; we erred in stating that WFTL was taking NBC affiliation away from WTVJ (Vol. 9:16) . . . Daytime TV now reaches 51% of New York area homes, compared to 38% in 1952 and 40% in 1951, reports Advertext Research; morning viewing increased over 1951, afternoon viewing declined slightly, and some 60% of all daytime viewers say they usually carry on some household activity while watching TV . . . Sponsor identification for nighttime network telecasts is about 64%, reports Trendex; for February-March, *Kraft Theatre* led list with 91.6%; runners-up were *This is Your Life* (Hazel Bishop cosmetics) 91.4%, and *Hit Parade* (Lucky Strike) 91.3% . . . Release of oldies to TV won't be profitable "until there are about 4 times as many sets in use as there are now," MGM production chief Dore Schary is quoted in May 13 *Variety*; reissue of a top-flight oldie would bring in about \$200,

In our continuing survey of upcoming new stations, these were reports received this week from CP holders:

WITV, Fort Lauderdale, Fla. (Ch. 17) still plans Sept. 30 debut with RCA transmitter (Vol. 9:11), has ordered 700-ft. Ideco tower and is requesting permission to transmit from site 9 miles south of city, reports gen. mgr. Bob Standart, ex-WTVJ, Miami. Antenna height will be over 750-ft., and ultimate ERP of 286-kw will assure primary signal over entire Miami area, he states. Station's owners include Comdr. Mortimer W. Loewi, who operates nearby "Out-of-This-World" resort, and the operators of WBRD, Ft. Lauderdale (AM). Rep not chosen as yet.

KAFY-TV, Bakersfield, Cal. (Ch. 29) now aiming for start sometime in June with DuMont equipment. KCOK-TV, Tulare, Cal. (Ch. 27), also DuMont equipment, will start shortly after KAFY-TV is on air, says owner Sheldon Anderson, who also holds interest in latter station. KCOK-TV transmitter site hasn't yet been determined but will be located east of Fresno near center of that city's trading area. Both stations will be represented by Forjoe.

KNUZ-TV, Houston (Ch. 39) has received DuMont field pickup equipment, intends to share new tower with KUHT (Ch. 8, educational) which began test patterns May 8 (Vol. 9:19). New tower is expected to be delivered in July, and station has set July 4 for commercial debut. Forjoe will be rep.

WJMR-TV, New Orleans, La. (Ch. 61) has completed construction of tower and transmitter room, awaits delivery of GE equipment and aims to start in September or October, reports gen. mgr. James E. Gordon. Bolling will be rep.

New Ch. 21 grantee in Lancaster, Pa., Harold C. Burke, ex-mgr. of WBAL-TV, Baltimore, has this fall for target but states he has not ordered equipment nor selected rep as yet.

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Storer-backed Television del Caribe, Havana (Ch. 11), has RCA plant entirely installed, will begin tests in June, plans commercial debut by mid-August. Delay in commercial start is due to reconstruction of an old club building on Avenue del Rio Rpto., Kohly Mariano. Al Shropshire is supervising installation.

000 at box office, but only \$75,000 from TV, he says . . . Frederic W. Ziv Co. plans own film studios near Hollywood; it's presently shooting in California Studios, recently acquired by Gross-Krasne Inc., first TV producer to acquire own complete lot . . . Good public service: *What to Do*, 6-part filmed series on emergency first aid treatment, in dramatic sketch format starring Nancy Craig and produced by WABC-TV for American Medical Assn., will be loaned to other stations starting June 15 for showing in cooperation with local medical societies . . . Worth closest attention of management: Article titled "Bookkeeping, Key to Better TV Management" by Walter J. Damm, gen. mgr. of WTMJ-TV & WTMJ, Milwaukee, in May 11 *Broadcasting Magazine* . . . Aid to local sponsors in new TV area is guide booklet issued by Duluth's upcoming WFTV describing different types of TV commercials and copy layout, with glossary of TV production terms . . . Norfolk's WTAR-TV started construction this week on 1029-ft. antenna, to be tallest structure in Virginia, costing \$500,000 . . . Work stoppage by NABET engineers threw WMAL-TV & WMAL, Washington, off the air for about half hour May 15 after contract negotiating session between management and newswriter members of NABET . . . WAVE-TV, Louisville, switched from Ch. 5 to 3 May 15 from new site atop Bald Knob, Ind., 9 mi. to northwest, new RCA transmitter radiating 100 kw ERP to double former power; event was commemorated with novel pop-up folder showing towers.

Personal Notes: John K. West, NBC v.p. in charge of West Coast operations, at New York headquarters on 2-month assignment to help fill in during absence of president Frank White, who sails May 20 on *Queen Elizabeth* to attend June 2 Coronation in London and vacation in Europe until end of June; West is acting as "coordinator" under Chairman Sarnoff, now taking more active part in NBC affairs, and present plan is for him to return to Hollywood in July . . . Frank Stanton, CBS president, returns from European vacation shortly after Coronation . . . Fred M. Thrower, ex-CBS and ABC sales v.p., appointed mgr. of WPIX, New York, succeeding G. Bennett Larson, who becomes president and part owner of KDYL-TV & KDYL, Salt Lake City, under recent purchase by Time Inc. (Vol. 9:14) . . . Andrew F. Inglis, partner in Washington consulting engineering firm of McIntosh & Inglis, resigns June 1 to become RCA mgr. of TV-radio studio product planning, Camden; firm continues under name of Frank H. McIntosh . . . Dick Doherty, NARTB employer-employee relations v.p., flies June 1 to Geneva, Switzerland, as U. S. employer delegate to the International Labor Office (ILO) conference June 5-23; he will also visit French and Italian TV systems . . . Capt. Paul D. Miles (USN ret.) resigns as U. S. member of International Frequency Registration Board, International Telecommunications Union, Geneva, to return to old position as chief of FCC's frequency allocation & treaty div.; A. L. McIntosh, current div. chief, nominated to succeed him . . . Richard A. Solomon serving as acting FCC general counsel, succeeding Ben Cottone, who resigned last week to join Lucas & Thomas law firm . . . Guy Cunningham, mgr. of promotion, CBS Radio Spot Sales, joins WNBC-TV & WNBC, Binghamton, N. Y., as mgr.; he's succeeded at CBS by Sherrill W. Taylor, from KNX, Hollywood . . . Charles Wright appointed mgr. of CBC's new CBOT, Ottawa, due to begin operation June 2 . . . Elmer F. Jaspán, ex-WPTZ, Philadelphia, appointed asst. gen. mgr. of upcoming WCAN-TV, Milwaukee (Ch. 25), due on air in July . . . Stan Lee Broza, ex-WCAU, named program mgr., WPTZ, Philadelphia . . . Stephan Krantz named program mgr., Peter Affe director of operations, WNBC & WNBC, New York, reporting to Richard Pack . . . Brooke Taylor promoted to program director, WNBC & WTAM, Cleveland, replacing Norman Cloutier, now music supervisor of

all NBC o-&o stations . . . Lawrence Menkin, ex-program planning mgr., DuMont Network, appointed program director, WOR-TV & WOR . . . John Crosby, ex-NBC-TV & WHAM-TV, Rochester, appointed program director, WFTL-TV, Fort Lauderdale, Fla. . . Richard Hopkins, ex-CBS-TV design mgr., named exec. producer, ABC-TV . . . John Frankenfield appointed program director of upcoming KTVH, Hutchinson, Kan., due on air in June . . . William Sadler, ex-KRON-TV, San Francisco, appointed chief engineer, KSTP-TV, Minneapolis-St. Paul . . . William P. Kusack, ex-chief engineer of old WBKB (now WBBM-TV), in same position with ABC-TV's WBKB, Chicago (Ch. 7) . . . Wm. Garry, ex-UP, named mgr. of news dept., WBBM-TV & WBBM, Chicago . . . John Carter promoted to asst. to Adam J. Young Jr., head of rep firm bearing his name . . . Don McClure, former TV-radio mgr., McCann-Erickson, joins Owen Murphy Productions (TV films) as assoc. producer . . . Richard de Rochemont elected v.p. for TV-radio, J. Walter Thompson; he's brother of noted film producer Louis de Rochemont . . . Craig Ramsey, ex-KFEL-TV, appointed TV director, Ball & Davidson Adv., Denver . . . Theodore B. Pitman Jr., ex-John C. Dowd Inc., Boston, appointed TV-radio v.p., Julian Gross Adv., Hartford . . . Gene Reichert, former TV-radio director, G. M. Basford Co., New York, appointed TV director, Princeton Film Center Inc., 270 Park Ave., N. Y. . . Gene Clark named TV-radio director, Western Adv. Agency, Los Angeles . . . Winfield Hoskins new TV copy supervisor, Needham, Louis & Brorby, Chicago . . . Ned Tollinger resigns as Mutual program coordinator in Hollywood, all MBS West Coast activities being placed under Don Lee pres. Willet Brown.

Edward T. Ingle, for last 7 years TV-radio director of Republican National Committee, has resigned as of June 1 to enter public relations field with Wm. D. McAdams, with headquarters in Ring Bldg., Washington. He also heads new TV film production company called Photorama Films Inc. New GOP publicity chief Robert Humphreys has appointed Mrs. Vera Ash, Ingle's asst., as his successor.

Roy Thomson, owner of string of Canadian newspapers and radio stations, reelected president of Canadian Press, counterpart of AP.

GENERAL MOTORS will again sponsor National Collegiate Athletic Assn. football TV schedule on NBC-TV, this time for reported \$3-3,500,000. Last year's cost ran about \$2,500,000 (Vol. 8:34)—but addition of one more telecast this year, plus increased number of stations carrying games, boosts total cost to sponsor.

Annual plum was negotiated for network by public affairs director Davidson Taylor and sports director Tom Gallery with NCAA officials, GM principals and Kudner Agency. NCAA awarded games to NBC-TV just a few days after its members approved fall TV program by vote of 157-12 in mail referendum. Schedule will run Sept. 19-Dec. 5, including Thanksgiving Day, but actual games won't be announced for week or two.

According to NCAA's announced policy (Vol. 9:18), schedule must include one game from each of 8 districts, give preference to teams not appearing on TV last year, and limit college appearances to one per season. Strict adherence to such limitations, however, will mean few top-notch games on TV and public opposition to football TV "controls" may again force some modifications during season, as it did last year. As for new technical problem this year of telecasting 2 or 3 experimental "panoramas"—parts of 4 different games on same day—NBC-TV is confident it can iron out difficulties of switching from game to game.

Revenue from professional football will also represent healthy sum for DuMont Network, which will collect reported \$1,347,000 from sponsor Westinghouse for 19 Saturday night & Sunday afternoon pro games, running from Oct. 11 to Dec. 13 (Vol. 9:19). First network coverage of pro games, however, will continue to observe National Football League's territorial restrictions on TV, which are object of Justice Dept. anti-trust suit, now awaiting decision by Philadelphia District Court Judge Allan K. Grim (Vol. 9:5, 7, 9-11).

Donald Flamm, onetime owner of WMCA, New York, revealed this week as backer of WMGM director Bertram Lebhár Jr. in proposed purchase of that Loew's-owned 50-kw AM outlet on 1050 kc, reputed to be grossing well over \$2,000,000 annually and highly profitable. But Loew's pres. Nicholas Schenck, after several months negotiations, issued statement this week that no negotiations are under way and that station is "not for sale."

"Intense dislike of the radio business," was reason given by 3 men requesting transfer of control of their 60% interest in WLEA, Hornell, N. Y. to other stockholder Charles D. Henderson, who obviously doesn't share that belief because he says he would "develop and expand its potentialities."

Station Accounts: New York's independent WOR-TV comes up with unique commercial programming technique, brainchild of General Teleradio v.p. James Gaines, whereby sponsors placing half-hour film shows on networks can repeat them on WOR-TV for free another night same week, provided they meet certain standards and are clipped to leave 1½-min. for adjacencies. Three unnamed major sponsors are already lined up for 26-week experimental period, says Gaines, 6 more negotiating. Called "Double Exposure," plan will first devote 9-11 p.m. one night weekly for 4 such repeat performances, will expand to other nights as more sign. Revenue to station, which also originated re-run idea with its 7-nights-weekly live *Broadway TV Theatre*, will come from sale of adjacencies, amounting to \$3500 for each 2-hour period. Sponsors get first refusal rights on adjacencies but aren't required to buy them. Gaines figures sponsor-owned shows will grab at this way of cutting cost-per-thousand, though doesn't expect network or syndicate-owned shows will look too favorably on idea . . . Eskimo Pie (ice cream) launches its biggest summer campaign yet, including TV-radio spots, thru Buchanan & Co., N. Y. . . . Shelby Cycle Co. (bicycles) signs Yankee baseball star Yogi Berra for series of children's program commercials in 8 TV markets, thru Fletcher D. Richards, N. Y. . . . Colgate starts test spot TV campaign to plug new hand lotion, Pink Foam, thru Cunningham & Walsh, N. Y. . . . Food Fair Super Markets sponsoring unique *Theatre Showcase*, featuring local little theatre and school drama groups on WMAL-TV, Washington, with viewers voting at retail outlets for best production, performers & scripts, thru Alvin Epstein, Washington . . . Farm & Home Savings & Loan Assn. sponsoring weekly *Facts Forum* simulcast on WBAP-TV & WBAP, Ft. Worth, moderated by ex-Harvard and SMU instructor and FBI agent Dan Smoot; it's filmed and syndicated by WBAP-TV to 9 other markets . . . Household Finance Co. sponsoring major stock car races on WBBM-TV, Chicago, Sun. 10-10:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Sanavene Mfg. Co. (Sanavene upholstery cleaner), thru Ross Adv., St. Louis; Broil-Quik Corp. (infra-red cooking equipment), thru Zlowe Co., N. Y.; James Black Co. (Duncan Hines salad dressings), thru Ivan Hill Inc., Chicago; Purepac Corp. (Wunder-Skin skin medication), thru Leonard Wolf & Assoc., N. Y.; National Tea Co., thru Schwimmer & Scott, Chicago; J. B. Williams Co. (Skol suntan lotion), thru J. Walter Thompson, Chicago; Remington Rand Inc. (electric shaver), thru Young & Rubicam, N. Y.; Warner-Hudnut Inc. (Tru-Tint hair rinse), thru Dancer-Fitzgerald-Sample, N. Y.; Toro Mfg. Corp. (Toro power lawn mowers), thru local dealers; William B. Anderson Inc. (Kwik Kleen cleanser), thru Pams Adv. Agency, Dallas; Gordon Foods Inc. (potato chips, etc.), thru Kirkland, White & Schell, Atlanta; Chemicals Inc. (Dura Plastic Starch), thru Sidney Garfield Assoc., San Francisco; Marsed Labs Co. Inc. (Diety Sweetening Crystals), thru Leonard Wolf & Assoc., N. Y.

"Michael" Achievement Award was presented to Ed Murrow and Fred Friendly for *Korean Christmas* program by Academy of Radio & TV Arts and Sciences, which also presented awards to comedian Red Buttons; *I Love Lucy* writing team of Jess Oppenheimer, Madelyn Pugh & Bob Carroll; Fred Waring; WBAL-TV's Tony Provost for presentation of school classes during Baltimore strike; actress Maria Riva; singers Eddie Fisher & Dinah Shore; NARTB for its special recorded series; TV & radio programs *Victory at Sea*, *Omnibus*, *TV Playhouse*, *Ding Dong School*, *Theatre Guild of the Air*, *Railroad Hour*. Also this week, Murrow received Overseas Press Club's by-line award for best TV interpretation of foreign affairs.

Network Accounts: First Canadian "network programming" started May 14 with speeches by officials, microwave relay demonstration and variety programs originating from both CBLT, Toronto and CBFT, Montreal. First "international event" on CBC-TV network was May 15 Marciano-Walcott championship bout sponsored by Gillette. CBOT, Ottawa, joins microwave hookup June 2 . . . General Motors to sponsor NCAA football again next autumn on NBC-TV, thru Kudner (see story, p. 6) . . . American Machine & Foundry Co. is first sponsor to buy renewal of *Omnibus* next fall on CBS-TV at new Sun. 5-6:30 p.m. time, thru Fletcher D. Richards; limit of 4 sponsors, instead of 5, will be placed on program . . . Willys Motors Inc. buys new Ben Hecht drama series *Tales of the City* (Vol. 8:51), starting June 25 on CBS-TV, alt. Thu. 8:30-9 p.m., thru Ewell & Thurber . . . Purex Corp. Ltd. (bleach & detergents) buys one-third sponsorship of last 2 *Jackie Gleason Show* programs June 27 & July 4 and its summer replacement, *Larry Storch Show*, starting July 11 on CBS-TV, Sat. 8-9 p.m., thru Foote, Cone & Belding; other 2 sponsors are Sheaffer Pen & Nescafe . . . Schick Inc. (electric shavers) to sponsor *Preakness Stakes* May 23, Sat. 5:30-6 p.m., and *Belmont Stakes* June 13, Sat. 4-4:30 p.m., on CBS-TV, thru Kudner . . . Reymer & Bros. Inc. (lemon drink) starts *Lash of the West* May 16 on ABC-TV, Sat. 10:15-10:30 a.m., thru Ketchum, MacLeod & Grove . . . Toni Co. to sponsor *Your Big Moment*, starting May 19 on DuMont, Tue. 8-8:30 p.m., as summer replacement for Admiral's *Life Is Worth Living* (Bishop Sheen), thru Weiss & Geller . . . Ford Motor Co.'s 2-hr. 50th anniversary program June 15 on both NBC-TV & CBS-TV, Mon. 9-11 p.m., thru Kenyon & Eckhardt (Vol. 9:1,19), will be panoramic history produced by Leland Hayward; first stars signed are Marian Anderson, Mary Martin & Ethel Merman . . . Chrysler Corp., which bought *Medallion Theatre*, starting in July on CBS-TV, Sat. 10-10:30 p.m. (Vol. 9:18), may sponsor Ezio Pinza program *I, Bonino* on NBC-TV, thru BBDO . . . Sunkist Growers Inc. (frozen orangeade & lemonade) replaces Mars Inc. (candy) as co-sponsor of *Super Circus*, starting June 7 on ABC-TV, Sun. 5-6 p.m., thru Foote, Cone & Belding; Kellogg Co. continues as co-sponsor . . . Avco Mfg. Corp. (Bendix home appliances div.) buys 10-min. segment of *Saturday Night Revue*, summer replacement for *Your Show of Shows*, starting June 6 on NBC-TV, Sat. 9-10:30 p.m., thru Earle Ludgin . . . Participating sponsors of *Your Show of Shows* on NBC-TV next fall, Sat. 9-10:30 p.m., will also be offered participations in *All-Star Revue*, which returns to NBC-TV every fourth week, Sat. 9-10:30 p.m., after being dropped as hour program last month.

Too far ahead of its time? Too big? Too ambitious? Maybe, in minds of many who have come and seen and been awed—but CBS-TV's giant Television City in Hollywood, only 6 months old, has already exceeded more than half its production capacity, says A. E. Joscelyn, CBS-Hollywood chief of operations. Production schedule in April included 17 half-hour telecasts originating in the 4 huge studios, each 12,100 sq. ft., with 20 half-hour live TV shows weekly already on tap for fall schedules. Cynsure of recent NARTB conventioners, particularly CBS affiliates, Television City is undoubtedly last word in architectural, production and engineering facilities—plenty big and well-equipped for filming anything from feature movies to serials. But it can't be used—yet—for anything but live shows and kine or electronic recordings due to peculiar Hollywood union requirements relating to film-making. With such super-doooper facilities, where 26,000 persons have watched programs to date, CBS-TV obviously is banking on inducing most "production" sponsorships to move from N. Y. to Hollywood.

WHO'S BIGGEST AND WHO MAKES MOST TVs? Question we're asked time and again -- how do they rank, unit-wise and dollar-wise -- can only be answered by 2 sources, and they aren't telling. RCA patent dept. knows exact unit-&-dollar factory figures for all but one of the major TV-radio manufacturers, but is honor bound not to divulge them. RTMA statistical dept. compiles unit output figures weekly, discloses them on cumulative basis but not individually under strict injunction of secrecy.

Be it said for both that they've never, to our knowledge, broken the faith with those who supply them this closely guarded trade secret. RCA's own manufacturing branch isn't even told individual royalty figures of its competitors.

Only when an executive of one or another company chooses to talk (usually in the exuberance of a public speech or press statement) do we ever get an inkling of individual unit figures. Even profit-&-loss statements do not tell the TV-radio story inasmuch as nearly every set manufacturer is heavily engaged in other production and never breaks down his dollar figures by products.

For 1953, we won't even venture a "guesstimate". But trade reports have it that Admiral and Philco expect to turn out and sell at least 1,000,000 TV sets each this year; and, of course, there's the inevitable statement from RCA that "nobody in the business makes more TV sets than we do."

These are the Big 3 of the business, unquestionably, and it may be that they will account for around 1,000,000 each this year. For even in the face of color talk, the continuing good TV turnover, on top of first quarter output of 2,265,000 by the whole industry (Vol. 9:15), have led to the confident predictions that we're headed for a bigger 1953 than record 1950 (7,463,800).

It's generally believed Motorola runs 4th, though lately the claim has been made that Zenith is pushing Motorola, if it hasn't actually surpassed it.

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Beyond the top 4, it's a guessing game, pure and simple -- and all we can offer inquirers are the 1951-52 per-share earnings of 37 companies, most of them TV set makers (Vol. 9:16) and the last "guesstimates" provided by Television Fund Inc.

In 1951, it ranked RCA first (700,000 sets), Admiral & Philco tied for 2nd (625,000 each), Emerson, GE & Motorola tied for 4th (400,000 each), then Zenith 300,000, DuMont 130,000, Crosley & Hallicrafters 100,000 each to make Big 10 (Vol. 7:37).

In 1950, it had Admiral, RCA & Philco well in lead, then Motorola, Zenith, Emerson, GE, DuMont, Tele-tone (now bankrupt), Hallicrafters, Westinghouse, Crosley, Meck (now Scott), Raytheon, Sylvania, Magnavox, Capehart-Farnsworth, Olympic, Garod (Majestic) Air King (now CBS-Columbia) in that order to make top 20 (Vol. 6:8).

Without attempting any ranking beyond Big 3, it's fair guess that these are still top 20 -- with Muntz in lieu of Tele-tone and with possibility that Bendix, Sparton, Hoffman, Packard-Bell, Arvin and Stromberg-Carlson belong up there, too.

But not even Television Fund has offered any 1952 figures or advance "guesstimates" for 1953 -- perhaps because its figures always evoked outraged objections.

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TV production totaled 126,905 units (11,152 private label) week ended May 8, down from 133,240 preceding week and 139,708 week ended April 24. It was 18th week of year, 4th week in row of declining TV production and lowest for any week since closing weeks of 1952 -- but it was still above the 82,886 of same 1952 week.

Radio production totaled 279,244 (141,501 private), down from 280,294 week ended May 1 but up from 278,111 week before, and compared with 183,975 same week in 1952. Week's radios: 67,330 home, 48,828 portable, 36,625 clock, 126,461 auto.

Topics & Trends of TV Trade: Interesting sizeup and rationalization of "various tendencies in the TV field generally" as they affect one of the minor TV-radio-phonograph manufacturers (and possibly others) is related in report to stockholders of Radio & Television Inc. (Brunswick), whose president is Herbert L. Weisburgh. It tells how this small company, with total assets of \$239,370, capital stock of \$35,900 (359,000 shares at 10¢) and surplus of \$185,282, is undertaking to diversify to meet economic pressures after losing money each of last 3 years.

"It is well known that the advent of color TV, 3-dimensional TV, and the opening of new markets for black-&-white reception continue to make TV one of the most dynamic industries the country has ever known," states chairman David Kahn, identified since 1924 with manufacturing radio cabinets. "On the other hand, an instability of price structure at all merchandise levels, uncertain sources of supply, and the necessarily unpredictable impact of the defense effort on both manufacturer and sales are problems sometimes worked out with varying success by heavily capitalized industrial firms who can withstand, if not reverse, adverse conditions for some time.

"Management of small companies must be alert at all times to realize that this economic chart does not apply to them in many respects. New fields and products must be explored both as to source and to market; if supply is limited on the one hand, or if market access is limited on the other, ways must be found to increase supplies and to open markets." Accordingly, report continues, Radio & Television Inc. during 1952 maintained its Brunswick trade name, rendered "advisory and managerial services for the defense effort for which it was well compensated" and continued making classified equipment for defense.

Anticipating whole or partial termination of these sources of income in 1953, it has contracted for European supply of certain unnamed components "indispensable and in limited supply in the U. S." against prior orders from leading U. S. tube manufacturers. Moreover, it's contemplating marketing an imported lightweight bicycle "in great demand in the U. S." and an industrial lubricant.

Company showed net loss of \$50,699 on sales of \$367,278 in 1952, compared with loss of \$160,434 on sales of \$866,437 in 1951 and loss of \$36,467 on sales of \$2,118,105 in 1950. However, report states, associated Thomasville Furniture Corp., also headed by Mr. Kahn, in which Radio & Television Inc. has an investment of \$50,000 (half paid up), during first 11 months of fiscal year through last March 31, returned a net profit of \$125,137, or 6.3% on sales of \$1,984,958, with first quarter 1953 sales exceeding \$850,000.

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Trade Miscellany: Selling TVs in supermarkets will be attempted by Mack's Markets, Yakima, Wash., which has ordered 25 Meck TV sets, mostly 17-in. tables, for retailing alongside meats & vegetables . . . Hoffman Radio leases 50,000-sq. ft. warehouse of Jenkins Music Co., Kansas City, as part of new factory operations there in eastern expansion (Vol. 9:19) . . . Emerson introduces what it describes as lowest-priced all-channel TVs in their categories: 17-in. table, mahogany or blonde, \$200; 21-in. console, mahogany or blonde, \$280 . . . Sylvania's proposed new TV-radio plant in Batavia, N. Y. (home town of Philco's Larry Gubb) gets blessing of city fathers, with \$135,000 appropriation for improving site . . . Symposium on TV set sales & service in new market, originally scheduled May 10-11 at Monticello, Ill. under sponsorship of U of Illinois, postponed to tentative Sept. 13 date . . . RTMA statistical dept. moves to 1404 New York Ave., NW, Washington (Bond Bldg.); phone remains National 8-3902.

Trade Personals: Dr. W. R. G. Baker, GE v.p. chosen recently to receive RTMA's annual Medal of Honor (Vol. 9:17), presented Medal of Freedom Award at Pentagon May 7 by Undersecretary of Army Earl D. Johnson for his recommendations on battlefield use of electronics after visit to Korea last summer . . . John Holzman, ex-RCA-Estate Appliances Corp., named v.p. & sales director, RCA Victor Distributing Corp. . . . John L. Murray, ex-Fort Wayne regional sales mgr., Capehart, promoted to new post of distributor mgr., replaced by J. R. Hughes, ex-Admiral New England sales mgr. . . . Joseph H. Moss Jr., DuMont director of distribution, and Willis O. Jackson, southeastern regional sales mgr., have resigned—latter to become Hoffman Radio Atlanta mgr., succeeded by Joseph Hatchwell, DuMont west coast sales mgr. . . . C. J. Harrison, ex-Federal, named to new post of marketing mgr., DuMont TV transmitter div. . . . George Cohen promoted to asst. sales director, Wm. H. Cormier to western sales mgr., Emerson Radio . . . Maurice L. Levy, Emerson chief engineer of special products from 1943-49, returns to Emerson as asst. works mgr. . . . Allen N. White Jr. appointed adv. mgr., Bendix TV-radio div., Baltimore, reporting to adv. & sales promotion director Herman Sacks . . . Albert J. Frankel, ex-Emerson & Tele-King, appointed CBS-Columbia buyer for civilian manufacturing program . . . Charles E. Torsch, ex-GE, named to post of chief engineer of Muter Co. subsidiary, Rola Co., Cleveland . . . James G. Perkins Jr. named mgr. of new branch office of International Resistance Co. in Syracuse, with Richard Johnson as asst. . . . P. M. Wheeler promoted to midwestern sales mgr., Indiana Steel Products . . . George Lindman, ex-KPOA, Honolulu, now in charge of San Francisco office, George P. Hollingbery Co., elected v.p. . . . James M. Robertson Jr., recently uhf field representative, promoted to Atlanta mgr., Capehart-Farnsworth . . . Louis Hausman shifted to v.p. of CBS-Columbia in charge of sales, advertising, public relations, etc., from administrative v.p. of CBS-Radio.



Distributor Notes: Admiral appoints newly-formed Maryland Wholesalers Inc., 867 Park Ave., Baltimore (Israel Hofberg, pres.), replacing Stephen Seth & Co. . . . Capehart-Farnsworth appoints Home Products Inc., Cincinnati; Morrison Supply Co., Fort Worth; Bemis Electric Distributing Corp., Roanoke, Va. . . . CBS-Columbia appoints Karl-Williams Co. Inc., Syracuse, N. Y. (Karl Stander, pres.); Mid-Continent Distributing Co., Sioux Falls, S. D. (Paul J. Modica, pres.) . . . Raytheon names State Distributing Co. Inc., Grand Rapids, Mich. (T. J. Peters, pres.) . . . Bendix Radio appoints Biehl's Inc., Pottsville, Pa. . . . Pacific Vogue appoints E. M. Kemp Co., Sacramento.

Canadian RTMA reports 26,260 TVs with value of \$11,237,965 sold during March at average of \$428 per unit. Toronto led with 8269, Quebec 8023, Hamilton-Niagara 4000, British Columbia 1926, Ottawa 1236, other areas of Ontario 1184, Prairies 29. Sales for first 1953 quarter total 73,829, and projected production figures for second quarter indicate 82,495 units.

More summer shutdown plans of major TV-radio parts manufacturers, in addition to those reported earlier (Vol. 9:18), as released this week by RTMA; Alliance Mfg. Co., July 6-19; General Instrument Corp., July 19-Aug. 1; Oxford Electric Corp., June 26-July 10; Product Development Co., July 4-19.

More debut dates for new TV models, in addition to those already announced (Vol. 9:19): DuMont, at Clifton, N. J. factory, June 9; Westinghouse, at Metuchen, N. J. plant, June 8; Zenith, at Chicago's Drake Hotel, June 11-12.

Financial & Trade Notes: Heavy stockholdings of management in Philco Corp. (aggregate 202,170 shares) are shown in notice of annual stockholders meeting June 5 in Philadelphia, which states that 3,525,372 shares of common stock were outstanding as of April 24, 1953 and lists following officers and directors standing for reelection with their 1952 salaries, incentive compensation and stockholdings: Wm. Balderston, pres., salary \$75,000, bonus \$90,000 (6169 shares); James T. Buckley, chairman, \$50,000 (18,810); Harold W. Butler, v.p., \$30,000 & \$38,000 (10,970); James H. Carmine, exec. v.p., \$60,000 & \$72,500 (31,025); Wm. H. Chaffee, v.p., \$30,000 & \$23,500 (901); Joseph H. Gillies, v.p., \$37,500 & \$44,000 (8407); Larry E. Gubb, director, \$30,000 (28,750); Larry F. Hardy, v.p., \$40,000 & \$57,000 (7509); Robert F. Herr, v.p., \$25,000 & \$40,000 (27,578); Thomas A. Kennally, v.p., \$30,000 & \$25,000 (18,047); John M. Otter, v.p., \$40,000 & \$52,000 (7312); Courtney Pitt, v.p., \$30,000 & \$29,500 (1270); David B. Smith, v.p., \$35,000 & \$25,000 (3273); Leslie J. Woods, v.p., \$40,000 & \$50,000 (8199). Non-salaried directors and stockholdings: Charles S. Cheston, 250 shares; Russell L. Heberling, v.p., 23,500; Wm. Fulton Kurtz, 200.

Under 1950 stock ownership plan, options to purchase Philco common have been granted since beginning of 1952 on 24,496 shares at \$28 per share as of Feb. 28, 1952 (when it listed at 28½) and 20,850 shares at 34½ as of Jan. 22, 1953 (when it listed at 34¼). Of the total, the following were optioned to officers & directors: Messrs. Balderston 10,035, Butler 1238, Carmine 8313, Chaffee 1338, Gillies 1673, Hardy 3345, Herr 1238, Otter 2484, Pitt 1388, Smith 1338, Woods 3345—plus 4438 shares to officers who are not directors.

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General Instrument Corp. earned net income of \$1,274,863 (\$2.10 a share) on sales of \$30,407,529 for 1952, compared with net loss of \$993,557 on sales of \$18,527,973 preceding year. Sales for March 1953 were reported to be more than \$3,500,000, almost double March 1952 figure and highest in company's history. Notice of annual stockholders meeting June 12 discloses 1952 remunerations and stockholders of these officers and directors: Abraham Blumenkrantz, chairman, \$54,000 (owns 12,000 out of 608,573 shares of common stock outstanding); Monte Cohen, pres., \$52,000 (718 shares); Alois Konecny, treas., \$28,000.

Philco's first quarter sales of \$129,058,000 were highest for any quarter in company's history, reports president Wm. Balderston, with earnings after taxes of \$9,749,000 totaling \$3,401,000, or 94¢ a share after preferred dividends. This compares with sales of \$84,239,000 and net profit of \$2,341,000 (64¢) after taxes of \$3,404,000 in same 1952 quarter. Demand for TVs is running ahead of 1952 and radio business is well ahead, Balderston reported.

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Dividends: Philco, 40¢ payable June 12 to stockholders of record May 25; Aerovox, 15¢ June 15 to holders June 1; Indiana Steel Products, 37½¢ June 10 to holders May 25; I-T-E Circuit Breaker, 62½¢ June 1 to holders May 22; Hammond Instrument, 50¢ June 10 to holders May 25; Meredith Publishing, 25¢ June 30 to holders June 16; Paramount Pictures, 50¢ June 26 to holders June 12; Erie Resistor, 20¢ June 15 to holders June 5; Cornell-Dubilier, 10% stock div. June 15 to holders May 27 and 30¢ June 26 to holders June 16; Radio Condenser Co., 5¢ June 15 to holders June 1.

Avco has arranged \$60,000,000 credit with group of 14 banks, to last until April 15, 1956, says statement filed with N. Y. Stock Exchange. Proceeds presumably will be used to pay off loans expiring in June and September.

I-T-E Circuit Breaker will vote June 19 on 2-for-1 stock split of 1,000,000 currently authorized shares, of which 298,364 were outstanding as of Dec. 31.

Among officers' and directors' stock transactions reported by SEC for March 11-April 10: Frank H. Sparks sold 100 Arvin, holds 7250; R. S. Pruitt sold 5400 Avco, holds 26,270; Judson S. Sayre received 500 Avco for compensation (Jan.), holds 14,000; Kendrick R. Wilson Jr. bought 400 Avco (July 1951 & July 1952), holds 500; Felix Weiss sold 100 Cornell-Dubilier, holds 100 through joint tenancy; Allen B. DuMont bought 1000 DuMont (Feb.), holds 53,400; Percy M. Stewart bought 190 DuMont, holds 200; Wm H. Miller bought 1100 Gabriel (Jan. & March), holds 14,110; Henry Reeve sold 1000 Hazeltine, holds 10,400; Douglas C. Alexander sold 901 Marchant Calculators (Feb.), holds 6000 personally and as co-trustee; Kenneth C. Meinken Jr. sold 1100 National Union (Aug. 1952), holds none; Edwin D. Foster bought 100 RCA, holds 200; Murrelle J. Fischer bought 1000 Trav-Ler (Jan.), holds 1420; Mark W. Cresap Jr. bought 249 Westinghouse (Feb.), holds 851; George G. Main bought 151 Westinghouse (Feb.), holds 766; A. C. Monteith bought 181 Westinghouse (Feb.), holds 1338; R. A. Neal bought 220 Westinghouse (Feb.), holds 820; Andrew H. Phelps bought 215 Westinghouse (Feb.), holds 1807; A. W. Robertson sold 100 Westinghouse, holds 800.

Annual report of Teco Inc., formed by Zenith Radio Corp. to promote its Phonevision and financed by \$1,010,000 stock issue (Vol. 6:16) reports balance of \$974,802.20 as of Dec. 31, 1952—showing deficit of \$204.58 for 1952 and \$6,237.67 for 1951, after 1949-50 expenses of \$22,452 and organizational expenses of \$34,418 (Vol. 7:17). Interest income exceeds \$31,000. S. I. Marks, president, states in April 28 letter to stockholders that company is "continuing on an inactive basis awaiting action by the FCC on the question of whether any form of Phonevision or any other form of subscription TV shall be approved and authorized." Promotion of Phonevision, meanwhile, is apparently being borne largely by Zenith, including payments for speechmaking tours of Millard Faught.

Increase in earnings of TV-radio manufacturers in first quarter of 1953 led all other industries, being 178.8% higher than corresponding 1952 period, according to *Wall Street Journal* survey covering 411 companies, including 4 unnamed companies representing TV-radio industry. Earnings of the 4 totaled \$3,706,000 compared to \$1,329,000 same quarter last year. All manufacturing companies covered in survey showed total gain of 10% over 1952. Closest competitor of TV-radio in earnings increase was aircraft manufacturing, which showed 124.4% gain; electrical equipment manufacturers were up 55.2%.

Cornell-Dubilier reports net profit of \$895,000 (\$1.85 a share) on sales of \$22,732,000 for 6 months ended March 31, compared with \$736,127 (\$1.50) on \$18,311,007 first half of 1952.

Servomechanisms Inc. reports net income of \$98,065 (12.9¢ a share) on sales of \$3,072,993 for quarter ended March 31 vs. \$101,713 (13¢) on sales of \$2,856,495 corresponding period last year.

Gabriel Co. earned profit of \$121,184 (22¢ a share) on sales of \$5,616,920 for first quarter, compared with \$18,908 (2¢) on sales of \$4,052,494 corresponding 1952 quarter.

Clarostat reports net income of \$235,282 (56¢ a share) on sales of \$5,584,513 for 1952 vs. \$316,265 (76¢) on sales of \$5,914,310 in 1951.

Erie Resistor reports net income of \$450,333 (\$1.62 a share for 1952, compared with \$363,292 (\$1.31) in 1951.

James M. Skinner, retired chairman & president of Philco, who died Feb. 13, left estate valued at \$1,830,904, according to inventory filed this week in Philadelphia's Registry of Wills. Among stockholdings listed were 7865 shares of Philco valued at \$259,000.

Electronics Reports: Military will have far greater control over electronics industry—in matters of priorities, materials, plant expansion, etc.—as result of coming reorganization of mobilization agencies. As of June 10, all industry divisions and boards in Office of Defense Mobilization will be disbanded—among them ODM's electronics office and the Electronics Production Board.

These groups are the only top policy bodies whose function it is to weigh essential civilian against military demands for electronics facilities, when a conflict arises. Under reorganization plan, broad general policy of meshing military and civilian needs will continue to be vested in the civilian ODM, but the defense program's only policy-making electronics experts will be in Defense Dept. This prospect has already caused concern among some small manufacturers of specialized electronics equipment for fear that conflicts over hard-to-get components and parts might always be adjudicated in favor of the military.

Staff of ODM's electronics office—all of whom will leave June 10—consists of Justin R. (Ted) Sypher, Robert Van Valkenburgh, Walter Campbell. Top-level inter-agency Electronics Production Board, which has been in quiescent state pending the reorganization, is headed by Richards W. Cotton, who returned several months ago to post of asst. to Philco president Wm. Balderston.

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Tube industry is still plagued by fear of shortages of nickel and nickel-plated parts in face of record demand for receiving and picture tubes. Representatives of industry, meeting in Washington with NPA, estimated 1953 demand for picture tubes at 9,962,000, up 30% over 1952 output. Receiving tube requirements will be about 443,000,000, or 20% over last year. Tube makers reported their suppliers are "pessimistic about being able to maintain present shipments, much less to meet increased requirements." NPA officials described nickel situation as "critically short." Chief E. MacDonald Nyhen of production branch, NPA Electronics Div., presided at meeting attended by: W. L. Meier, Chatham Electronics; W. P. Hollis, Federal; G. W. Henyan, GE; J. A. Miller, Machlett; Harold Butterfield & E. C. Meinken, National Union; A. L. McIlvaine, Philco; Robert D. Wick, RCA; Wm. Van Germert, Raytheon; R. F. Marlin & J. J. Sutherlin, Sylvania; R. E. Carlson, Tung-Sol; C. A. Rice, United Electronics; L. G. Jarvis, Western Electric; M. H. Bastian & Joseph Schlig, Westinghouse.

Transistorized closed-circuit TV system, RCA's "TV-Eye," described as lowest priced industrial TV introduced to date, is being shown for first time at next week's Electronic Parts Show at Chicago's Conrad Hilton Hotel. Newly developed camera weighs only 4 lbs., and control unit—with transistorized power supply—weighs 14 lbs. Except for vidicon camera tube, all tubes are conventional receiving types, and standard home receiver is used as monitor. Engineering products v.p. W. W. Watts said "TV-Eye" will be available early in September from RCA parts distributors and dealers and will be priced "considerably less" than any closed-circuit system now on market.

Commercial availability of 4 transistor types was announced this week by RCA. "Initial output, running into thousands of transistors per month," says announcement, will be doubled by early fall. Now in production are point-contact types 2N32 & 2N33 and junction types 2N34 & 2N35, with list prices ranging from \$13.40-\$18.40. Meanwhile, du Pont announced development of a new process for manufacturing pure silicon—"opening up a virtually unlimited source of the element for transistors." Company points out that silicon will work over much wider temperature range than germanium.

"TV is to our information program as atomic energy is to our armed forces." So said State Dept. International Broadcasting Service TV development officer Richard W. Hubbell May 12 in testimony before Senate Foreign Relations subcommittee in New York investigating govt. information activities. Urging development of strong international TV service as integral part of overseas information program, Hubbell charged: "TV activities of the State Dept. have been given a low priority and blocked at every turn. [To] put it bluntly, the Department has been paying lip service to the idea of international TV while doing virtually nothing about it." Foreign TV audience, he said now runs between 25,000,000 and 35,000,000 people, soon will reach 400,000,000. Russia is planning to exploit TV to the fullest and is constructing a network in satellite states which could reach "a large portion of free Europe," he warned, adding that the U. S. could operate adequate international TV service for \$325,000 a year, mostly through distribution of film.

Paving way for large-scale availability of transistors, joint industry-military committee will meet June 30 to adopt electrical specifications and performance standards for transistors. Representing industry in meeting with Army, Navy and Air Force will be RTMA-IRE Joint Electron Tube Engineering Council (JETEC). Uniform specifications for physical dimensions and spacing of leads have already been adopted.

Western Electronic Show & Convention in San Francisco Aug. 19-21, sponsored by IRE & West Coast Electronic Mfrs. Assn., will include papers on antennas, propagation, electron devices, circuits, computers, airborne electronics, microwaves, servos, telemetering, instrumentation, transistors, nuclear-radiation measurements, medical electronics, audio.

World's largest plant devoted exclusively to cathode ray instruments for science, industry and military applications was dedicated May 12 by Allen B. DuMont Laboratories at 760 Bloomfield Ave., Clifton, N. J. Instrument div., under mgr. Rudolf Feldt, began regular production from new 118,000-sq. ft. factory last month.

Britons saw first 12-channel TV tuner recently at Radio Components Exhibition in London. Manufactured by Sidney S. Bird Ltd. in anticipation of day when commercial TV will give Britishers a choice of stations, tuner is controlled by 12 pushbuttons similar in appearance to those used in pushbutton radios.

Electronic Coil Co., Burbank, Cal., is new company formed for manufacture of radio frequency coils. Henry J. Davis, president of Davis Electronics, Burbank, is founder & president; E. K. Setzer, ex-Standard Coil, v.p.

Specifications for "civil defense radio" — low-cost, mass-produced broadcast band AC-battery set—are being distributed to industry by RTMA. Specifications were prepared by Federal Civil Defense Administration.

Uhf information for the TV serviceman is compiled in new reference book, *UHF Antennas, Converters & Tuners* by Milton S. Kiver, published by Howard W. Sams & Co., Indianapolis (134 pp, \$1.50).

Color TV developments will be subject of talk by GE's Dr. W. R. G. Baker at 45th annual convention of National Assn. of Electrical Distributors at Chicago's Conrad Hilton Hotel, May 25.

Belgium has ordered 2 complete TV studios from Pye Ltd. of Cambridge, England, for \$200,000. Equipment will operate on 819 or 625 lines—Belgium uses both standards—at flick of a switch.

Conelrad plan for broadcasting during air alert officially went into effect May 15.

SIGNIFICANT CHANGE in FCC's attitude toward NTSC's compatible color system is reflected in 2 developments this week: (1) Relaxation of conditions under which experimental color telecasts may be made. (2) Announcement that Commission and staff will take unofficial look at NTSC color next week at RCA's Princeton labs.

FCC this week gave NBC's WNBT, New York, and Philco's WPTZ, Philadelphia, permission hitherto withheld to expand color transmission considerably during daytime hours. Stations had requested this change so more time could be devoted to NTSC field tests and to permit lay public to comment on compatibility. In modifying the 2 stations' special temporary authorizations for color tests, Commission laid down these conditions: (1) Tests may be made only on sustaining programs. (2) Stations "shall avoid any action that will create the impression in the minds of the public that the color system being tested has been or will be approved by the Commission." Authorization for the tests ends July 31.

Commissioners visiting Princeton May 19 will see same demonstration shown Congressmen month ago (Vol. 9:16). Most commissioners are expected to attend, as well as chief engineer Edward Allen and broadcast bureau chief Curtis Plummer & asst. chief Joseph Kittner.

Sylvania's experiments with satellite stations in Emporium, Pa. (Vol. 8:25,29) were viewed May 15 by commissioners and staff. Sylvania utilized 2 low-power uhf transmitters—Ch. 82 in heart of town and Ch. 22 on hill outside town—both rebroadcasting signals from WJAC-TV, Johnstown, with maximum ERP of about 30 watts. Commissioners viewed pictures at 7 different locations, comparing signals from the 2 transmitters. Attending demonstration were all members except Webster and Sterling, accompanied by broadcast bureau chief Curtis Plummer, TV facilities div. chief Cyril Braum and FCC engineers Arnold Skrivseth & Joseph Hanyok.

Senate acts next week on FCC budget. As reported out by Appropriations Committee, measure carries same amount of money recommended by President Eisenhower and passed last month by House (Vol. 9:17)—nearly \$700,000 more than Commission got last year, with enough funds earmarked for TV to increase the number of hearing examiner "teams" to 17 from present 12. Amendment to add another \$618,440 to TV processing funds was proposed May 15 by Sen. Johnson (D-Colo.) during Senate debate. He said this would make possible 40 examiner teams—enough to clear away entire TV hearing backlog by July, 1954.

Nine members have been added to all-industry committee conducting negotiations with ASCAP — name changed at Los Angeles NARTB meeting to All Industry Local TV Music License Committee (from All Industry TV Per Program Committee). New members: W. D. Rogers, KDUB-TV, Lubbock, Tex.; Campbell Arnoux, WTAR-TV, Norfolk; Philip Lasky, KPIX, San Francisco; Gaines Kelley, WFMY-TV, Greensboro; Wayne Coy, KOB-TV, Albuquerque; Jack Harris, KPRC-TV, Houston; Hugh Terry, KLZ, Denver; Walter Damm, WTMJ-TV, Milwaukee; Roger Clipp, WFIL-TV, Philadelphia. Chairman is Dwight Martin, General Teleradio Inc., and old members continuing are Paul Adanti, WHEN, Syracuse; Nathan Lord, WAVE-TV, Louisville; Irving Rosenhaus, WATV, Newark; G. Richard Shafto, WIS-TV, Columbia, S.C. (CP); Robert Swezey, WDSU-TV, New Orleans; Robert Thompson, WBEN-TV, Buffalo.

Compilation of articles on TV's impact, by leading newspaper and magazine writers, is new 198-p. book, *Television and Radio in American Life*, edited by Herbert L. Marx Jr. and published by H. W. Wilson Co., N. Y. (\$1.75).

Mayor John MacWherter, of Springfield, Ill., was among those filing applications with FCC, for Ch. 2 in that city this week. There were 7 other applications, including 3 by New York investment group filing for Merced, Cal., Ch. 34; Beckley, W. Va., Ch. 21; Clarksburg, W. Va., Ch. 22—same group which asked for stations last week in Goldsboro, N. C. and Marshall, Tex. (*Addenda 16-R*). This week's other applications were for LaCrosse, Wis., Ch. 38, by WMIL, Milwaukee; Harlingen, Tex., Ch. 5, by M. J. Raymond, cattleman; Wilmington, Del., Ch. 83, by WHAT, Philadelphia; Cincinnati, Ch. 48, by educational group. These brought total applications pending to 620, of which 220 are uhf. [For further details about foregoing applications, see *TV Addenda 16-S* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with *Addenda* to date.]

Battle between community antenna and local TV grantee & applicants in Asheville, N. C., got even hotter this week as court injunction blocked scheduled May 12 referendum on whether wired TV system should be allowed in city (Vol. 9:19). Judge Nettles of Buncombe County superior court granted injunction at request of members of management and stockholders of grantee WISE-TV and TV applicants WWNC & WLOS, joined by TV-radio repairman H. E. Reynolds & distributor T. T. Freck. They charged city council didn't follow proper procedure in passing ordinance calling for vote and that ballot didn't give voters adequate information. Elections board has appealed injunction to state supreme court.

Angry demand for Congressional investigation of "the machinations of this most un-American body, the FCC" came this week from Indiana theatre owner Trueman T. Rembusch, co-chairman of industry-wide Council of Motion Picture Organizations (COMPO), in fiery letter to Indiana Senators Capehart and Jenner. What stirred Rembusch up was Los Angeles-dated story in May 6 *Variety* which said FCC attorneys are investigating "legal aspects with a view to a crackdown to unleash hundreds of old features now stored in [movie] studio vaults," with Comr. Hennock named as "sparkplug" of move. FCC legalists this week denied even having heard of any such move.

Application to build microwave route from Atlanta to Jackson, Miss., was filed with FCC May 15 by AT&T. Fourteen hops would be used to span 400 mi., according to application, and new circuit would provide 2 additional westbound TV channels, in addition to telephone circuits. AT&T this week placed in service new 142-mi. coaxial connecting Little Rock and Memphis, which may be adapted for TV at later date.

Baseball TV restrictions won't become effective this year, but subcommittee of Senate Interstate Commerce Committee ended hearings May 12 and is expected to report favorably in about 2 weeks on Sen. Johnson's bill (S. 1396) permitting major leagues to ban telecasts of their games in minor league areas (Vol. 9:12-13,15,17-19).

Another TV-inspired magazine: Fawcett's new *Fight Magazine*, due this summer, "dedicated to boxing and the fans who have been developed by TV." Rash of new publications in field, actual or projected, includes *Television Life*, *Television Age*, *TV Fan*, *Inside TV*, *TV Life*, *TV Show*, *TV Stars Parade*, *TV World*.

Rev. Antonio Stefanizzi, S.J., appointed by Pope Pius as director of Vatican radio station, Rev. Filippo Soccorsi becoming director emeritus. Vatican also plans TV station, has ordered RCA equipment.

RKO Theatres Corp. is considering acquiring "TV stations or allied businesses," president Sol. A. Schwartz told stockholders meeting last week.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 21

NARTB LIBRARY MAY 23 1953

EDITOR'S NOTE: A strike of Washington commercial printers has forced us to publish this issue under unaccustomed circumstances, utilizing offset process. Necessarily, we've also curtailed coverage -- but we trust our subscribers will bear with us until the local printing situation returns to normal.

COLOR ACTION TO BOIL THIS SUMMER: Another color climax in month or so is definitely in works. This week, for first time, RCA chairman David Sarnoff gave date on which RCA will file petition with FCC for adoption of compatible system -- "on or before July 1." NTSC panel chairmen, meanwhile, have been requested by NTSC chairman Dr. W. R. G. Baker to start preparing their final reports -- and it's expected field tests will be concluded next week.

Gen. Sarnoff's announcement came May 21 after RCA demonstrated color to some 225 patent licensees, including top executives of many major companies. Earlier in week, RCA had given same demonstration to 6 FCC commissioners, 4 top FCC staff members and Robert L'Heureux, chief counsel of Senate Commerce Committee. All this week's observers were obviously tremendously impressed -- as were House members, NTSC, press, etc. in other recent showings (Vol. 9:16).

RCA's July 1 date puts pressure on NTSC to wind up affairs by then. There's no disagreement between RCA and rest of NTSC regarding technical standards. They agree on same compatible system, but they disagree on time needed to tie up an airtight package for presentation to FCC.

But process of writing final NTSC report is bound to be slow, requiring the approval of numerous committees, subcommittees, etc. One experienced member estimates it will take "several months," and he warns of vacations in the offing.

Commissioners had their eyes opened at demonstration. All were on hand but Webster, who is overseas. Staff observers were Curtis Plummer, Joseph Kittner, Wm. Boese, Richard Solomon. All who would comment remarked on "vast improvement." They have no question about acceptability of pictures shown. What they want to know now is possibility of achieving such pictures in the home, at what cost, and with what stability. For example, engineering Comr. George Sterling, who has always had considerable faith in industry's ability to perfect compatible system, says that he'll insist on trying color set in his home before he's satisfied system is ready.

Interesting sidelight on color evolution: CBS's Dr. Peter Goldmark is now full-fledged member of NTSC, no longer an "observer."

NBC's BIG GUNS IN 'WAR OF THE NETWORKS': "We intend to maintain our No. 1 position -- and we have the ingenuity, the manpower and the money to do it. And we mean No. 1 in facilities, programs, audience and billings."

Thus an NBC spokesman threw down gauntlet to CBS, which had NBC family on tenterhooks this week, to say nothing of its own radio affiliates, after disclosure that it had launched "raids" on NBC affiliations as part of its successful time-selling and program buildup to make up for ground lost facilities-wise (Vol. 9:20).

One longtime basic NBC affiliate did switch over to CBS this week -- WTAR-TV with WTAR, Norfolk, Va., effective Sept. 27. There's possibility of another, Stromberg-Carlson's WHAM-TV with WHAM, Rochester, N.Y., but it's still far from CBS bag.

NBC's affiliates in one-station TV cities, who were approached by CBS sta-

tion relations v.p. Herbert Akerberg, are nearly all taking a wait-&-see attitude -- and nobody else would indicate he had any intention of following WTAR's example pending May 25-26 meetings with NBC hierarchy, headed by Gen. Sarnoff, who is billed to talk turkey with them, "frankly, fearlessly and honestly," the spokesman said.

Even WHAM's veteran manager William Fay said, "We haven't made up our minds, but will sit in as observers and see what's cooking." Another major affiliate told us: "We're not seriously considering quitting NBC and the talks with CBS have been extremely nebulous. We really have no major problems with NBC."

This latter speaker pretty well reflected the views of the 7 one-station city affiliates we were able to contact. Relating Akerberg's visit, he asserted no "special deal" was offered -- verifying Akerberg's oft-repeated statement: "I have not exceeded a standard deal anywhere."

Indicating umbrage of some NBC affiliates over the talk of wholesale defections, was statement from Crosley's Bob Dunville this week labeling as erroneous a published report datelined Hollywood that its TV stations (it owns 4) might switch to CBS. Dunville said there have been "no conversations whatsoever with CBS" for at least 2 years and that "there is no question of Crosley affiliations at this time." Akerberg, too, vehemently denied the story.

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NBC is leaning heavily on the Sarnoff leadership, with Niles Trammell back at station relations -- field in which he was past master. The NBC party line is that "our affiliates are loyal and aren't quitting us for a quick dollar after all these years of profit and progress under our leadership, particularly in TV."

The CBS appeal rests mainly on its able, smart, trigger-quick administration, and currently on fact that it has sold nearly as much network TV time as NBC. Indeed, it claims more, though April PIB figures aren't out yet. There's no doubt about its present lead in daytime TV and, besides, it offers to take the AM affiliates into its undisputed No. 1 radio network if the TVs will join.

On the sidelines are ABC and DuMont -- the former now backed by the United Paramount theatre millions, feeling its way slowly, also talking about weaning affiliates away from other networks and promising big things; DuMont, going up steadily but not yet a formidable competitor dollar-wise.

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At meetings starting May 25, NBC-TV will announce \$14,500,000 new business signed -- including return of the Colgate Comedy Hour, NCAA football sponsored by General Motors, other sponsorships that may include one for new Junior Omnibus. It will disclose that Dave Garroway's 7-9 a.m. Today is 44% sold out as of June 1, putting it 9% above break-even point. New sponsor on Today includes an unnamed cigarette account buying 52 weeks.

It will stress fact that new stations are coming fast, so that one-station towns won't enjoy their monopolies over the long pull. Sarnoff's forte, of course, is his vision -- in fact, he's the man who got many of the affiliates into TV. He's going to show them color at Princeton May 25, tell them the past and future facts of color life, try to persuade them their best bet is to stick with NBC and thereby enjoy the fruits of RCA's researches and resources.

As if to showcase the "long view", emphasize NBC progressiveness, this week it announced that pioneer uhf KPTV, Portland, Ore., has been signed to full 2-year affiliation -- thus, as station relations mgr. Harry Bannister put it, "in a concrete manner demonstrating our faith in the ability of uhf to be a great service." Trade scuttlebutt, with some justification, has networks spurning uhf affiliations.

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Note: Norfolk area's 2 uhf grantees -- WVEC-TV, Hampton (Ch. 15) and WACH, Newport News (Ch. 33) -- lost little time in pitching for NBC affiliation, and one of them might well get it in view of fact both expect to get on air toward end of summer and only other vhf allocated to area, Ch. 10, is all tied up in competitive hearing not even scheduled yet and probably won't be in use for year or more.

TAMPA BAY AREA'S FIRST & OTHER STARTERS: Add 3 to log of on-the-air stations -- and watch for quite a few more next week and all through June. The count is now 178 in commercial and/or test operation, of which 53 started this year and 70 since freeze ended. These are the most recent to begin telecasting:

WSUN-TV, St. Petersburg, Fla. (Ch. 38) began test patterns May 16 -- first outlet in populous Tampa Bay area. Like its AM, it's city owned, but it joins ABC, will operate commercially. It's RCA equipped. George Robinson is mgr., Weed rep.

WBKZ-TV, Battle Creek, Mich. (Ch. 64) was to begin programming May 22 after nearly week testing RCA plant. It's owned by John Lord Booth, scion of the chain newspaper family but not connected with newspapers. It affiliates with ABC & DuMont. Manager is Harry Travis, rep is Weed.

KVOS-TV, Bellingham, Wash. (Ch. 12) began interim tests May 20 with temporary single-bay antenna of proposed 8-bay. It goes commercial (at \$90 per Class A hour) when full antenna is ready. It's composite job, using home-built or converted equipment. Owner Rogan Jones first claimed he'd built station for only \$82,000, but it probably is costing considerably more. Forjoe is U.S. rep, Stovin in Canada.

Reported at week's end as just about set to test were KFOR-TV, Lincoln, Neb. (Ch. 10); WFTV, Duluth, Minn. (Ch. 38); WDAY-TV, Fargo, N.D. (Ch. 6). Also due very soon are KMJ-TV, Fresno (Ch. 24) and WAKR-TV, Akron (Ch. 49) -- and others.

FIRST FINAL DECISION, MORE SPEED SOUGHT : FCC wasted no time finalizing Ft. Wayne initial decision when nobody objected to Examiner Litvin's ruling favoring WKJG over WGL (Vol. 9:17). It granted only one additional CP, got one turned in. Meanwhile, Senate fumed over hearing delays but voted FCC extra \$300,000 for more examiners and other personnel, showing it really means to help achieve speed. FCC, in turn, showed it's sincere in attempts to streamline hearing procedures (see p. 5).

WKJG got CP for Ch. 33 by special order of Commission when time for filing exceptions passed with nary a murmur from either WGL or FCC's Broadcast Bureau. The only other CP went to KGBS, Harlingen, Tex., on Ch. 4 -- presaging competition for XELD-TV, Matamoros, Mex. The CP surrendered was that held by oilman Tom Potter on Ch. 24 in Austin, Tex. He told Commission that he couldn't find satisfactory site, couldn't get proper equipment now, couldn't finish construction by July 20 CP expiration date. He said he'd concentrate on his CP for WTVT, Chattanooga (Ch. 43).

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Senate vote of extra \$300,000 for FCC -- bringing its total appropriation to \$7,400,000 -- featured vigorous lobbying job among colleagues by Sen. Edwin Johnson (D-Colo.) who promoted extra \$300,000 for same purpose last year. FCC isn't assured the funds yet, because House still has to agree. Senate-House conferees will probably haggle over it next week. Traditionally, the two bodies split their differences over appropriations bills; this would give FCC extra \$150,000.

But this time there's strong betting that House will go all the way with Senate, since Congressmen have also heard plenty of squawks from some powerful broadcaster constituents who are appalled at prospects of waiting 3-4 years for their hearings to come up. Under FCC's priority system, some of biggest cities with only one or two stations are near end of list.

House had previously voted enough funds to increase examiners from present 12 to 17. Extra \$300,000 would make possible 24. Sen. Johnson had wanted an extra \$618,440 -- enough to bring examiner total to 40. But his colleagues cut it down, though Appropriations Committee extended warm invitation to Commission to ask for more later if it finds it can be spent to advantage.

If Commission gets the money, will it be put to work right away? FCC thinks so, despite fact it took many months to recruit 6 additional examiners last year, many more months before examiners were being used efficiently. Commission people explain that hearing procedures were in such state of flux that more speed wasn't possible. Now, they say, things are really moving under streamlined procedures.

New examiners and attorneys can be added quickly, it's claimed, because engineering issues have become very minor. It's expected, therefore, that compe-

tent new attorneys with little or no broadcast experience will do a good job -- if sufficient FCC personnel can't be shifted to TV from other duties.

How long would it take to clear backlog of applications with larger staff? Sen. Johnson said that 24 examiners, plus attorneys and engineers to handle their cases, could do it in about 2 years. He said that FCC Chairman Hyde estimated 250 more applications would be filed in a year in addition to the 600-odd now before the Commission. Hyde added, incidentally, that FCC can now give 30-day service on all uncontested applications -- regardless of priority position.

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Senators weren't concerned only with funds when they quizzed FCC on its TV handling procedures at May 18 hearing before Interstate & Foreign Commerce Committee. Chairman Hyde outlined new hearing procedures, said he believed these alone would increase speed 25%. He was asked what else would help. He recommended change in McFarland Act provision isolating commissioners from consultation with staff. He also said that examiners should be arm of FCC rather than independent.

Would commissioners themselves be bottleneck when augmented examiner corps started funneling decisions to them? Hyde thought not, as long as commissioners get additional legal-engineering help to do the spadework.

As newest FCC member, Comr. Doerfer was asked for his ideas on procedures. No wallflower, the articulate and vigorous member from Wisconsin had these points:

(1) The "protest" procedure, which holds up CPs, should be reexamined. He said that only legitimate reason for protest is injury to public, not the economic injury to applicants. Present law, he said, "lays too much emphasis on the equity of the individual, not enough on public interest."

(2) "Commission should be given more leeway in choosing between two well-qualified applicants." As against the minutiae and delays of hearings, he favored something approaching flip-of-the-coin.

(3) Like Hyde, he objected to "insulation of commissioners from hearing examiners." He said that Wisconsin Public Service Commission, which he had headed, would have been hopelessly bogged down if it hadn't consulted with examiners.

(4) Priority lists should be revised, but he said he'd consult with his FCC colleagues before making suggestions.

Priority of hearings is becoming hot subject, and pressures for revision of FCC's system continue to increase. Anxious applicants from larger 1-station or 2-station markets and cities with no post-freeze stations contend priority list has outlived its usefulness because of post-freeze stations and CPs. City of Augusta, Ga. this week petitioned FCC to change priorities, said Commission is unfair in scheduling hearings in such cities as Chattanooga and Mobile, which now have stations or CPs, before cities such as Augusta, which have neither.

City of Augusta offered new priority system which would give top billing to group of cities now numbered 19-79 in Group A-2. FCC may be difficult to convince. During this week's Senate quiz, Chairman Hyde said that continuous change in priorities, stemming from advent of post-freeze stations, "would result in chaos."

Senators want to learn still more about procedures, asked FCC to return, probably some time next week.

Zenith's quest for Ch. 2 in Chicago came to complicated climax in Court of Appeals in Washington May 20. Zenith had requested court to stop CBS from shifting WBBM-TV from Ch. 4 to Ch. 2 until court decided whether FCC was justified in throwing out Zenith's claim that Ch. 2 should be awarded only after comparative hearing open to any applicant (Vol. 9:15, 17). Court comprising Judges Stephens, Prettyman and Bazelon, did stop the shift, but said FCC could permit temporary operation on Ch. 2 now, "if it be so minded," by one of 4 ways: (1) CBS and Zenith jointly "under trusteeship or otherwise"; (2) CBS, leasing Zenith

Ch. 2 equipment; (3) Zenith alone; (4) CBS alone. Then, court will hear merits of entire case, possibly this fall. If FCC and CBS win, CBS gets the channel. If Zenith wins, a regular comparative hearing will be conducted by FCC and winner will get channel. FCC immediately asked CBS and Zenith to file applications by May 27 for STA on Ch. 2 under conditions of court order, respond to each other's applications by June 3. Court was confused, understandably, and assumed that comparative hearing, if it comes, would be limited to Zenith and CBS. Zenith has been contending that anyone can file for the channel.

FCC wasn't kidding Senate when Chairman Hyde said it is cutting corners to hasten grants (see p. 3). Late May 22 it issued following amendments to processing procedures:

"Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed."

Amendment is effective on publication in Federal Register, probably next week. Only Comr. Hennock dissented. It applies only to cases in which hearing hasn't yet started. It means simply that if an applicant becomes uncontested, through dropout of competition, merger, etc., FCC will hasten to grant it if it's qualified. Presumably, two applicants can merge on a Tuesday, get grant at next day's meeting.

Another important move of Commission, as reported to Senate by Hyde, is the "hearing umbrella." From now on, if contestants in a hearing merge or all but one drop out, remaining applicant is immune to new competition, will be granted if qualified. New policy involves no amendment of rules.

A third technique under consideration is "cut-off date." This would prevent new applicant from jumping on an old one after specified period such as 30-60 days. After that period, old applicant could be granted whenever FCC got to it.

Now it's safer to make such moves as were accomplished in Portland, Ore. and Phoenix this week. Portland's KGW and KOIN, previously hearing competitors for Ch. 6, got together in agreement permitting KGW to purchase 50% of KOIN while dropping own application. Portland Oregonian will sell KGW, which once held CP for TV but dropped it. In Phoenix, KOOL & KOY amended to share Ch. 10, lining them up for grants.

First college to shun football TV "controls" of National Collegiate Athletic Assn. is Harvard, which said flatly this week it won't go along this year with NCAA's 1953 TV program (Vol. 9:18,20). Although 12 other colleges voted against plan, Harvard is first to refuse to abide by it. School's action prompted student newspaper to speculate that other Ivy League colleges might follow suit. Organized baseball's own tussle with TV continued this week when N.Y. Yankees conducted experimental TV "blackout" of New York area for night game. Although gate attendance was up 5000 over corresponding game last year, even club officials admitted such an experiment is "inconclusive."

Extension of time for FCC to consider CP protests from 15 days to 30 was approved by House May 19, now goes to Senate where quick concurrence is expected. Also passed by House was H.R. 4557, removing requirement for CP for Govt., amateur & mobile stations, and permitting FCC to waive requirement for CP for all other stations if it finds that "the public interest, convenience, or necessity would be served thereby"; and H.R. 4559, making first violations of Communications Act misdemeanor, instead of felony. All 3 measures were requested by FCC.

Personal Notes: Neal McNaughten, NARTB engineering director, joins RCA engineering products dept. June 1 in newly established post of administrator of broadcast market planning section, reporting to gen. sales mgr. A.R. Hopkins; he joined NARTB Jan. 1, 1948, coming from FCC where he had worked for 7 years, last 3 as chief of AM allocations section; his successor at NARTB hasn't been selected. . E. C. Page, head of Washington consulting engineering firm, and Virginia Erwin, registered engineer and junior partner in his firm, were to be married May 24 in Gadsden, Ala., home of bride's parents; W.W. Watts, RCA Victor v.p., boyhood friend of Mr. Page, will be best man. Mrs. Page will retire from professional life. . . E. J. Staubitz has retired from Blaw-Knox, will handle limited amount of tower consulting work from office at 204 Tennyson Ave., Pittsburgh. . . Mortimer C. Watters, gen. mgr. of WCPO-TV, Cincinnati, named chairman of DuMont Network station advisory committee. . Frank Cleaver, film writer-producer, named NBC-TV west coast program director, filling vacancy caused by Norman Blackburn. . Soren M. Munkhof, ex-program director, WOW, Omaha, named mgr. of newly authorized Ch. 13 outlet in Rockford, Ill. (Vol. 8:19), starting plans not yet indicated; he has set up offices at 815 Rockford Trust Bldg. . . Louis A. Ruppel, ex-CBS v.p., ex-editor of Collier's, has purchased Mill Valley (Cal.) Record, tri-weekly, which he's now operating. . Tom Ewing, ex-KING, Seattle, named production mgr., new KIMA-TV, Yakima, due on air in July. . . Dorothy Kemple, MBS, elected pres., American Women in Radio & TV. . Jules Herbuveaux, asst. gen. mgr. of WNBQ & WMAQ, Chicago, gets 1953 award of Chicago Unlimited as "man of achievement in the field of TV". . James Parks, ex-Searle & Parks Inc., now dissolved, joins KNBH, Los Angeles, as sales mgr. . . Robert M. Hussey, from Young & Rubicam Hollywood office, to N.Y. to supervise TV-radio programs of GE appliances.

Paramount Pictures controls DuMont, FCC reiterated this week in decision on DuMont's petition for reconsideration of original decision holding that control exists (Vol. 9:7,11). Major effect of decision is to limit the companies to total of 5 TV stations between them rather than 5 each. DuMont owns WABD, New York; WTTG, Washington; WDTV, Pittsburgh. Paramount owns KTLA, Los Angeles. Commission gave substantially same reasons as before, holding that Paramount's substantial stockholdings and DuMont's by-laws put Paramount in position to veto any proposed actions of DuMont with which it disagrees. Comrs. Hyde and Sterling dissented as before. DuMont hasn't decided whether it will appeal to courts.

NTSC color field tests are in full swing (see p. 1). There were experiments at Sylvania's Bayside, L. I. laboratories May 5-8, then last week in Chicago with Motorola and Zenith equipment, then this week at Philco in Philadelphia. Next week there will be non-broadcast co-channel lab tests at RCA in Princeton. These are expected to wind up all field tests.

AB-PT president Leonard Goldenson apparently shares dim view of subscription TV taken by RCA's Gen. Sarnoff (See Special Report, Vol. 9:18). In response to question about potential of pay-as-you-see TV at May 19 annual stockholders meeting, he said: "You will not get the women of the family to pay money for staying at home."

HARD-HIT GE, going into 8th week of strike at Syracuse electronics plant and unable to deliver old orders or quote firm delivery dates on new, is reported losing considerable transmitter business to its competitors. Pace of shipments from other major manufacturers to new stations continues at fair rate, and equipment business with established stations is reported substantial.

DuMont shipped no new plants this week, but next week is sending transmitter to KMMT, Austin, Minn. (Ch. 6); in early June will ship to KIVA, Yuma, Ariz. (Ch. 11); mid-June to WMAZ-TV, Macon, Ga. (Ch. 13); latter June to KRBC-TV, Abilene, Tex. (Ch. 9); July 1, KOOK-TV, Billings, Mont. (Ch. 2).

RCA ships 10-kw unit to KEYT, Santa Barbara, Cal. (Ch. 3) week of May 25, when delayed shipments of 2-kw to KRDO-TV, Colorado Springs (Ch. 13) and KTVH, Hutchinson, Kan. (Ch. 12) are also due to go out--and possibly a 10-kw to KYTV, Springfield, Mo. (Ch. 3). Uhf transmitter to WDAK-TV, Columbus, Ga. (Ch. 28) has been delayed to early June, and in lieu thereof RCA shipped one this week to WTVP, Decatur, Ill. (Ch. 17) and week of May 25 is to ship to WCAN-TV, Milwaukee (Ch. 25) and WATR-TV, Waterbury, Conn. (Ch. 53).

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In our continuing survey of upcoming new stations, these were reports received this week:

WKJF-TV, Pittsburgh (Ch. 53) has RCA transmitter on hand, but will not make previously reported May debut (Vol. 9:12) because of strike-caused delay in delivery of GE antenna. Antenna has been ordered from another manufacturer and "we should get on the air with a test pattern the latter part of June", reports F. G. Raese, mgr. Rep has not yet been chosen.

WAKR-TV, Akron (Ch. 49), previously reporting spring debut with RCA equipment (Vol. 9:9), reports delay in delivery of tower, promised for latter May. "We do not want to set any definite date for commencement of operations, until we are sure that we can meet it," says S. Bernard Berk, president. Weed will be rep.

Network Accounts: Colgate-Palmolive-Peet will sponsor Colgate Comedy Hour again next fall on NBC-TV, Sun. 8-9 p.m., thru Sherman & Marquette, signing for reported \$6,500,000 for 35 programs--up almost \$1,000,000 over cost for last year's 39 programs; summer replacement again this year, starting July 21, will be hour version of The Big Payoff, which also continues on CBS-TV, Mon.-Fri. 3-3:30 p.m. . . American Oil Co. buys new Ed Murrow program Person to Person, starting Oct. 2 on CBS-TV, Fri. 10:30-11 p.m., thru Joseph Katz. . . Hazel Bishop Inc. (cosmetics) buys co-sponsorship with Toni Co. of Your Big Moment, starting May 26 on DuMont, alt. Tue. 8-8:30 p.m., and reportedly will sponsor Candid Camera, starting July 6 on NBC-TV, Mon. 9-9:30 p.m., thru Raymond Spector. . . Admiral to sponsor college-pro All-Star Football Game Aug. 14 on DuMont, Fri. 9:30 p.m. to closing, thru Erwin, Wasey. . . Atlantic Refining Co. & Miller Brewing Co. to co-sponsor 12 New York Giants professional football games, and Atlantic to sponsor 6 Philadelphia Eagles and Pittsburgh Steelers games next fall on DuMont; agency for Atlantic is N.W. Ayer, for Miller it's Mathisson & Assoc. . . Commercial Solvents Corp. (chemicals) buys Red Barber sports program, starting Sept. 12 on CBS-TV, Sat. 6:15-6:30 p.m. or 6:45-7 p.m. thru Fuller &

WILK-TV, Wilkes-Barre (Ch. 34), originally announced for February, then for April and for June (Vol. 8:43, 9:6, 12), is waiting for GE transmitter delivery. Studios have been completed and "transmitter building with related film equipment, switching equipment, etc., is also ready to go," writes managing director Thomas P. Shelburne. Avery-Knodel will be rep.

WPMT, Portland, Me. (Ch. 53) is now building, plans to get on air Aug. 31 with RCA equipment, reports chief owner Frank S. Hoy, who operates WLAM, Lewiston. This week, Hoy appointed George E. Curtis Jr., ex-administrative asst. to Gov. Cross, as station mgr. Everett-McKinney will be rep.

WNOK-TV, Columbia, S.C. (Ch. 67) originally announced for Jan. 1, then moved to February, later to April, then latter May, now "will not commence testing [with DuMont equipment] until sometime in July", reports gen. mgr. H. Moody McElveen Jr. Raymer will be rep.

WCNO-TV, New Orleans, La. (Ch. 32) plans to order DuMont equipment, reports gen. mgr. Stanley Ray, and is "proceeding rather slowly in order not to make any mistakes, and we do not anticipate an 'on the air date' until after the first of the year." Rep not yet chosen.

KFSA-TV, Fort Smith, Ark. (Ch. 22) has changed target to June 20 from previously reported May debut (Vol. 8:50; 9:4, 17) because of delays in delivery of GE equipment, reports mgr. Weldon Stamps. Pearson will be rep.

KETX, Tyler, Tex. (Ch. 19) says GE strike hasn't affected shipment of transmitter but is concerned whether tubes will be available from Schenectady. "Unless something unforeseen happens, we will have test patterns in June with commercial by July 15," reports owner Jacob A. Newborn Jr.

WBUF-TV, Buffalo (Ch. 17) has rescheduled target date to July 15 from previously reported June 15 (Vol. 9:11), reports Gary L. Cohen, exec. v.p. Ernest Rety, ex-WXEL and WJBK, has been appointed chief engineer. H-R Television Inc. will be rep.

Smith & Ross. . . Du Pont to move Cavalcade of America, starting Sept. 29, from NBC-TV, alt. Wed. 8:30-9 p.m., to ABC-TV, Tue. 7:30-8 p.m., and may become participating sponsor of Omnibus next fall on CBS-TV, Sun. 5-6:30 p.m., thru BBDO. . . General Mills (Wheaties) to move Lone Ranger, starting June 13, from ABC-TV, Thu. 7:30-8 p.m., to CBS-TV, Sat. afternoon, thru Dancer-Fitzgerald-Sample. . . General Electric to alternate Bing Crosby, Fred Waring & GE Film Theatre next fall on CBS-TV, Sun. 9-9:30 p.m., thru BBDO. . . General Foods (Swans Down flour & Sanka coffee) to sponsor filmed Earn Your Vacation as summer replacement for Our Miss Brooks on CBS-TV, Fri. 9:30-10 p.m., thru Young & Rubicam. . . Gulf Oil Corp. to sponsor live drama series as summer replacement for Life of Riley, starting July 3 on NBC-TV, Fri. 8:30-9 p.m., thru Young & Rubicam. . . Camel reported buying I've Got A Secret next fall on CBS-TV, alt. Thu. 10:30-11 p.m., thru Wm. Esty. . . Westinghouse drops Meet Betty Furness after June 25 on CBS-TV, Thu. 11:15-11:30 a.m., thru McCann-Erickson. . . Sponsorship will be limited to 2 advertisers for Ford Foundation's Junior Omnibus, aimed at outlining future careers for young persons 8-16, starting in September on NBC-TV, Sundays, 3:30-4 p.m.

UNEXPECTED SOFTNESS IN UHF SET SALES: TV set manufacturers are frankly disappointed with the pace of uhf-vhf receiver sales so far. Not that they've been unduly low -- but to date they've fallen far behind set makers' expectations.

Most set makers had anticipated that vhf-uhf combinations would account for at least 50% of their production by this time -- 8 months after first commercial uhf station went on air in Portland. As it is today, the 2-way sets are about 30% of the output of many major manufacturers -- though the mix varies greatly with brand.

"Heavy liquidations" and "plenty of deals" in vhf-uhf receivers are freely predicted before new fall lines appear. Already, on retail level, some dealers are throwing in uhf strips and even continuous tuners at no extra charge over vhf-only.

What's to blame? We talked to a number of set and tuner makers this week, and these are their explanations for the slower-than-expected movement of uhf sets:

(1) Availability of vhf signal in most uhf areas. Of the 34 uhf stations now on air, all but 5 are within 75 mi. of one or more vhf stations, and 24 of them are within 60 mi. of vhf transmitters.

(2) Lack of heavy network programming -- at this stage of the game -- on many of the uhf stations.

(3) Low power and early "bugs" in uhf starters.

(4) Fewer big-city uhf starts than expected. Manufacturers hope for shot in the arm with uhf debuts due soon in Pittsburgh, St. Louis, Kansas City, Buffalo.

(5) Poorly trained servicemen have given uhf bad name in some areas.

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Manufacturers made no mention, of course, of the relatively poor sensitivity of some uhf sets as compared with today's vhf receivers. But they did agree that there's room for improvement and it's being made very rapidly.

Evolution of uhf tuners has already been amazing in the short 8 months since Portland -- through new tubes, better crystals, improved circuitry. One major set and converter maker says the noise level of his tuner is now about 8 db, as compared to 12-15 db in his early "Portland model". And manufacturers generally agree that progress in improving uhf receivers has been far beyond strides made in vhf at the same stage of the game.

Fact that uhf is moving slower than anticipated hasn't soured manufacturers on it -- not in the least. Although they may have been overoptimistic, uhf is still a very important part of their business, and all those we queried said they plan to put much bigger promotional push behind vhf-uhf sets in new fall lines. Sylvania TV-radio gen. mgr. J. K. McDonough goes so far as to predict that within a year all of his company's output may well be all-channel sets.

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Fall lines will display some new gimmicks in uhf tuning. And virtually every major manufacturer will offer sets that will get all 82 channels -- although many will also continue to plug strips and "matchboxes" as a customer option.

Simplicity of tuning is byword, and manufacturers are constantly seeking ways to make uhf tuning as easy as vhf. Strip tuning accomplishes this objective, but it limits the number of uhf channels which can be tuned. Standard Coil's 82-channel detent-type tuning unit (Vol. 9:9) is one approach to the problem, but there is considerable disagreement in the trade as to whether it's simple enough.

Standard's new tuner is now in pilot production, most set manufacturers have been sampled, and full scale output is slated in about a month. Whether it will be incorporated in any fall TV lines is still unknown.

Continuous tuners will appear in greater numbers than ever, some of them modified in attempt to achieve that much-sought-after simplicity. Mallory is ex-

pected to offer "semi-detent" type continuous tuner, which clicks into place for Ch. 20, 30, 40, 50, 60, 70 & 80, using fine-tuning control for channels in between.

In most new TV set models, vhf & uhf tuners will be combined into one mechanical unit, working from same shafts and knobs. Some set manufacturers used this approach in 1953 models, and most of the others are expected to follow suit.

PARTS MARKET CONTINUES STEADY, RELIABLE: No shouting from rooftops -- but certainly no crying the blues. That pretty well summarizes impression of moderation and quiet optimism about current TV-radio-electronics parts business we took away from 1953 Electronic Parts Show this week in Chicago's Conrad Hilton Hotel after exhaustive rounds of 272 booths & suites and talks with key figures among estimated 10,000 manufacturers and jobbers who came to talk things over and see what's new in the trade.

Sixty-one more exhibitors were present this year than last, with increase made up largely of new companies breaking into TV parts field. Uhf equipment was focal point of emphasis (for story of uhf markets & equipment, see p. 7), though antennas, boosters, rotors, etc. for every reception situation were exhibited.

Lot of looking but very little buying marked show, only newer and smaller companies soliciting business. As one old-line company spokesman put it: "We don't expect to write orders here. Our distributors' sales structure is all set up. We just use the show for exhibition purposes, make contacts, then write orders later."

Nearly everyone we contacted said their civilian business, particularly TV, was good but that there was still room for improvement, which they confidently hoped would be manifested in fall pickup. Though some distributors report money is growing a little tighter, especially among service companies, this is offset by generally healthy condition of distributor inventories.

"The TV-radio parts manufacturer is operating in a steady, reliable market," said Matt Little, president of Quam-Nichols and chairman of RTMA's parts div. "And I believe it's a market which will go up gradually. I'd estimate conservatively that the average parts manufacturer's business should go up by 20% this year over 1952.

"Business is particularly good today when you compare it with last year at this time. Then the parts man had many problems -- materials shortages, uncertainty about controls, Korea. In short, Washington was in our business too much.

"Today we don't have those problems. We can get all the materials we need and use; nickel, tungsten, cobalt, steel -- they're all available. Controls in all forms have gone. And I haven't had to go to Washington for some time.

"Don't get me wrong. Business isn't tremendous. A summer slump is inevitable, as in past years, but I think fall business this year will be better than last. I base that belief on several factors. New TV markets, of course. The second set and replacement markets are definitely here. I have such great confidence in TV's future that I believe 10,000,000 sets will be bought annually by 1955."

Same sort of optimism, but a little less so, came from distributors' spokesman L. B. Calamaras, exec. v.p. of 350-member National Electronic Distributors Assn. Saying current sales of independent parts jobbers are slightly above last year, even better in new TV areas, Calamaras sees \$1 billion volume for parts jobbers by 1956.

"I think the only complaint we distributors have right now is the seasonal fluctuation," Calamaras said. "It was once thought that TV would eliminate the seasonal dips and peaks which parts jobbers had experienced in the radio years, but now it is evident that TV shows the same fluctuations."

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TV manufacturers this week reported business tapering off, as usual at this time of year, with dealers buying only their hand-to-mouth needs; similarly, distributors indicated TV business is "quiescent."

TV set production totaled 134,000 units (10,940 private label) week ended May 15, year's 19th week. This is up from 126,905 preceding week and 133,240 week ended May 1. Increase halted 4 straight weeks of declining production.

Radio production was 285,707 (146,320 private), up from 279,244 week ended May 8. Week's radios: 69,339 home, 47,243 portable, 33,840 clock, 135,285 auto.

Topics & Trends of TV Trade: Recent community antenna developments, reported by Jerrold president Milton Shapp in press conference at Chicago parts show this week:

Williamsport, Pa. system, operated by Jerrold and financed by J. H. Whitney investment organization, now has 1346 subscribers; Fairmont, W. Va. system, also combined Jerrold-Whitney operation, began May 18. And there are other recently-completed systems in Trinidad, Colo.; Ft. Madison, Ia.; Burlington, Montpelier & Springfield, Vt.; Clarksburg, W. Va. Soon to be completed are hookups in Ventnor, N. J.; Charlottesville, Va.; Walla Walla, Wash.; Guelph, Ont., Canada.

Jerrold also introduced new \$250 uhf converter (Model 503HU) for community antenna systems. It's divided into 2 units—a converter-mixer head pre-set to desired uhf channels, mounting at antenna top, and crystal-controlled oscillator unit which may be placed anywhere in building.

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Philco claims its convention in Atlantic City, June 7-10, bringing together all distributors plus some 7500 dealers, will be biggest convention ever held by a single company. Distributors from 10 foreign countries, some 65 in number, will also attend—Canada, England, Italy, Venezuela, Mexico, Cuba, Chile, Colombia, Ecuador, Peru. Philco International pres. Sydney Capell says tremendous interest is being shown in Central and South America in American-made TVs, with their 19 operating and 17 upcoming stations on tap in Latin America. Even the European market is building up, he said, with telecasts expected next year in Spain, and with Switzerland and Holland expected to follow.

Strike threat against RCA Victor disappeared this week when 7200 Camden plant employees voted to accept 6-to-30¢ hourly wage increases. Some 5300 employees at RCA plants in Cincinnati, Los Angeles & Moorestown, N. J. are expected to follow suit. On another labor front, Federal mediation was begun in 7-week strike at GE's 2 electronics plants in Syracuse, while walkout at GE's Scranton tube plant went through 6th week, with no settlement in sight.

Distributor Notes: RCA Victor Distributing Corp. transfers Buffalo gen. mgr. Earl Hart to similar post in Kansas City. . . Southern Equipment Co. (Philco), San Antonio, elects E. E. Edge president; L. A. Fulenwilder Jr. replaces Edge as sales mgr. . . Greber Distributors Inc. (Motorola), Baltimore, announces resignation of v.p. Joseph Greber, who'll form own distributorship in Washington. . . DuMont appoints Yaou Radio Mfg. Co., Tokyo, in further expansion into export market; names Central Distributing Co., Billings, Mont. (Robert Williams, pres.). . . Raytheon names Union Supply Co., Davenport, Ia. . . Crosley Atlanta promotes George H. Brodnax to sales mgr., replacing Foster Davis, resigned. . . Olympic appoints Milmar Inc., Cleveland; Eagle Distributors Inc., Denver; Southwestern Distributors Inc., Kansas City; Russell Distributing Co., St. Petersburg, Fla.; Mid-American Auto Parts, Peoria, Ill. . . Trav-Ler announces resignation of Joseph Rembaum as gen. mgr. of Boston factory branch.

Vice Admiral Carl F. Holden, 58, U.S.N. ret., president of Federal Telecommunications Laboratories Inc. (IT&T), died May 18 in Naval Hospital, St. Albans, Queens, N.Y.

WISCONSIN'S Gov. Kohler applied this week for Milwaukee's non-commercial Ch. 10, fulfilling promise to compete with applicant Milwaukee Board of Vocational & Adult Education (Vol. 9:20) --and thereby posed fundamental problem of whether state or community agency should have priority in applying for educational channels.

Accompanying the application was letter from Kohler declaring that state, not subdivision thereof, should be dominant. Kohler was supported by Wisconsin attorney general Vernon W. Thomson, who wrote FCC that "pendency of application of Milwaukee Board and State of Wisconsin for the same channel is incompatible," opined state's application "takes precedence."

Educational TV leaders admit they've taken no formal position on legal issue involved--mainly because question has never arisen before. Some say privately question differs in each state, depending on powers of State Commissioner of Education.

Gesture of conciliation in Milwaukee came day after Kohler's application, when William F. Rasche, Milwaukee Vocational Board director, wrote Kohler asking his help in obtaining CP for Milwaukee Board. In exchange, Rasche wrote, he would give station to state for incorporation in proposed statewide network when latter is established.

On more harmonious level this week, Dr. Milton Eisenhower, president of Penn State College and outspoken advocate of educational TV (Vol. 8:46), told Pennsylvania Assn. of Broadcasters convention that commercial and educational TV could and should be complementary. He praised NARTB's position of not opposing educational TV (Vol. 9:19), said educational TV will add to total set ownership, "thus paving the way for a highly desirable addition to the commercial audience."

Trade Personals: Donald H. Kunsman elected v.p. of RCA Service Co. in charge of consumer products service div.; Gerald W. Pfister, mgr. of field administration, elected treas. & controller. . . E. C. Buurma resigns as asst. to E. H. Cahill, RCA Service Co. president, to join National Adv. Co., Waukesha, Wis., affiliated with Minnesota Mining & Mfg. Co. . . Robert Baggs resigns as asst. to RCA Victor consumer products v.p. to join RCA distributor in New Orleans; he's succeeded by Louis J. Collins, ex-Capehart-Farnsworth. . . Bruce L. Birchard, ex-Zenith, joins Hoffman Radio as mgr. of patent dept., and Burt Dorris appointed to newly created post of western sales mgr. . . Dr. C. S. Szegho, Rauland research director, named v.p. in charge of research. . . Al Friedman, Olympic Radio sales v.p., elected director. . . Len Cohen, ex-Jewel Radio, named De Wald sales mgr. succeeding Burt Joel, resigned. . . Elmer B. Freeman, ex-Reliance Distributors, Syracuse, named Admiral New England sales mgr., replacing J. R. Hughes, now Capehart Fort Wayne mgr.; John C. McDevitt, ex-Crosley, named Admiral Kansas City mgr., succeeding Charles F. Gill, now Washington mgr.

Rear Adm. Joseph R. Redman (ret.), Western Union v.p. and World War II director of naval communications, elected president, Armed Forces Communications Assn. Vice presidents are AT&T's Vernon B. Bagnall and the communications chiefs of the 3 armed services--Rear Adm. Wm. B. Ammon (Navy), Maj. Gen. George I. Back (Signal Corps), Brig. Gen. Gordon A. Blake (USAF).

Telecasting Notes: Add high cost of TV station operation: Film shipping costs, including railway and air express, average \$174.79 per week on 87 stations responding to survey conducted by NARTB employer-employee relations v.p. Dick Doherty; 23 man-hours per station per week are involved in the in-&-out handling. . . Film shipping charges run so high, especially for small stations, that some are demanding that the distributor either pay the freight or split costs; Billboard notes that KFDD-TV, Amarillo, must pay \$12.96 for New York 2-way expressage, has joined with other stations (WTOP-TV, Washington; WAGA-TV, Atlanta; WJTV, Jackson, Miss.) in seeking to reverse practice of station paying. . . Progress report from ABC: 20 new shows already lined up for fall season, including filmed series with Danny Thomas and Ray Bolger; accent will be on films. . . CBS-Hollywood's Television City (Vol. 9:20) has upped network originations to 16 weekly with 3 each Thu. & Fri.; besides multiple auditions, it's now also network's center for film and kinescope editing. . . Red Skelton going over to CBS-TV under exclusive contract. . . "From the channels to the boards" is transition of The Chess Game, which won acclaim on NBC-TV's Kraft Theatre last February, is now headed for Broadway stage with John Golden producing; author is Robert Howard Lindsay, who's doing stage adaptation with Edmund Rice, writer with J. Walter Thompson Co.

Era of transit FM--once the "white hope" of struggling FM broadcasters--is just about over. Only major operation left is KCMO-FM, Kansas City, now that broadcasts to transit vehicles have been discontinued in recent weeks by 3 major operators--KXOK-FM, St. Louis; WKRC-FM, Cincinnati; WWDC-FM, Washington. Medium was extremely effective, but its proponents give these reasons for its demise: (1) Big operating "nut"--fixed payments to transit company, besides substantial expenses of receiver installation and maintenance. (2) Too few markets to attract heavy national advertising. At peak there were 21 operations. Failure to expand is attributed to years of litigation which deterred potential operators from starting. Transit proponents finally won, after going all the way to Supreme Court--but victory came too late to enable medium to recover momentum. Chances of rebirth in visible future are considered nil. KXOK-FM dropped FM altogether; WKRC-FM plans to duplicate AM schedule; WWDC-FM will continue separate schedule (at extremely low card rate) for substantial home audience and will retain background music service for restaurants, etc. Though transits generated violent protests from small segment of public, operators feel that every major market in country would have had a transit FM system had it not been for depressing effects of long litigation. Ironically, FCC was preparing sooner or later to put official stamp of approval on the service by writing new rules covering it. But, as one ex-transitcaster wrote ruefully this week: "I still don't see why we didn't make millions."

Note to management: We have dossiers on several more top-level TV-radio executives, experienced in networks and stations and willing to go to new posts--some also able to invest in TV properties. We'll supply names to bona fide inquirers, if suggested opportunities seem to fit the right person. Note: Television Digest does not operate an employment agency, is simply offering this service for a selected few persons well known to us who are seeking new connections.

COUNTY-BY-COUNTY ownership of TVs as of May 1, 1953, with total families and percentages of TV homes, are estimated in tabulation by CBS Research contained in 48-p. booklet titled U.S. Television Ownership by Counties, released this week and available on request from Oscar Katz, director of research, CBS, 485 Madison Ave., N.Y.

It's a valuable addition to the TV ownership data heretofore issued only by NBC Research (by coverage areas of NBC-TV affiliates) and by J. Walter Thompson Co. (by U.S. Census Bureau metropolitan market areas). Stations, advertising people and TV set makers and distributors alike will find it useful.

"Until recently," says CBS, "set ownership has been reported primarily on the basis of markets--the markets around individual stations. But now a more detailed and current tally can be made so that TV's coverage can be examined in relation to the marketing areas of advertisers. Thus the set ownership breakdown is designed as a marketing tool. . ."

Foreword of booklet explains how estimates were projected from April 1, 1950 census and Nielsen Coverage Service study of May 1952. Counties are classified as "old" and "new" TV counties--former being those in which TV signals were received from pre-freeze stations, latter from post-freeze stations. In areas where no TV is receivable as yet, counties are bunched together (viz., Montana, 194,000 families, 250 TVs in all counties). There are also state-by-state and geographic area totals.

Ten applications for new stations this week included one from CBS for Ch. 5 in Boston, auguring stiff competition, and first 3 to come from Alaska. Applying for Ch. 2 in both Anchorage and Fairbanks is company including Keith Kiggins, onetime ABC v.p.; seeking Ch. 11 in Anchorage is company headed by A. J. Heibert, mgr. of local KENI. Other 6 were educational applicants--for Ch. 6, Denver; Ch. 5, Gainesville, Fla.; Ch. 26, U of Michigan; Ch. 62, Ohio U, Athens, O.; Ch. 14, Miami U, Oxford, O.; Ch. 10, State of Wisconsin, Milwaukee. [For details about these applications see TV Addenda 16-S herewith; for complete listings of all post-freeze grants, applications, deletions, hearings etc., see TV Factbook No. 16 with Addenda to date.]

Purchase of WBRC-TV with WBRC, Birmingham, Ala. by Storer Broadcasting Co., for \$2,400,000 (Vol. 9:13), was approved this week by FCC. Expected soon, too, is approval of Birmingham News Co.'s purchase, for similar sum, of WAFM-TV with lease on WAPI, also Birmingham (Vol. 9:15, 17). Also due for action, possibly next week, is Westinghouse's acquisition of Philco's WPTZ, Philadelphia, for record \$8,500,000 (Vol. 9:8). Other pending TV transfers: KDYL-TV with KDYL, Salt Lake City, sold to Time Inc. for \$2,100,000 (Vol. 9:14), for which final papers were filed only this week; KONA, Honolulu, to be acquired by Honolulu Advertiser in partnership with J. Elroy McCaw & John D. Keating (Vol. 9:11).

Power increases & channel shifts: KSD-TV, St. Louis, now operating with 100 kw, up from 16 kw; WOC-TV, Davenport, received 25-kw RCA amplifier this week, but hike from 22.9 kw to 100 and shift from Ch. 5 to 6 may take several months because of other extensive construction.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 22

NARTB LIBRARY

JUN 1 1953

May 30, 1953

EDITOR'S NOTE: Strike of Washington commercial printers in still on, and we continue to publish under unaccustomed circumstances, utilizing offset process. We'd be interested in your reaction to the new type faces.

DR. BAKER'S STATUS REPORT ON COLOR: Since interest in color TV and confusion about it are certain to mount in intensity in months immediately ahead, we urge you to read and retain in your files the Special Report included herewith. It's the full text, including important last-minute interpolations, of this week's address by Dr. W. R. G. Baker, chairman of National TV System Committee (NTSC), before the National Assn. of Electrical Distributors in Chicago.

In its 2 years of work on compatible color, NTSC has generally chosen to confine its discussions of color to purely technical problems. Dr. Baker's address is first full-scale discussion, in layman's terms, of color status as he sees it. His difference of opinion, with RCA chairman David Sarnoff (see our Special Report of May 2, 1953), over readiness of system for submission to FCC is of particular importance (see below). Also of vital interest are his views on probable cost of color sets, status of tri-color tube development, growth of color networking and local originations, impact on the sale of black-&-white sets, etc.

RCA AND NTSC DISAGREE ON COLOR TIMING: Question of color TV timing became clear-cut controversy this week. At the moment, there's no intimation of any major industry split on the much more important matter of technical standards themselves -- except for Dr. Allen DuMont's feeling that system is still too complex (Vol. 9:19).

But there's 3-4 months difference between estimates of RCA and NTSC chairman Dr. W. R. G. Baker as to when system should be presented to FCC for approval. RCA says "on or about July 1"; Dr. Baker says "October or early November." These few months wouldn't seem like much if it weren't for impatience in Congress (Vol. 9:13). For example, Rep. Wolverton (R-N.J.), chairman of House Commerce Committee, has told us he is looking for action by July 1 (Vol. 9:16).

Most important is what FCC will do, once it has petition before it. FCC, in turn, will be guided considerably by Congressional opinion. Also bearing on the time element is nature of hearing to be held.

There's considerable impetus behind written hearing in lieu of oral presentation such as was employed in last color go-around at FCC. Commission is very satisfied with time saved in conducting end-of-freeze hearing on paper, feels it probably cut out years of delay. Furthermore, commissioners remember last color hearing, how they listened to testimony for almost a year -- while other work was neglected. But freeze was on then, so they didn't have to take time from TV application processing. An oral hearing now would undoubtedly divert Commission from job of expanding growth of TV across the nation -- something no one would like.

Staunch protagonist of written presentation is Arthur Scheiner, chief of rules and standards div., who'll handle case. But even this speeded-up method may take up to 6 months before final decision is rendered.

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Cost of first color sets, their limited initial production rate, the meaning of compatibility -- all are being stressed by more and more TV manufacturers.

Magnavox president Frank Freimann said this week time has come "to correct the false impressions created by the color controversy in Washington," asserted that "sets are at least 2 years away," that they'll be "an extreme luxury" for long time, costing "over \$1000." He also said that pictures will be small at first, that initial colorcasts will be limited, that black-&-white sets will continue receiving everything -- black-&-white or color -- in black-&-white, of course.

Zenith's H.C. Bonfig reported that company's experience with experimental tri-color tubes indicates that set with 17-in. color tube, giving about 14-in. picture, will run about 3 times cost of 17-in. black-&-white. He also said color "will be a luxury item for a long time."

Except for date for petitioning FCC, RCA doesn't differ much from others on timing element. Its officials have said that RCA could turn out about 2000 color tubes monthly 9 months after FCC go-ahead, and that sets would run \$800-\$1000. RCA production would be augmented by output of others, of course, but entire industry's output will still be drop in bucket compared with black-&-white tube production.

3 CPs GRANTED, JUNE 2 DEADLINE HERE: Rate of grants from now on will depend largely on mergers, dropouts, etc., because number of uncontested applications has dwindled to mere 40, most of which have various problems to clean up before they can be granted. This week produced only 3 CPs, 2 of them sharing a channel:

Phoenix, KOOL & KOY, Ch. 10, shared; Stamford, Conn., Stamford-Norwalk TV Corp., Ch. 27. President and 42-1/2% owner of Stamford grantee is Prentiss Brown, ex-U.S. Senator from Michigan, now chairman of Detroit Edison and member of Washington law firm. Law partner Wendell Lund owns 42-1/2%; and Vincent Gaughan, who also owns 33-1/3% of WBES-TV, Buffalo, is 15% owner.

Week saw another CP turned in, for WTVS, Gadsden, Ala. (Ch. 21). Grantee Jacob A. Newborn told FCC reasons were: (1) He expects difficulty in covering the mountainous terrain. (2) "Failure of programs and advertising to materialize as expected." Newborn holds CP for KETX, Tyler, Tex. (Ch. 19), 25% of KBMT, Beaumont (Ch. 31). Week's actions bring CP total to 362.

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June 2 arrives next week -- with no fanfare from Commission. That date, you'll recall, marks end of FCC's one-year prohibition on any change in allocation plan. After June 2, Commission will consider any changes proposed. What will happen? A heavy influx of petitions of every kind.

There will be requests for addition of channels, for shifts of channels, for commercialization of reserved channels. There will be demands for higher power & height ceilings, for lower power & height minima, for closer mileage spacings, for greater spacings, for changes in zones, for directional antennas, etc.

Allocation plan is quite solidly fixed, what with 470 stations operating or authorized, but there's still room for changes, and natural attitude of grantees and applicants is: "What can you lose by asking?"

Will FCC get bogged down in welter of conflicting demands? It hopes not, will wait and see. Staff tried several times to sell Commission on plan for handling petitions before they arrive, but got rebuffed. One proposal was a "little allocations hearing" like the big hearing which ended freeze. This would have given parties specific period within which to file proposals, additional time for counter-proposals, after which Commission would turn off spigot and act on all proposals then on file. Commissioners wouldn't buy it, said they want more flexibility.

Staff's fear is that petitions to move channels around may involve current and prospective hearings and pending applications, thus holding up grants. But the Commission felt that it can always act later if new proposals tie things up badly.

One obvious type of petition to come will propose additions of new uhf channels to eliminate hearings in progress or in prospect. Petitions requesting removal of educational channels from reserved status will be fewer than previously expected, because of strong pro-educational feelings in Senate (Vol. 9:16). Another type is that already filed, this week, by KRNK, Roseburg, Ore., asking that Ch. 4 be moved from Medford to Roseburg, noting that no one has applied for it in Medford.

STARTERS IN LINCOLN, FRESNO & FARGO: This week's 3 new starters brought TV's total of on-the-air stations to 181, of which 56 are 1953 vintage. If we take their word for it, there might be as many as 30-odd starters during June alone -- but advance estimates are usually overoptimistic. On basis of equipment deliveries and experience with normal installations, however, we'd guess 20 next month. This week's new ones:

KFOR-TV, Lincoln, Neb. (Ch. 10) turned on juice Monday, May 25, goes commercial on 6-10 p.m. schedule May 31 (ABC-TV), reports mgr. George X. Smith. It's RCA-equipped, city's second (KOLN-TV started Feb. 10 on Ch. 12). Raymer is national rep.

KMJ-TV, Fresno, Cal. (Ch. 24) became state's first uhf, and first uhf with a directional antenna, when it began testing May 26. It goes on NBC-TV June 1. Owned by McClatchy Newspapers (Fresno Bee), it's managed by Wm. S. Sanford. Raymer is rep.

WDAY-TV, Fargo, N. D. (Ch. 6) started testing May 28, takes all networks from June 1. Equipment is RCA, mgr. is Earle Reineke, rep is Free & Peters.

Due very soon now are WFTV, Duluth, Minn. (Ch. 38); WNAO-TV, Raleigh (Ch. 28); WAKR-TV, Akron (Ch. 49); WCSC-TV, Charleston, S.C. (Ch. 5); KCSJ-TV, Pueblo, Colo. (Ch. 5); WGBI-TV, Scranton, Pa. (Ch. 22); WOSH-TV, Oshkosh, Wis. (Ch. 48); KROC-TV, Rochester, Minn. (Ch. 10); WROM-TV, Rome, Ga. (Ch. 9); WTVP, Decatur, Ill. (Ch. 17).

COLOR HELPS BIND WOUNDS OF NBC AFFILIATES: The prospect of color television and the RCA-NBC record of encouraging broadcasters to get into TV, pointed up sharply by an aroused Gen. Sarnoff, carried the field for NBC-TV with its affiliates after meetings and demonstrations in New York and Princeton this week. It will be surprising now if there are many, if any, more defections from the NBC-TV ranks.

Put bluntly, CBS's past record of selling TV short, of discouraging its own affiliates from going into TV, and of promoting an incompatible color system that was ill-starred from the start and opposed by virtually the entire industry -- all this arose to plague it in its efforts to improve its facilities position by "raiding" key NBC stations, particularly in one-vhf-station cities (Vol. 9:20,21).

Not only did Sarnoff get a rising ovation of 10 minutes, following his one hour & 20 minute heart-to-heart, ad-libbed talk with the 76 executives from 57 TV stations attending closed Princeton session Tuesday, but next day he was waited on by a delegation headed by WTMJ-TV's Walter Damm, one of the network's severest critics, bearing a resolution unanimously adopted by the group. It tells its own story:

"Be it resolved: That we, the TV affiliates of the NBC, who today at Princeton had the privilege of reviewing in detail with Gen. Sarnoff the position of RCA and NBC in broadcasting and TV, hereby reaffirm our complete confidence in the NBC and heartily endorse its program as revealed to us by Gen. Sarnoff.

"This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and TV over the past years and the steadfast belief that Gen. Sarnoff's position with respect to color TV and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made, including his prophecy of the assured future of TV, pronounced in Atlantic City in 1947.

"The rapid approach of color TV and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today." Accompanying Damm were Crosley's Robert Dunville, WDSU's Robert Swezey, WBAP's Harold Hough.

* * * *

The intensity of rivalry between CBS & NBC -- the bitterness of competitive feeling as CBS rings the changes on its April leadership in TV as well as radio billings (see p. 12) and sets out to wean away key NBC affiliates -- was reflected in talks by other NBC topkicks. Like Sarnoff, they pulled no punches either in their counter-offensive or in their retorts to CBS claims.

They denied loss of TV program leadership, called loss of top billings a tem-

porary phenomenon. They promised big things ahead, notably in color, and Sarnoff was particularly outspoken in dealing with personalities.

First he recited the history of NBC under presidents Trammell and McConnell, detailing their intra-family problems quite candidly and his own problem in "selling" TV. He wound up this phase by confessing, "If anything has gone wrong, it's my own fault for not paying enough attention to NBC". His only excuse, he said, was that he became so preoccupied with the color fight that he neglected the network.

As reported to us by a particularly hard-boiled broadcaster who was there: "He bared his soul for an hour and a half, and you could hear a pin drop. Afterward, when he asked for questions, only 2 were asked -- one about station equipment for color and the other about ultra-highs. Considering the spirit of the meeting and of the NBC personnel in recent weeks, so far as we're concerned we will make no change and I doubt whether anyone else will either."

Others told us much the same thing, and it looks at this writing like WTAR-TV and WTAR, Norfolk, which switches to CBS Sept. 27, will be the only successful "raid" pulled off by CBS station relations v.p. Herbert Akerberg -- in near future, at least. Even Stromberg-Carlson's president Robert Tait, admitting "we're flirting with CBS," to use his own words, asserted: "Your report had it just right last week when you quoted Bill Fay as saying we're far from in the bag for CBS." The WHAM contracts with NBC expire next Jan. 1, so that decision will be made by July 1, he said.

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Out of unofficial and official reports we got from the meeting, these points emerged most strikingly -- mainly as stated by Sarnoff:

(1) That NBC henceforth will have 2 "working heads" -- Chairman Sarnoff himself and president Frank White. Latter's illness was mostly fatigue from overwork, and it's apparent he went to the Coronation to leave the command field temporarily in the hands of one general. He definitely will return to his post; v.p. John K. West definitely will return to Hollywood; vice chairman Pat Weaver will run new plans for networking commercial color shows to affiliates; Niles Trammell is actively back at an NBC desk under his 5-year advisory retainer.

Heads will not roll -- "but there's no security in the NBC staff for anyone who doesn't come up to par," said Sarnoff.

(2) TV program supremacy, which NBC still claims, will be maintained, will be furthered with a new \$3,500,000 program budget, will be insured by policy of not letting advertisers control. Sarnoff poured scorn on CBS for bidding up talent and advertiser costs by its past program-&-talent raids, notably in radio. Over the long pull, he said, the game of playing into the hands of talent isn't worth the candle. Other NBC executives insisted CBS's current advantages are more apparent than real -- reposing mainly in two program properties, Arthur Godfrey and top-rated "Lucy."

(3) Leadership in TV billings could readily fluctuate, and the CBS-TV spurt in April was called "temporary". NBC-TV is turning on sales drive of own, has signed many big new accounts, will hypo daytime sales (which account for the CBS lead) by instituting new discount structure whereby night-time advertisers who buy 2 or more daytime periods weekly for 52 weeks will get discounts up to maximum of 25%.

* * * *

Transcending the foregoing, however, were Sarnoff's promises in the field of color TV. After affiliates had been shown same Princeton demonstrations that had so deeply impressed Congressmen, FCC, patent licensees and newsmen in recent weeks (to say nothing of the CBS hierarchy, who also came to see a few weeks ago) -- then Sarnoff reported his One Year Plan for networking commercial programs in color.

As soon as FCC approves, 2 colorcasts will originate weekly in the Colonial Theater for network transmission. Over the 52 weeks, every NBC advertiser will get the opportunity to stage one or 2 shows in color at no extra cost. That's for purpose of experience, particularly in handling commercials. Meanwhile, the advertiser loses no audience because of the compatibility feature. There will be no color rate card until end of first year, because "we frankly don't know the costs and don't propose to have 3 or 4 different rate cards in one year."

Affiliates can equip themselves to get network color at cost of about \$15,000 for an additional amplifier, a color monitor and the cost of "trimming up transmitter

for 100% efficiency." (That 100% efficiency, incidentally, was explained as reason why colorcasts show up so well in black-&-white on existing receivers.)

Affiliates were offered "color clauses" in their affiliation contracts to assure the service from the start, and 16 signed forthwith -- Crosley's Robert Dunville asking to be first to sign for its stations, followed by David M. Baltimore, WBRE-TV; Norman Gittleson, WJAR-TV; E. R. Vadeboncoeur, WSYR-TV; Willard Wallbridge, WJIM-TV; Alvin Schrott, WJAC-TV; Lawrence Rogers, WSAZ-TV; Edgar Stern, WDSU-TV; Stanley Hubbard, KSTP-TV; P. A. Sugg, WKY-TV; Joseph Bryant, KCBD-TV; Jack Harris, KPRC-TV; Harold Hough, WBAP-TV; Herbert Mayer, KPTV, Portland, Ore.

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As if to underline his scorn of CBS's aspirations, Sarnoff pulled out letter from its chairman William Paley proposing to buy several RCA color cameras; informed they were delayed in production, Sarnoff said Paley asked for temporary loan of NBC equipment. It was also stated that other CBS executives had asked NBC for permission to use RCA's Colonial Theater experimental color setup for its own tests.

An RCA spokesman later said neither CBS nor its affiliates, as equipment customers, will be discriminated against in line with first-come-first-served policy. RCA Victor says orders for 25 networking color installations are already in hand. (WTMJ's Walter Damm, incidentally, was first to ask for complete color transmitting equipment for local programming. That was several months ago when even Sen. Johnson capitulated to the compatible system and it became apparent that new standards will soon be forthcoming to replace FCC-approved CBS system.)

As for uhf, the officially stated NBC policy was: "We will judge any and all stations on the basis of markets and coverage. It makes no difference to us whether our new affiliates are vhf or uhf." Whether this means a hurried-up new uhf station in Norfolk area to replace the seceding vhf WTAR-TV, could not be ascertained, but a spokesman said that "something very unusual is cooking for that area."

* * * *

From where we sit, having watched the rivalry develop through the years -- to the great advantage of the American listening and viewing public -- it's apparent the NBC family has been more closely drawn together than in many a year. Emotions played big part in the "divorce hassle" precipitated by Akerberg's outspoken effort to raid affiliates. We heard one major affiliate say, "NBC is now solidified with its affiliates more than it has ever been on God's green earth."

Apparently, the big appeal was color and Sarnoff's assurance that "RCA is resolved that NBC must maintain unquestioned first place in the network field" and that "RCA will stand back of NBC whether it makes or loses money."

Sarnoff ridiculed the idea that "leadership can be claimed for anyone who for a brief moment may have a few higher program ratings or a few extra dollar billings." He scornfully called these "shifting sands" and urged affiliates to think in terms of "long range, solid security, with feet on the ground." He said:

"The foundations of leadership must be based on more solid stuff. To raid an artist, a sponsor or a station may furnish momentary excitement and publicity headlines but these are no achievements, they are only promotions. To create and develop a new art and industry such as broadcasting and TV, to create and develop compatible electronic color leadership [are] the real evidences of leadership."

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From CBS, official silence up to this writing. But its publicity continued to gloat over its upsurge in TV and its extraordinary array of new sponsorships. A representative stated: "Our record speaks for itself. It is based on nothing else than creative management supported by an imaginative and well coordinated staff."

That some radio affiliates of CBS aren't happy about the Akerberg forays, which could result in losing long-standing radio affiliations, was manifest from what they're telling newsmen privately. Most are ambitious to get into TV, some have CPs and others are in competition for CPs. Fact that CBS won't wait for them but is wooing the "older married folk" isn't sitting well with some of CBS's top-hole stations. And on the sidelines is ABC-TV, whose representatives were much in evidence during NBC's New York meetings -- beseeching operators from one and 2-station towns to clear time for commercials they could sell if they could get clearances.

Personal Notes: FCC Comr. John Doerfer left for Wisconsin this weekend, to be gone until mid-June settling affairs and moving family from Madison to newly purchased home in Bethesda, Md., Washington suburb. . . John Reynolds, sales mgr., named mgr. of KHJ-TV, Los Angeles, Howard Wheeler taking over local sales and Tom Bradley joining H-R Television in San Francisco; George Whitney, sales v.p., transferring to N.Y. to work with H-R, new KHJ-TV rep (Blair continuing to handle all Don Lee Radio). . . Thomas Compere has resigned as NBC Chicago attorney, having purchased T. M. Publishers Inc. (manuals) and plans to resume private practice; successor is Walter L. Emerson. . . Neil Murphy promoted to controller, WNBQ & WMAQ, Chicago, succeeding John Wehrheim, transferred to KNBH, Hollywood. . . Arthur C. Nielsen Jr., Administrative v.p., elected exec. v.p., A. C. Nielsen Co. . . John S. Hayes, president of WTOP-TV & WTOP, elected v.p.-director of parent Washington Post Co., which also controls WMBR-TV & WMBR, Jacksonville. . . Glenn D. Gillett, veteran Washington consulting engineer, is retiring from practice as of June 1, will reside in Virginia, may seek place on FCC. . . Glover DeLaney, mgr. of WHTT, Hartford, named gen. mgr. of WHEC, Rochester, and will be managing director of all Gannett stations, succeeding Gunnar Wiig, now v.p. of KQV, Pittsburgh. . . Adrian Samish, who recently joined NBC-TV creative programming group, detailed to supervisor of morning operations. . . Leslie Arries, ex-DuMont, now ABC sports director. . . John W. Kiermaier promoted to administrative sales mgr., NBC film div. . . Richard E. Goebel, ex-KLAS, Las Vegas, and KOOL, Phoenix, named exec. asst. to Harry L. Nace Jr., pres. of KTYL-TV, Mesa-Phoenix. . . Wm. Talbot has resigned as mgr. of KOIL (AM), Omaha, to join KMTV in that city. . . C. Herbert Masse, commercial mgr. of WBZ-TV, Boston, elected president of Radio Executives Club of New England. . . Ernest (Tony) Vaccaro, AP White House correspondent, named Washington representative of AP radio div., succeeding Howard Kaney, now with CBS newsfilms. . . Albert Crews, TV-radio director of the Broadcasting & Film Commission, National Council of Churches of Christ in America, is taking over TV directorship; Ben E. Wilbur, ex-WOL, Washington, named radio director. . . Walter Craig has resigned as TV-radio v.p., Benton & Bowles; Tom McDermott continues as TV director, Paul Roberts as radio director. . . Channing Hadlock, ex-Cunningham & Walsh, named TV-radio account executive of Quality Bakers of America. . . Wm. Ruchti, ex-Newsweek, named associate editor, David Yellin, ex-NBC, film editor of Television Age, new business paper due Aug. 1 to be edited & published by Sol J. Paul, ex-Broadcasting Magazine, at 444 Madison Ave., N. Y. . . Rodney D. Chipp, DuMont engineering dir., voted pres., Technical Societies Council of N. Y.

Two Hawaiian booster requests were turned down by FCC this week with explanation boosters aren't being authorized commercially. One was from technician Henry K. Lindsey, 434 Damon Bldg., Honolulu, asking permission to erect small Ch. 4-13 boosters in valleys of Oahu and on other islands. He said each can be built for \$450-\$900, employing low power, directional antenna and vertically polarized radiation. In his request, he said he'd explore use of "far infra spectrum" if turned down on booster request. Other application was from Katashi Nose, of Lihue, Kauai, proposing "experimental active reflector" to serve Lihue with Ch. 9 or 11.

EDUCATIONAL TV's first programming venture got under way this week when KUHT, Houston (Ch. 8), educators' pioneer station, put on several hours, beginning May 25—and station mgr. John Schwarzwald reported encouraging audience reaction.

Here's sample of first week's programming, on air from 5-9 p.m. daily: 2-1/2 hours of geometry review for high school students preparing to take final examinations; 30-min. of philosophy; 2 hours of public relations instruction; women's shows, newscasts, sports and weather roundups. Some 50 students form station's staff, under professional supervision.

Though station has taken no audience measurement tests so far, Schwarzwald said unsolicited audience reaction has been enthusiastic. Original dramas will be undertaken shortly, he added. Station's formal dedication is June 8, with Comr. Hennock as chief speaker.

Among other educational TV developments this week: (1) Oklahoma Gov. Murray signed legislation authorizing nation's first statewide educational network, to be financed from state-owned oil properties. (2) WBTV, Charlotte, gave \$30,000 to U of North Carolina for proposed educational station at Chapel Hill (Ch. 4). (3) Joint Committee on Educational TV will meet June 3 for periodic stock-taking session. (4) Area-wide council organized to present hour of educational programming 5 days a week on WRGB, Schenectady. (5) National Assn. of Educational Broadcasters will conduct educational TV seminar at U of Wisconsin, Madison, June 21-27. (6) General Federation of Women's Clubs, at Washington convention, endorsed policy of continuing educational channel reservations indefinitely. (7) Metropolitan New York Educational Agencies Committee, headed by Dr. David Henry, exec. vice-chancellor of New York U, holds first meeting in drive for privately-financed educational station in New York.

Assignment of Ch. 4 to Fayetteville, W. Va., allocated by FCC April 1, was rescinded by Commission—first such action involving any channel assigned since issuance of Sixth Report. Allocation was rescinded on grounds that WOAY, Oak Hill, W. Va., which had successfully petitioned Commission for allocation of the channel to Fayetteville, was merely trying to circumvent FCC's rules. In requesting assignment of Ch. 4 to Fayetteville, WOAY had pointed to service needs of Fayetteville area. Then, on April 24, WOAY filed application to use the channel in Oak Hill, less than 15 miles from Fayetteville. WOAY had previously tried to get Ch. 4 assigned to Oak Hill, was turned down because town is less than 15 miles from Beckley, to which channels had been assigned. FCC rules permit WOAY to apply for Beckley channel. Commission also turned down request of Lawrence A. Harvey that Ch. 58 be assigned to Beverly Hills, Cal. He had argued that Beverly Hills was entitled to channel because it is more than 15 miles from Los Angeles transmitters on Mt. Wilson, but FCC said his interpretation of rules is incorrect.

CBS's 6-ft. color projection equipment (Vol. 9:12) will be employed publicly for first time next week during annual meeting of American Medical Assn. in New York. Telecasts of surgical and clinical procedures will be microwaved from New York Hospital-Cornell Medical Center to audiences in Roosevelt Hotel. Receivers employ 7-in. projection tubes, Schmidt optics. Demonstrations will be sponsored by Smith, Kline & French pharmaceutical house.

Telecasting Notes: Coverage of Coronation June 2 shapes up as international air speed race, with NBC-TV (General Motors) and CBS-TV (Willys) competing in what May 25 issue of Time Magazine calls "a Hatfield-McCoy affair, with no favors asked or given." To its fleet of clippers, jets & P-51 racing plane, NBC this week added converted A-26 attack bomber capable of speeds over 300mph, for use on last leg of trip from Goose Bay, Labrador, to Boston, where telecasts will originate. Not to be outdone, CBS has hired Maj. Joe De Bona, Air Force ace, to fly his souped-up F-51 "Thunderbird" from Goose Bay to Boston with first films, proclaiming he may break sound barrier. . . In addition to program schedules previously reported (Vol. 9:19), NBC has moved up Dave Garroway's Today from 7 to 5:30 a.m., plans to show still pictures from newly installed Mufax facsimile machine. ABC-TV, unsponsored, won't enter competition, has hired no private planes, won't put on first telecast until 8 p.m., and DuMont hasn't announced plans. . . With all the to-do, May 20 Variety pooh-poohs TV's performance in advance, declaring early-morning time (5:30 a.m. EDT) and hours consumed in flight rob TV of vital asset, immediacy. . . President Eisenhower is expected to make increasing use of TV--his most effective tool during last year's campaign--to appeal directly to the people to pressure Congress into approving his legislative program. June 3 telecast will use entirely new format, say White House aides, may include cabinet members in informal "panel discussion" program of the type which went over so well be-

fore elections. . . White House broadcast room is now fitted with "sound curtains" to screen out noise of movie cameras, permit newsreels to film President's addresses at same time as they're being telecast. . . NBC film div. moving into syndication of feature films produced since 1950 for first TV runs; operations service mgr. Frank Lepore reports NBC film exchange now handling about 1000 reels weekly for 108 stations. . . Honolulu's Loren Thurston, publisher of Honolulu Advertiser (KGU), who has joined with Elroy McCaw and John Keating in deal to take over now-silent KONA (Vol. 9:11), has had plans drawn by Pereira & Luckman, Los Angeles architects, for 6-floor TV center that may cost \$3,000,000. . . WBAP-TV, Ft. Worth, with biggest film operation in South (staff of 22) shot some 6000 ft. of movies of tornado and flood disasters, its crews traveling 3000 mi. by charter plane, helicopter, auto; films are syndicated to other stations. . . Good program: Backyard Zoo on WBAL-TV, Baltimore, Sun. 3:30-4, with parade of pets looked over by veterinarians giving advice on care and handling; each show has pet-of-week interview and puppy prize. . . WTVR, Richmond, is spending \$500,000 on new tower that will rise 840 ft. above average terrain, 844 ft. above ground, 1049 ft. above sea level. . . H-R Television Inc., along with H-R Representatives Inc., moves to larger quarters in mid-Sept. in building now being completed at 46th & Madison, N. Y.; this week H-R added KHJ-TV, Los Angeles. . . CBS-TV Spot Sales has issued new revised set of information sheets on its represented stations' weekly volume discount plans.

Network Accounts: Number of sponsors dropping network TV is increasing and total number of sponsors is decreasing, according to Magazine Advertising Bureau, which says percentage of cancellations jumped from 14.5% first half of 1951 to 19.8% second half 1951, 27.6% first half 1952 and 36.6% second half 1952; number of advertisers declined from peak of 183 second half 1951 to 160 second half 1952. Same MAB study, however, shows that network TV revenues, in second half 1952, increased 45.7% over second half 1951 and gained 13.2% in first quarter 1953 over same 1952 period, and it's common knowledge that they're still in the rise so far in 1953 (see PIB figures, p. 12). . . Sponsors bought 465 segments of Today on NBC-TV, weekdays 7-9 a.m., in first 5 months of 1953, compared with 211 corresponding period last year, said NBC sales v.p. John K. Herbert to NBC-TV affiliates at May 26 meeting, while the 7-9 a.m. program's gross time billings have tripled and are expected to reach \$3,750,000 during 1953; latest additions are E. R. Squibb & Sons (Lather-Foam & toothbrushes), buying 2 one-min. participations per week for 26 weeks, its first network TV appearance, starting June 1, thru Cunningham & Walsh, and Chase & Sanborn Coffee buying 78 participations, starting in June, thru Compton Adv. . . S.O.S. Co. (cleanser), Benrus Watch Co. & Griffin Mfg. Co. (shoe polish) will continue 10-min. sponsorships of Your Show of Shows on its summer replacement Saturday Night Revue on NBC-TV, Sat. 9-10:30 p.m.; they join Bendix Div. of Avco, which bought 10-min. participation 2 weeks ago (Vol. 9:20). . . Campbell Soup Co. to replace Aldrich Family with Double or Nothing for 5 weeks, starting June 5 on NBC-TV, Fri. 9:30-10 p.m., then starts live drama program July 10, thru Ward Wheelock. RCA to sponsor The Goldbergs as summer replacement for Dennis Day Show on NBC-TV, Fri. 8-9:30 p.m., thru Walter Thompson.

Scott Paper Co. reportedly will test big-name musical program June 3 & 17 on NBC-TV for possible alt.-week sponsorship next fall with its regular Scott Music Hall, Wed. 8:30-9 p.m., thru J. Walter Thompson. . . Beltone Hearing Aid Co. buys 4:45-5 p.m. portion of Kate Smith Show one time only, June 2, on NBC-TV, Mon.-Fri. 4-5 p.m., thru Olian & Browner. . . International Cel-lucotton Products Co. (Kleenex) buys alt. Tue. & Thu. 10-10:15 a.m. and alt. Mon. & Wed. 10-10:15 a.m. portions of Arthur Godfrey Time, starting July 7 on CBS-TV, Mon.-Thu. 10-11 a.m., thru Foote, Cone & Belding. . . Converted Rice Inc. buys 15-min. portion of Garry Moore Show, starting next fall on CBS-TV, Mon.-Fri. 1:30-2 p.m., thru Leo Burnett. . . Revlon Products Corp. (cosmetics) reported ready to sponsor undisclosed program, starting in September on CBS-TV, Sat. 10:30-11 p.m., thru Wm. Weintraub. . . Armour & Co. and Bristol-Myers Co. buy alt.-week sponsorship of new Paul Hartman film series, Pride of the Family, starting Oct. 9 on ABC-TV, Fri. 9-9:30 p.m.; agency for Armour is Foote, Cone & Belding, for Bristol-Myers, it's Doherty, Clifford & Shenfield. . . Brown Shoe Co. Inc. (Buster Brown shoes) to sponsor Smilin' Ed McConnell, starting Aug. 22 on ABC-TV, Sat. 10:30-11 a.m., thru Leo Burnett. . . Falstaff Brewing Corp. reportedly signs with Cleveland Indians, Chicago White Sox & Philadelphia Athletics to sponsor their home games for 17 Saturdays on limited ABC-TV network in midwestern and southern cities where there are no major or minor league games being played that day, thru Dancer-Fitzgerald-Sample. . . Vitamin Corp. of America buys Mon. 3:45-3:55 p.m. and Wed. & Fri. 3:30-3:40 p.m. portions of Paul Dixon Show on DuMont, Mon.-Fri. 3-4 p.m., thru Kastor, Farrel, Chesley & Clifford.

DuMont Network announces the signing of \$6,000,000

MAKING HASTE slowly, as urged by equipment makers and insistently echoed in these columns, seems to be guiding upcoming new-station enterprisers these days. Most propose to build as rapidly as equipment is obtainable—but they're not hurrying to get on the air merely for haste's sake, taking advantage of lessons learned from others who made speedy but ill-advised starts. Illustrating attitude of these enterprisers is a letter we have from one, who has postponed opening dates a half dozen times:

"No test pattern on-the-air yet but we are testing daily from studio to transmitter on a dummy load, being very cautious and careful to have everything just right and functioning perfectly before putting the signal on the air. We are trying to profit by the haste and waste of others and I am sure it will show up in better performance here."

News about shipments of new transmitters was sparse this week, RCA reporting only one new one—due to go next week to WMTV, Madison, Wis. (Ch. 33). Upcoming WKOW-TV, Madison (Ch. 27) got its RCA transmitter 2 weeks ago, is due on air sometime in June. Delayed from last week but shipped this week were plants to WDAK-TV, Columbus, Ga. (Ch. 28); WCAN-TV, Milwaukee (Ch. 25); WATR-TV, Waterbury, Conn. (Ch. 53).

* * * *

In our continuing survey of upcoming new stations, these were reports received this week:

KEYT, Santa Barbara, Cal. (Ch. 3), using RCA equipment, has rescheduled target date to July 10-15 from previously reported June 29 (Vol. 9:10), writes Colin M. Selph, pres. & gen. mgr. Regular programming is to start by July 25. Mary Ann Casey has been named program supervisor and Lloyd M. Jones is chief engineer. Hollingbery will be rep.

WGBI-TV, Scranton (Ch. 22) "should go on the air Sunday, June 7," as previously reported (Vol. 9:13), states George D. Coleman, gen. mgr. after visit to GE Syracuse plant to check on delivery of klystron tubes. Blair will be rep.

KFSD-TV, San Diego (Ch. 10) has ordered RCA equipment and plans to begin test patterns in August, with programming scheduled for Sept. 1, reports pres. Thomas E. Sharp. Rep not chosen.

Baseball TV restrictions were approved unanimously May 27 by subcommittee of Senate Commerce Committee, voting on Sen. Johnson's bill (S. 1396) permitting major leagues to ban telecasts of their games in minor league areas (Vol. 9:20). But full committee won't get to vote on it until June 10, at earliest, when next meeting is scheduled. Legality of TV restrictions may indirectly come under purview of Supreme Court when it rules on whether baseball's reserve clause violates anti-trust laws. Question hinges on whether baseball is sport or business and part of Justice Dept.'s argument is that growth of TV-radio coverage of games makes baseball interstate commerce and thus subject to anti-trust laws.

Sarkes Tarzian Inc. enters uhf transmitter manufacturing field with low-cost broadcast equipment package. Bloomington, Ind. company, which makes TV tuners, rectifiers and other electronic equipment and owns WTTV & WTTTS (AM), says it plans to "lead the way toward cheaper equipment, without sacrifice of quality and performance." Uhf package is as yet unpriced, but company has put price of "under \$10,000" on microwave relay for studio-transmitter and intercity links.

WTVP, Decatur, Ill. (Ch. 17) will make commercial debut on promised date of July 1, reports v.p. Harold Cowgill, ex-Washington radio attorney who will manage station in his home town; it should begin testing by June 15, he says, RCA equipment having been delivered this week. Already sold, he added, are enough local accounts to insure going in black from outset, and nearly all current TV set sales in area are vhf-uhf. Stainless Inc. tower is 550-ft., stands 602 ft. above ground. James C. Wulliman is chief engineer; Paul K. Taff, program director; George W. Clarke Inc., national rep.

KMMT, Austin, Minn. (Ch. 6), with DuMont transmitter to be shipped this week, is proceeding on schedule with construction (Vol. 9:14) "making it possible for test patterns between June 15 and 20", reports mgr. L. L. McCurnin. Don Jones has been named commercial mgr., Tom Steensland, program mgr., and Glen Klein, technical director. Station has set Class A hour rate of \$150 and 20 sec. spot of \$30. Pearson will be rep.

WISE-TV, Asheville, N.C. (Ch. 62) now plans July 1 debut with RCA equipment, instead of previously reported May 30 (Vol. 9:4), writes Harold H. Thoms, who also holds CP for WCOG-TV, Greensboro (Ch. 57) due Aug. 15. He and TV applicants WWNC & WLOS have led fight against installation of community antenna system in Asheville (Vol. 9:19, 20).

KCMC-TV, Texarkana, Tex. (Ch. 6) now plans to start test pattern with GE equipment "very shortly after July 1," says pres. C. E. Palmer. Previously reported target was between June 1 and July 1 (Vol. 9:9). Mr. Palmer is publisher of Texarkana Gazette and News and other Texas and Arkansas newspapers. O. L. Taylor will be rep.

WAZL-TV, Hazleton, Pa. (Ch. 63) will not make original June-August target (Vol. 8:52) because "tests that we are making are holding up our air show until sometime in the fall," says Victor C. Diehm, gen. mgr. RCA equipment is specified. Meeker will be rep.

KANG-TV, Waco, Tex. (Ch. 34) now plans September debut with DuMont equipment, instead of originally reported June 1 target (Vol. 8:52), writes owner Clyde Weatherby. Rep not chosen.

Sylvania is inviting all TV networks and stations to submit candidates for its 1953 awards for "distinguished contributions to creative TV techniques," based on programs between Nov. 1, 1952 and Oct. 31, 1953. Advertisers, agencies, film producers are also invited to submit entries, which should go to secretary, Committee of Judges, 15th floor, 730 Fifth Ave., N. Y.

Millard Faught, consultant engaged by Zenith to make public speeches fostering pay-as-you-look TV, had May 26 Memphis Rotary Club engagement cancelled, got good trade paper publicity play by denouncing WMC-TV's Henry Slavick as being to blame because he is "strongly opposed to subscription TV".

New "Multi-Con" camera introduced by Standard Electronics employs image iconoscope tube made by Philips, rather than vidicon as previously reported (Vol. 9:18).

"TV Advertising and Production Handbook," including chapters by 20 industry specialists edited by Sponsor Magazine's Norman Glenn and Irving Settell, will be off the presses about June 10, published by Thomas Y. Crowell, 485-p. (\$6).

SEASONAL SALES LAG STIRS CALL FOR CHANGES: TV is buyer's market now -- and everyone from manufacturer to dealer had better recognize it and change his business methods accordingly. That warning came from H. C. Bonfig, Zenith v.p., addressing National Assn. of Electrical Distributors Chicago convention this week. His advice:

For manufacturers & distributors: Closer liaison to provide up-to-date inventory details and market-by-market sales trends. "On one hand," he said, "the distributor should not be the dumping ground for the manufacturer. But on the other hand, the distributor must be in tune with the production pulse of the manufacturer."

For dealers: Cut out inefficient, wasteful operations; concentrate on saturating your area with salesmen; work harder on replacement and second sales. "Even some of the dealers who became well-established during the lush days of recent memory are now in serious financial difficulties," said Bonfig, adding "the time is now past when we can wait for the buyer to come in and nudge the salesman."

Bonfig's gloomy evaluation was buttressed this week by continuing reports of traditional summer slump in established markets, along with failure of newer markets to come up to expectations. "TV is dead here," one Denver dealer was quoted in May 27 Retailing Daily; dept. store buyer said competition had become so cut-throat many TV retailers were already forced out of business. In Baltimore, retail TV sales were reported 10-40% below May 1952, with money growing continuously tighter.

Scattered though they were, these reports were merely symptomatic of seasonal downbeat in TV sales. Manufacturers we contacted this week agreed business had gone into its normal decline, which wasn't fully compensated by new markets. Hallicrafters president Wm. Halligan and Motorola exec. v.p. Robert Galvin shared view that new market yield hadn't fully measured up. Admiral's Ross Siragusa thought new market business fair, looked for more emphasis on replacement market in summer and fall.

* * * *

Lending statistical force to reports of seasonal decline were RTMA's weekly figures showing TV production of 132,730 units (10,446 private label) week ended May 22, year's 20th week. It was year's second lowest production week, down from 134,000 preceding week, but up from year's low of 126,905 week ended May 8.

Radio production totaled 294,688 (139,530 private), up from 285,707 week before. Week's radios: 77,726 home, 54,783 portables, 34,541 clock, 126,638 auto.

24-in. SET TO BE 'STAR' OF NEW LINES: Most noteworthy feature of the "1954 lines" to be announced by TV set manufacturers, beginning next week, will be debut of 24-in set.

The 24-in. rectangular is this year's big new tube size -- in fact, the only new size on the horizon -- and from our talks with tube and set makers it's apparent that most TV manufacturers will be showing 24-in. sets this summer.

Prices and volume of production for 24-in. models are unknown -- but it is known that just about every tube manufacturer, with the exception of RCA, is either producing 24-in. tubes now or on the verge of beginning mass output. First indication of 24-in. set prices may come next week when Admiral unveils its new line. The volume of output will be determined, of course, by the degree of public acceptance.

This much is known: A good 24-in. set could be made to sell for less than \$500 -- in contrast to the \$650 price tag generally associated with 27-in. consoles.

Prices of the big tubes have come down, and this is expected to stimulate sales. Most tube makers just recently cut price of 27-in. tubes to set manufacturers from \$69.95 to \$59.95, 24-in. from \$49.50 to \$45. Non-aluminized tubes cost less. With 21-in. tube priced at \$30 and under, this brings cost of 24-in. sets about half-way between the popular 21-in. and the luxury 27.

The new 24-in. rectangular tube that's creating all the excitement isn't to be confused with 24-in. round introduced by GE in 1950 (Vol. 6:29) and later made also by DuMont, Rauland and others -- which never caught on because of high price and bulkiness inherent in round picture tube.

While nobody knows how public will react to 24-in. set, there's no doubt in trade that 21-in. will continue to be far and away the most popular size in the new lines. And there's no doubt either that the surprising popularity of the 17-in. tube -- once left for dead -- will fall off very little, if at all.

Question of color is bound to crop up in any discussion of TV trade, and there's strong belief that color publicity will enhance popularity of 17-&21-in. sets at expense of 24-&27-in. -- public probably tending to shy away from the higher priced models so long as new technical triumphs are on the horizon.

RCA doesn't make 24-in. tube, but is producing 27-in. metal-cone tube, in which it reports "growing interest" by trade and public. But it makes clear its belief that "the 21-in. will remain the most popular type on the market for some time to come because it fits most living rooms and pocketbooks."

Stromberg-Carlson, whose 1953 line featured 21-in. sets only, definitely will add 24-in. sets, as will Admiral, Motorola and Hallicrafters. Most of the others will either bring them out this summer or add them to lines in fall.

The big 27-in. set, which was disappointment last year to many manufacturers, seems destined to remain in luxury class for some time -- albeit some pickup is expected, and some who never had 27-in. will add it to their lines this year.

* * * *

Picture tube shortages loom next fall, all tube makers agree. "Demand is already running ahead of forecasts," says RCA, and 8 weeks' production has already been lost by GE's big strike-bound Syracuse plant. Demand for aluminized 27, 24 and even 21-in. tubes may prove biggest bottleneck of all. The aluminization process -- which yields brighter pictures and which some set makers regard as a "must" for big-screen sets -- is slow, touchy job for which most tube makers aren't well equipped.

As to prices of new sets, the general opinion in trade is that they'll be "firm to up" -- with any increases at top end of line.

Topics & Trends of TV Trade: Scotching unfounded rumors was a major preoccupation in the industry this week--first being an unequivocal denial, printed with big headline in boldface type in Retailing Daily, which first broke story, that RCA was negotiating to buy Kelvinator div. of Nash-Kelvinator Corp. It even reported that Judson Sayre, ex-Bendix home appliances, would become RCA v.p. in charge of home appliances. "Nothing to it," said RCA Victor operating v.p. Charles Odorizzi. "A completely unfounded rumor," said Kelvinator's C. T. Lawson.

Because Stromberg-Carlson's WHAM-TV & WHAM, both NBC affiliates, are currently "flirting with CBS" (see p. 3), the story got around that the stations would quit RCA's subsidiary networks because of alleged tieups pending between Stromberg and CBS' manufacturing subsidiary CBS-Columbia Inc. But while Stromberg president Robert Tait admitted the broadcasting "flirtation," he flatly denied that any sort of manufacturing merger or special deal involving either receivers or tubes is cooking between his company and CBS.

RCA-Kelvinator rumor had this tenuous foundation: RCA Victor is known to want to add more white goods to round out seasonal lines for its distributors. Stromberg-CBS rumor fed on fact that former has good family of old-line distributors, whereas CBS-Columbia brand TV sets sales haven't cut much ice in the industry yet because it's still trying to build up adequate distribution.

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Jackson Industries, Chicago, now in bankruptcy (Vol. 9:13, 18) won't continue operating, as first requested, and its assets were sold for \$105,000 this week by an auctioneer. Assets excluded equipment claimed by Air Force worth \$176,000 and accounts receivable of \$563,838. Liabilities were listed at \$839,615, including \$337,655 in taxes.

Trade Miscellany: Production of appliances, including TVs, in first quarter was at highest rate in 2 years, up average 20% from last quarter of 1952--refrigerators leading all items with 40% gain, reports Commerce Dept. in May Survey of Current Business. . . CBS-Hytron has purchased 42,000-sq. ft. plant in Lowell, Mass, to turn out transistors, expects to employ 1000. . . Sylvania buying 20-acre tract for picture tube plant at Fullerton, Cal., 30 mi. southeast of Los Angeles; also announces plans for new 416,000-sq. ft. TV set manufacturing plant at Batavia, N. Y., to employ 1200. . . Hospital Coin TV Inc., 521 N. Taylor St., St. Louis, plans to install 50 coin-operated TVs (acquired from Sanabria, Telequip, Majestic, Trad) to test 25¢-an-hour rentals in local hospital. . . Erie Resistor Corp. to construct new 60,000-sq. ft. plant at Holly Springs, Miss., 40 mi. from Memphis.

Merchandising Notes: RCA Victor receiver div. field men, meeting in Atlantic City June 1, get preview of new TV models; also are being told of new 5-tube radios, the Quincy, to sell for \$19.95, and Weldon, \$21.95, as well as new tape recorder in luggage case listing at \$189.95. . . April TV sales in Philadelphia area were 10,915 units vs. 7698 in April 1952, Jan.-April 57,950 vs. 53,689, reports Philadelphia Electrical Assn. . . Stromberg-Carlson June 1 changes policy and follows industry trend in including year's warranty on picture tubes, 90 days on parts and receiving tubes, in suggested list prices of all TV receivers. . . 400 CBS-Columbia 17-in. table models were installed this week in New York's Essex House, through Ira Hirschmann, president of WABF, who leases the sets. . . A 2500-unit apartment TV distribution system, said to be the most extensive to date, will be installed in New York's Peter Cooper Village by Jerrold. . . Big Phillip's chain, Washington, shows assets exceeding \$1,000,000, lists credits of \$873,688 in Chapter XI proceedings filed this week.

Dr. Baker Reports on

Status and Evolution of Color Television

Full Text of Address by Dr. W. R. G. Baker, Chairman of National Television System Committee
Before Convention of National Assn. of Electrical Distributors, Chicago, May 25, 1953

EDITOR'S NOTE: *Dr. Baker, v.p. and gen. mgr. of General Electric's electronics div. and chairman of RTMA's TV Committee, emphasizes that his views are "just one man's considered opinion." However, as chairman of NTSC, the all-industry group of scientists and engineers developing color TV, he is in a particularly good position to comment on the evolution of color. Dr. Baker served as chairman of the original NTSC which in 1940-41 formulated standards for black-&-white TV as it exists today. In this address, he explains the whys and wherefores of color in uncomplicated terms and sticks his neck out with predictions on matters of vital interest to the entire industry: When will color standards be presented to the FCC? When will color sets be produced? How many? At what cost? What are the problems of color telecasting? What will be the impact of color on black-&-white set sales? Since Dr. Baker comments on every important phase of color, we believe the full text of his remarks merits the widest possible distribution.*

I AM HAPPY to have this opportunity to talk to you on the very important subject of color television. Color television has such a major potential impact on the entire industry and there seems to be such a welter of somewhat confusing statements, that an objective statement of the situation may be helpful.

You must understand that these remarks represent just one man's considered opinion. It is based primarily on my work with the NTSC covering a period of two years of fairly exhaustive deliberation and study.

The subject is complex and it is exceedingly difficult to cover it in all aspects. Technically, color television is highly involved. In terms of production, color television receivers offer new and complex problems that will make our black-and-white manufacturing problems look simple in comparison. The problems of marketing at all levels—the factory, the distributor, and the dealer—will be complicated. We inject into the sales picture not only a new and highly technical product but, at the same time, we must handle its introduction in such a way that the true merits of color versus black-and-white are properly understood by the buying public --- particularly in relation to the service the public may expect to get from color and what they would have to pay for it in comparison to a black-and-white receiver.

Before I discuss the direct effects which color television will have on our industry, particularly the distributor and the dealer, I think it essential to cover some of the basic elements in order that we may have an understanding of the problems.

Basic Requirements of a Color System

First, we must understand that color television, like black-and-white or monochrome, must be a system -- that is, that all elements and equipment used in broadcasting and receiving must function together according to a basic set of principles or specifications -- each must be tied in and work with the other.

In order to protect the public investment in receivers and prevent complete chaos in broadcasting, such a system must be legally approved by the Govt. This duty and responsibility has been delegated to the Federal Communications Commission.

In 1950, the FCC approved a field sequential system of color television. The principal objection to this system lay in the fact that it was not compatible to the system under which black-and-white television was operating, which meant that the 8,000,000 black-and-white receivers then in American homes could not receive color broadcasts either in color or black-and-white without extensive alterations and expense to the owner.

The importance of that major shortcoming is evidenced and magnified by the fact that, today, the public has invested over 7 billion dollars in some 25 million black-and-white receivers that would not be able to receive such color broadcasts in black-and-white without such expensive alterations.

Obviously, the solution of the problem lay in the possibility of developing an all electronic system that would be "compatible" -- that is, a system that would make it possible for any and every black-and-white receiver in the home to receive future color broadcasts in black-and-white, without any alteration or expense.

The National Television System Committee

The development of this electronics system was the task undertaken by the National Television System Committee, formed under the auspices of the Radio-Television Manufacturers Association.

It should be appreciated that in the development of the standards for a compatible color system the NTSC had the full and complete cooperation of the companies comprising our industry. The source of an idea was completely disregarded. The only question was -- Is this the best idea? -- Is this the best way to do the job?

This committee was organized and functioned on the basis of the same principles and procedures used by a similar committee in 1940-41 to determine and recommend the monochrome system now in such successful use.

Ninety-one companies in the industry contributed the skill and services of over 200 of its leading scientists and engineers toward the color assignment. One of the first actions of the NTSC was the naming of a five-man Ad Hoc Committee to determine whether a compatible color television system could be evolved within the standard 6-mc band. While RCA in 1950 proposed and demonstrated a compatible system which would operate within the standard band, it was thought desirable to initiate a comprehensive analysis of the entire field to review existing material and thoroughly explore new approaches to the problem.

After considering all the developments to date and the possible new solutions to the problems, the Ad Hoc Committee reported in the affirmative and laid down the framework and philosophy for the proposed system. The system was broken down into its major components and 10 panels of the NTSC were established to undertake the solution of the many and complex problems.

The NTSC has now been in operation the better part of two years. It has produced a number of very significant contributions not only on a system basis, but also in details.

Now, if you will hear with me, I want to get just a little bit technical. First, let us ask the question -- What does the NTSC system of compatible color television do and how does it do it?

Produces Excellent Color and Good Detail

First—it fulfills its primary function, the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to that of monochrome telecasts. In chromatic quality, that is, fidelity of color reproduction, the color television images match or excel color movies.

Second—the NTSC system fulfills the compatibility requirements. It reproduces the program on black-and-white receivers, producing images in monochrome which are virtually indistinguishable from those provided by standard monochrome broadcasts. No modification of the receivers is required; in fact, no adjustments whatever are needed except the normal operation of the front panel controls used in monochrome reception.

Reception by the present-day audience has been checked, for example, by transmissions over Ch. 4 in New York, Ch. 3 in Philadelphia and Ch. 2 in Syracuse. Reports from viewers are overwhelmingly favorable; many report that the color broadcasts, viewed in black-and-white on present-day standard television receivers are superior in pictorial quality to the regular broadcasts. These latter reports are not imagination. The broadcaster's equipment, having been "spruced up" for color programs, actually can do a better job of rendering the shades of the gray in the monochrome picture.

How NTSC Color Television Works

The standard black-and-white television transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the television camera which views the scene in full color and transforms it into a representation in shades of gray. In so doing, the camera removes the "color" aspect of the image. In the monochrome television image, it is not possible, for example, to tell whether an object is red or green, nor to tell whether the colors are deep and intense or are displayed in pastel shades. The monochrome system thus omits any reference to the spectral quality of the color itself (known to artists as "hue," or its visual depth of color known as "saturation").

In transmitting a full-color image, then, it is necessary to take into account the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, which is fitted into the channel between the picture signal and the sound signal.

The NTSC color system is thus founded on the principle that a color image may be reproduced from two signals, one of which carries a monochrome version of the image in shades of gray, while the second superimposes on the monochrome image the missing hues and saturations. This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal, ignoring the color signal. Color receivers, on the other hand, are designed to accept and make use of both signals.

Simple as this principle appears, it was a major task to develop a system based on it. The principal problems were two:

(1) How to fit all the information, both monochrome values and hue and saturation values, into the standard television channel without overcrowding, and

(2) How to assure that monochrome receivers would ignore the color information for which they have no use.

If such a distinction were not made, the surplus color information would interfere with the monochrome reproduction and so degrade the image that the system would not be fully compatible.

How the Problems Were Solved

The first problem was solved with the discovery that the monochrome aspect carries the essential pictorial detail of a full-color image. Once the monochrome portion is available in full detail, the hues and saturation can be superimposed in relatively coarse manner, "painted with a broad brush," so to speak. Hence, the color carrier need not occupy as much channel space as the picture carrier, and overcrowding of the channel is avoided.

The second problem was solved by assigning to the color signal carrier frequency a precise numerical value relative to the picture signal carrier frequency. When this exact frequency relationship is

maintained, the monochrome receiver retains its full sensitivity for the picture signal but finds itself virtually blind to the color signal. Mutual interference between the signals is thereby avoided.

In summary, the NTSC system achieves compatible color transmissions by building on the existing monochrome system. No basic changes are required in the existing FCC regulations governing black-and-white broadcasting beyond tightening of tolerances, which has the effect of improving the performance of receivers now in the hands of the public, and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards which set up the color signal, specify its frequency, and outline the techniques by which the hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated by RCA to the Wolverton Committee [of the House of Representatives] and to the industry on April 16, 1953. It was acclaimed as highly successful. It is now undergoing final and extensive field tests preparatory to formal submission to FCC for consideration.

A television transmitter broadcasting a monochrome signal will accommodate the color signal without change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

Transmitters which will take color signals from the network will probably be required to utilize an additional piece of equipment known as a "synchlock" to insure the adequacy of the received synchronizing pulse. This, fortunately, is a rather simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with black-and-white.

Transmission Via Network Facilities

Signals have been satisfactorily transmitted over the Bell Telephone System's networks. The telephone company's engineers have taken a very active part in the affairs of the NTSC and are thoroughly familiar with the NTSC proposal.

These factors mean that a color program originated at a network key station and put on the network could, for a minor capital investment and at practically no extra operating expense, be taken off the network and rebroadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved. This could be of major importance and advantage in our merchandising problem, as I will point out later in this talk.

It is in the color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the color camera.

Providing the necessary studio equipment for hundreds of stations across the country is a very substantial technical and production job. But this need not necessarily preclude the possibility of originating a national color television signal quickly, as I outlined above.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of color programs through the networks in parallel with the standard black-and-white programs. And, as I see the situation, that is exactly what we may expect.

From every indication, I predict that actual color transmission in the great majority of television markets across the country is a lot closer than many of you have been led to believe.

And, again, I repeat that I believe this will be good for the industry and particularly to the advantage of the distributor and the retail dealer.

Production of Color Receivers

One of the three important elements of the NTSC color television signal is that it employs the same monochrome signal as used for present-day black-and-white television. This, of course, is the feature of the system which makes it fully compatible. This feature in the NTSC system does simplify to some degree the design of color television receivers. The fact remains, however, that to incorporate in one chassis and in one picture tube the ability to receive either

color programs or black-and-white, at the turn of a switch, is a complex problem in engineering and costly in production.

The first sets must be "good" if color is to be given its proper chance to prove its desirability and win the approval of the public. Nothing could retard color quicker than the advent of "compromise" color receivers that would offer less than the maximum performance. Cost reduction can come later as a logical development, but the first units must be "tops" and that means that they will be expensive in comparison to present black-and-white receivers. Industry estimates indicate they will be at least double the price and may run three times the cost of comparable picture-size monochrome sets.

Actual commercial designs, however, cannot be completely frozen until final specifications have been determined and the system receives final approval by FCC. Much design work, however, can be anticipated, which will materially reduce the time cycle required for final designing, tooling and getting color receivers into production. In spite of this, it may well develop that the receivers will be the bottleneck and that color programs will be on the air months before any reasonable supply of receivers is available.

Picture Tubes are Major Problem

The major remaining problem in color television lies in the picture tube. One industry leader has made the statement "We do not have a picture tube." This is not actually true, but the severity of this problem should not be minimized.

There have been a goodly number of proposals advanced for all electronic tri-color picture tubes, but only one of these has produced fully satisfactory pictures to date. This is not to say that such a condition will endure for long. Various types of tubes are under intensive development in several laboratories, and it is almost inevitable that results will be forthcoming shortly.

All tri-color tubes have in common the requirements that the phosphor surface utilize not a homogeneous deposit, as is the case in monochrome, but three separate phosphors for red, green and blue, deposited as hundreds of thousands of dots or as fine vertical or horizontal stripes. Here the similarity ends and development is progressing in two general directions:

(1) Using a single electron beam with a change in beam direction at the front of the tube to provide color selection. Such approaches are exemplified by the Lawrence tube of Chromatic Laboratories and by the Lafferty tube of General Electric.

Such tubes, in general, are simpler and cheaper than the ones next to be described but depend upon complicated chassis and require greater circuit precision in order to insure color fidelity. Furthermore, the beam bending operation requires an appreciable amount of power at high frequency, which raises the problem of interference radiation.

(2) The second general category of tubes comprises those utilizing three separate electron beams whose possible paths are restricted physically so that the green gun, for instance, can only reproduce green, etc. These tubes are exemplified most familiarly by the one introduced by RCA.

The use of these tubes permits a reduction in chassis and circuit precision and complication, but the tube complexity and cost is increased. The radiation problem, of course, does not exist. Several laboratories are known to be working in this direction.

In summary, then, as regards the picture tube, the industry seems to have two choices:

(a) Build the precision in the tube, thus permitting simpler chassis circuits with the assurance that when a given color is called for, only that color can be reproduced. The radiation problem does not exist.

(b) Build the precision into the chassis. This alternative possibly will result in lower cost tubes. It involves the hazard of radiation and probably puts more of the responsibility for reliable operation into the hands of the customer.

Probable Prices of Color Sets

Let me approach this cost problem in this way. If the three-gun type, such as this RCA tube is used, and if current price estimates of \$150 to \$200 prevail, it is obvious that the picture tube component alone in the receiver might add \$325 to \$350 to the list price. Just adding this difference in picture tube price to the price of an average good quality 21-in. console would bring the total cost to \$750 or more. Further, a color receiver will probably use 45 to 50 receiving

tubes, more than twice that of a black-and-white set. Add the cost of these tubes and necessary circuitry and it becomes evident that a color receiver will have to be priced at \$800 or more. There is no doubt that they will be expensive.

I am presuming in this projection that the color picture size will be equivalent to the 21-in. black-and-white picture. Most demonstrations to date have been shown smaller size pictures. This problem still lies ahead of the tube industry but must be resolved if color is to compete successfully with black-and-white.

Looking forward to picture sizes for color television, it is obvious that sizes must be equal to black-and-white, probably starting with a 21-in. picture and later including 24-in. and 27-in. pictures, if and when these sizes are available in monochrome receivers.

Timetable and Standards

Now just a word about standards: Standards necessary for the establishment of systems such as monochrome and color television are not only a major undertaking but a great responsibility. Such standards once approved form the basis for billions of dollars of investment by the American citizen.

Once established and used, such standards influence the design and operation of equipment for years. Major changes in the standards are nearly impossible and even minor changes, if made, may seriously jeopardize the investment made by the public.

The task of establishing standards is painstaking and laborious. Even though it takes time to do the thorough and complete technical job, under no condition should any commercial consideration be permitted to short circuit the logical and necessary processes to provide every assurance that the standards are correct in every detail.

It will be recalled that, in the early work on monochrome television, it seemed that the urge to commercialize might interfere with sound technological development of standards. Fortunately, this situation was avoided, with the result that today we have a black-and-white system of television, second to none in the world.

I need not remind you that in 1950 the same situation developed, and again fortuitous circumstances corrected the situation.

Now, I understand that in certain circles a feeling is prevalent that the NTSC could complete its work and ask the FCC for a hearing by July 1 or earlier of this year.

Let me say that no one is more anxious to complete the work of the NTSC than I am. On the other hand, final results of NTSC must be sound. To jeopardize the results of over two years work of the NTSC by a premature request for a hearing is not only unsound but extremely hazardous to the industry and the American public.

I must make clear that any timetable I may project depends, of course, on one fundamental -- the official FCC approval of the NTSC color system and when this might come.

NTSC Ready by September

As a starting point, it now appears possible that the NTSC can conclude its technical work by September. We might then allow 45 to 60 days for organization of all data to be presented to the FCC.

If such a schedule is met, we can assume that the NTSC would petition the FCC for a hearing in October or early November. This could mean that the hearing could be scheduled early in 1954 and the NTSC system could be approved by March 1, 1954.

If this should happen, I think I can safely predict that some color programs would be available in key city markets shortly thereafter and that color programs, put on the networks, might actually be available in many local markets certainly by the middle of 1954.

Also, by March 1, 1954, the color tube output could possibly attain a monthly rate of 2000 to 4000 tubes. Assuming that this is accomplished, it may be anticipated that a model or two of color receivers will be included in the fall line of many manufacturers. Available quantities will be limited, but there should be enough receivers available to permit the public generally to see color television in comparison to black-and-white in the fall of 1954.

I mentioned previously that I was convinced that this would be a good thing for the industry. This is an important point of my talk, so let me set forth my reasoning and conclusions in orderly fashion:

(1) I believe that color television will come as an evolution and not a revolution.

(2) Color will prove to be a supplementary service and will not quickly, or perhaps ever, completely replace the monochrome service.

(3) I am confident that the standard black-and-white receiver will

continue to be the backbone of television sales for at least five years into the future.

(4) But there will be a very critical period in sales while the public appraises the value of color against black-and-white -- he comes educated to the true facts of the actual advantages of color television -- the programs that will be available -- just how much color adds to the programs and what they would have to pay over and above the cost of a good black-and-white receiver.

The quicker we can give the public the opportunity to make this side-by-side comparison and appraisal, the shorter will be the period of indecision and hesitancy to buy a black-and-white receiver.

(5) If dealers in all areas are in a position to demonstrate color side-by-side with monochrome and actually show by direct comparison what each service offers, I am sure that a very high percentage of such prospects would reach the conclusion that a black-and-white receiver at its lower cost still represents a good sound investment for the future. This would be particularly true if it is shown that such a receiver will, without adjustment or additional cost, receive the color signal in black-and-white -- complete compatibility.

Such a conclusion might be still more obvious by a price comparison, let us say, between well-performing 21-in. monochrome receivers in the price bracket between \$250 and \$450, as against 17-in. color picture receivers listing between \$750 and \$900.

(6) Therefore, actual demonstration of the relative value and price of monochrome versus color would give the dealer a definitely better chance to sell monochrome than if he attempted to compete with rumor, misunderstanding and public imagination, which would tend to run toward the anticipation of perfection; a general idea that the difference in price would soon be negligible and that it might be smart to withhold purchase of a monochrome set and wait for color.

Let Public Compare Color and Monochrome

For this reason, I believe it would be to the best interests of the industry and its distribution to throw color broadcasts quickly across the nation and make sets available nationally and, as quickly as possible, establish the relation in performance and price of color versus monochrome.

If this is done, the industry would shorten the time period for color television to establish its proper place as a supplementary service, available first to a limited top market, due to price, after which would follow the normal industry evolutionary period of price reduction which will eventually bring color down within the economic levels of the masses.

What happens after this initial period and the rapidity with which color will be accepted by the public will depend on two major factors:

(1) The matter of programs. After all, the "show is the thing." People buy good entertainment. Color alone cannot make a good program out of a poor one. This has been proven in the motion picture industry. It has been 31 years since full color movies have been available, yet, today, monochrome movies are still the backbone of the business. Many black-and-white pictures continue to be the box office hits while many "color" films are among the "flops".

Likewise, I believe that black-and-white programs will prove to be the "bread and butter" of the television industry for many years to come.

There is a serious matter of economics involved. The cost of programming has already reached staggering proportions that represent a real economic problem to television as an advertising medium. Color will add to these costs -- of this, there can be little doubt. How many advertisers will consider that color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the entertainment value of most of the highly popular shows on television today -- the situation comedies; the prize fights and wrestling matches; the newscasts and most of the popular plays. True, some programs, like the variety shows, will be greatly enhanced, but will the viewer pay a big premium in the price of the receiver for this advantage, particularly when he can get all such programs in excellent black-and-white on his present set?

(2) Another factor also is undeniable -- that the cost of the complete color receiver will always be higher than a standard monochrome set. It will always require not only a more expensive picture tube but also more receiving tubes and circuitry. I have heard optimistic indications that this difference in price may be as low as 25%. I am inclined to believe that it may be nearer 50%. In any event, even 25% will prove an important economic factor in the mass markets, which leads me to predict that good standard black-and-white re-

ceivers will represent a comparative value that will attract the major portion of the market for many years to come, perhaps for all time.

These are the two main reasons that convince me that color television will not be revolutionary but, rather, go through an evolutionary process until it finds its proper level as a supplementary service.

I have previously mentioned that there are many, many technical problems in terms of broadcast equipment that must be solved and interpreted into complex studio equipment before color can be programmed nationally and locally to equal the facilities now available for monochrome.

These problems will be solved, but time will be required, perhaps years, before local stations across the country can originate color programs and equal the service they are now providing in black-and-white.

Real Growth Expected in 1955

Meantime, where does the industry, and you in particular, stand in the immediate future? Let me sum up the situation quickly, as I see it, and make these predictions:

(1) I am convinced that color television will be a factor in your merchandising in the fall of next year -- 1954.

(2) Limited color programs will be on the air generally on a national basis.

(3) Color receivers will be available, perhaps only on a sample basis -- a relatively few to each dealer. The total of color television receivers in 1954 will be a very small percentage (less than 1%) of total television receiver production for the year.

(4) The industry will be in the market with the best black-and-white receivers they have ever built, offering superb performance, ease of operation and prices that will represent outstanding values. I believe that, properly presented and actively promoted, black-and-white receivers will be sold in quantities substantially equal to past volume. But, to repeat a statement I have already made, the public must be properly educated and informed of the relative merits between color and black-and-white -- and made fully familiar with the advantages of complete compatibility, which is made possible by the NTSC color system.

During 1955, the number of hours of color programs will gradually increase. At the same time, perhaps by the fall of 1955, the price of color receivers will come down somewhat in price as the volume of production increases. We will then be entering the real period of evolution, with color gradually bettering its service and lowering its cost to the consumer. The ratio of color sales to black-and-white will increase, but I predict that standard sets will still outsell color receivers four to one in 1955.

By that time, the industry will be oriented into a pattern where it will be offering the public both types of receivers as a matter of course, and the public will be making its individual choice purely on the basis of what each service offers to it at the price it has to pay. And, I am convinced that under such circumstances and realistic comparison, a high percentage of purchasers will continue to favor the standard black-and-white receiver. Plain economics will dictate this choice for millions of families, particularly when they know that such a receiver will bring them all the programs on the air in excellent black-and-white.

Compatibility Protects Existing Sets

That is the great asset that the NTSC system contributes to future merchandising: every black-and-white set you have ever sold -- every such set you sell this year, next year, or five years from now -- will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

That, gentlemen, is my considered opinion of what will happen in our future television merchandising. In my opinion, the fine standard, well-performing black-and-white receiver will never be obsolete if the industry, you distributors, and your dealers present the story fairly and permit the public to make its choice.

Some of you may think that I have sold color television short in these remarks. That was not my intention. I believe that color television is one of the greatest technical achievements of our age. It represents outstanding progress and another important contribution of the electronics industry to better our American way of living.

But, in our enthusiasm, let us also remain realistic and objective in our appraisal of the service which I strongly believe monochrome television will continue to provide in the years ahead.

Trade Personals: R. M. Johannesen, president of R. M. Johannesen Electric Co., Greensboro, N. C., elected president of National Assn. of Electrical Distributors, succeeding George F. Hessler, who's retiring soon as Graybar v.p.; Herbert Schiele, pres., Artophone Corp., St. Louis, elected v.p. & chairman of NAED appliance div., succeeding in both capacities Benjamin Gross, pres., Gross Distributors, New York. . Raymond C. Cosgrove, ex-Crosley exec. v.p. and ex-RTMA president, succeeds William A. Ready as chairman of board of National Co., Cambridge, Mass. . Kenneth G. Gillespie, v.p. of Jenkins Music Co., president of Kansas City Electric Assn. and a founder of National Assn. of Electrical Distributors, presented certificate of honorary life membership by NAED at Chicago convention. . J. H. Ruiter Jr., DuMont technical adv. mgr., elected president of Industrial Advertisers Assn. . . Elwood Schafer, ex-v.p., National Union Radio, joins CBS-Hytron to work on tri-color tubes, reporting to engineering v.p. Charles F. Stromeyer. . Dave Kapp, ex-director of popular artists & repertoire, RCA Victor record dept., named administrative asst. to v.p. Mannie Sacks; he's succeeded by Joe Carlton, ex-Mercury Records v.p. . . Edward L. Nung, ex-Sylvania, joins P. R. Mallory Co. as mgr. of tuner div. . . Eric K. Orne appointed eastern sales mgr., Olympic Radio. . Joseph H. Moss Jr., ex-DuMont Labs, appointed Hoffman Radio eastern mgr., New York . . C. S. Castle moved from Chicago to new Webster-Chicago eastern div. office at 26 E. First St., Mt. Vernon, N.Y. . . David J. Whalen promoted to district mgr., GE replacement tube sales, Kansas City.

Violence marked back-to-work movement among white-collar workers at GE's 2 electronics plants in Syracuse this week as 4 strikers and 2 deputy sheriffs were hospitalized in picket-line fights. Seven more pickets were arrested on charges of disorderly conduct as strike went through 8th week, meetings between GE's Dr. W. R. G. Baker and IUE pres. James B. Carey proving fruitless. Other developments on labor front: (1) Sparton TV-radio plant, Jackson, Mich., shutdown by spread of walkout of Local 666, United Auto Workers, at parent Sparks-Withington Co. (2) National Union Radio Corp. employes at Rockledge, Pa. voted against joining International Hod Carriers, Building & Common Laborers Union in NLRB election.

Distributor Notes: Roskin Distributors Inc. (Philco), New Haven, appoints Charles Endel sales mgr. . . Raytheon consolidates its distributing subsidiaries, Belmont Distributors Inc. & Raytheon Television & Radio Corp., into Raytheon TV distributor div., 153 W. Huron St., Chicago. . . Zenith New Jersey appoints John R. Mazey adv. mgr. . . DuMont appoints M. D. Snow gen. mgr. of Miami factory branch, replacing Henry Carver, resigned; names Broyles Rubber Oil Co., Greenville, Tenn. (A.C. Broyles, owner). . Hoffman Radio Sales Corp. of Missouri, Kansas City, names Roy Kamberg, ex-Inland Distributors, as office mgr.

RTMA reorganization committee will meet June 3 in New York offices of Sprague Electric Co. for final discussion of plan to revamp RTMA for expansion of electronic representation (Vol. 9:6,17) before presenting it to board at annual RTMA convention in Chicago's Palmer House, June 15-18. Forty committee meetings are scheduled at convention, with membership meeting June 18. Banquet honoring GE's Dr. W. R. G. Baker will be held same night.

Financial & Trade Notes: IT&T will absorb its 5 domestic manufacturing subsidiaries this year, in a move designed to make it "the General Motors of the communications field." Chairman Sosthenes Behn outlined plan to stockholders meeting May 27 in big circus tent on grounds of Federal Telephone & Radio Corp., Nutley, N. J. Subject to ratification by stockholders at July 10 meeting in Baltimore, merger would make the subsidiaries divisions of parent company and, according to Behn, would result in 50% higher earnings for parent company. Affected are Capehart-Farnsworth, Coolerator, Federal Telecommunications Labs., Federal Telephone & Radio and Kellogg Switchboard & Supply.

Col. Behn said move would not assure higher dividends immediately, but "does prepare a base for something later on." He reported that about 45% of company's total business is now domestic and 55% foreign, as opposed to pattern of 35% domestic, 65% foreign, in past few years. He said IT&T's manufacturing subsidiaries in U. S. have about \$ 254,000,000 in orders and foreign subsidiaries about \$ 216,000,000. In response to a question, he said "conversations" with RCA and Western Union toward consolidation of their international telegraph facilities "look hopeful, but there's nothing definite yet."

* * * *

Rockhill Productions Inc., TV packager (Space Cadet, Faith for Today, Jet Pilot) has registered with SEC offering of 149,000 shares of 10¢ par common stock, or 25% interest in firm, to be sold at \$ 2 a share thru Mortimer B. Burnside & Co. The \$ 240,000 net it will raise will be used to put Space Cadet on film for TV rentals to add to revenues received from 32-station DuMont Network show now on vacation but returning Aug. 29 with International Shoe Co. as sponsor. Stanley J. Wolf, president, says Rockhill nets about \$ 10,000 a month from royalties from sale of 123 items by 44 manufacturers using name of Tom Corbett, Space Cadet—exceeded only by Hopalong Cassidy.

Dividends: Sylvania, 50¢ payable July 1 to stockholders of record June 15; Stromberg-Carlson, 37-1/2¢ June 30 to holders June 15; Hazeltine, 25¢ June 15 to holders June 1; Sprague Electric, 40¢ June 15 to holders May 29; Clarostat, 10¢ July 10 to holders June 25; Wells-Gardner, 15¢ June 15 to holders June 3; Hoffman, 25¢ June 30 to holders June 15, WJR, The Goodwill Station Inc., 10¢ June 25 to holders June 15.

Magnavox expects record sales of \$ 60,000,000 for fiscal year ending June 30, as against \$ 36,000,000 last year, or earnings of about \$ 3 vs. \$ 1.80. Dividend rate of \$ 1.50 will be kept same. Increase is due to 40% rise in TV & radio shipments and doubled defense output; current defense backlog is about \$ 60,000,000.

Emerson reports net income of \$ 1,768,694 (91¢ a share) for 6 months ended May 2, compared with \$ 548,228 (28¢) same 1952 period.

Brig. Gen. Rex Van Den Corput Jr. chief signal officer of U.S. Army in Europe, transferred to Office of Chief Signal Officer, Washington, to be succeeded in Europe by Brig. Gen. Edwin R. Petzing, head of Signal Corps Engineering Lab, Ft. Monmouth, N.J. Brig. Gen. James S. Willis, personnel & training chief, OCSO, named commander of Signal Corps Supply Agency, Philadelphia; he'll be succeeded by Col. Samuel Collins, 3rd Army signal officer.

Network TV-Radio Billings

April 1953 and January-April 1953

(For March report see *Television Digest*, Vol. 9:17)

FOR FIRST TIME since network TV began, CBS-TV took leadership away from NBC-TV in time billings during April—at same time retaining its network radio leadership. Cumulatively for the first 4 months of this year, however, NBC retains lead, though only slightly.

PIB figures released this week showed CBS-TV April billings \$7,770,181, NBC-TV's \$7,526,760. Both were well up from April 1952—CBS-TV gaining by more than \$2,000,000, NBC-TV by more than \$1,500,000. All 4 networks showed \$17,756,936 in April vs. \$18,461,866 in March and \$15,027,268 in April 1952. First 4 months cumulative was \$69,202,820 vs. \$60,701,556 same 1952 months.

Radio billings also held up well, the 4 networks totaling \$14,158,331 as against \$14,639,656 in March and \$13,948,063 in April 1952. Cumulative radio billings for first 4 months were \$55,336,131, only slightly under the \$56,548,861 for same 1952 months. The detailed PIB figures:

NETWORK TELEVISION

	April 1953	April 1952	Jan.-April 1953	Jan.-April 1952
CBS	\$ 7,770,181	\$ 5,641,831	\$29,184,017	\$21,462,640
NBC	7,526,760	6,946,751	29,844,488	28,339,965
ABC	1,640,597	1,699,760	6,454,967	7,933,740
DuMont	819,398	738,926	3,719,348	2,965,211
Total.....	\$17,756,936	\$15,027,268	\$69,202,820	\$60,701,556

NETWORK RADIO

CBS	\$ 5,350,599	\$ 4,943,400	\$20,702,423	\$20,047,381
NBC	4,196,009	4,078,593	16,612,248	16,614,038
ABC	2,637,364	3,244,146	10,648,193	13,079,310
MBS	1,974,359	1,681,924	7,373,267	6,808,132
Total.....	\$14,158,331	\$13,948,063	\$55,336,131	\$56,548,861

NETWORK TELEVISION—January-April 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$1,604,892	\$ 7,052,395*	\$ 982,794	\$ 7,558,448	\$17,198,529*
Feb.	1,481,032	6,621,629*	862,299	6,820,529	15,785,489*
Mar.	1,728,446*	7,739,812*	1,054,857	7,938,751	18,461,866*
Apr.	1,640,597	7,770,181	819,398	7,526,760	17,756,936
Total	\$6,454,967	\$29,184,017	\$3,719,348	\$29,844,488	\$69,202,820

NETWORK RADIO—January-April 1953

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$5,156,404	\$1,786,134	\$4,260,555	\$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602*	12,660,429*
Mar.	2,797,544	5,525,331*	1,974,699	4,342,082*	14,639,656*
Apr.	2,637,364	5,350,599	1,974,359	4,196,009	14,158,331
Total	\$10,648,193	\$20,702,423	\$7,373,267	\$16,612,248	\$55,336,131

* Revised as of May 25, 1953.

Note: These figures do not represent actual revenue to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index for comparison & trends.

Channel 2 situation in Chicago, after court order permitting temporary operation on Ch. 2 by CBS, Zenith or both (Vol. 9:21): CBS contends it has sole rights to channel, told FCC it can shift from Ch. 4 in about 2 weeks by adapting present transmitting facilities. Zenith told Commission it wants joint operation with CBS, using CBS studios. Since CBS rejected Zenith offer of joint operation, Zenith says Commission should call both in for conference to exhaust possibilities of joint or trustee operation. If agreement isn't obtained, Zenith wants status quo maintained. Zenith says it could be radiating 5-kw ERP on Ch. 2 an hour after FCC approval, 25 kw in 4 days.

Of week's 12 applications, 7 were from educators in pre-June 2 rush: Sacramento, Ch. 6; Savannah, Ch. 9; Champaign-Urbana, Ch. 12; Philadelphia, Ch. 35; Nashville, Ch. 2; San Antonio, Ch. 9; Seattle, Ch. 9. Commercial applications were for Merced, Cal., Ch. 34, by KYOS; Wilmington, Del., Ch. 83, by WILM, owners of which are W. W. Hawkins Jr. and Ewing B. Hawkins, sons of late Scripps-Howard executive; Midland, Tex., Ch. 2, by principals who operate KSWO-TV & KSWO, Lawton, Okla., seeking the channel recently surrendered by KMID-TV (Vol. 9:19); Clarksburg, W. Va., Ch. 22, by group including owners of WVWV, Fairmont, and WETZ, New Martinsville, W. Va.; Mayaguez, P.R., Ch. 5, by WORA, headed by cane grower Alfredo R. de Arellano Jr. There were 7 dismissals this week. [For further details about foregoing applications, see TV Addenda 16-U herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see TV Factbook No. 16 with Addenda.]

Power increases & channel shifts: WLWT, Cincinnati, moved from Ch. 4 to 5, increases power shortly; WNBQ, Chicago, hiked from 23.2 kw to 100 kw; WKTV, Utica, jumped from 25 kw to 221.8 kw. RCA reports following transmitter and amplifier shipments this week: WTMJ-TV, Milwaukee, 10-kw driver; WKY-TV, Oklahoma City, 10-kw driver and 25-kw amplifier; WLWT, Cincinnati, 25-kw amplifier; KFEL-TV, Denver, 10-kw driver; WMAR-TV, Baltimore, 10-kw driver; WBAL-TV, Baltimore, 20-kw amplifier. RCA's shipment schedule for next week includes: WTMJ-TV, Milwaukee, 25-kw amplifier; WHIO-TV, Dayton, 10-kw driver; KTBC-TV, Austin, 10-kw driver; WBT, Charlotte, 25-kw amplifier.

Kansas City Star's WDAF-TV and WDAF were still off air as we went to press May 29—result of week-long strike of 26 AFTRA announcers in dispute over new wage formula. Union rejected 2 pay raise offers, proposed instead plan for additional payments based on number of commercials presented. Station rejected latter plan on grounds it would cause sharp rate increase to advertisers. Federal mediators were called to negotiate settlement of strike, which began May 22, but station managing director H. Dean Fitzner said he'd appeal to courts for arbitration if Federal mediation failed.

Westinghouse's \$8,500,000 purchase of Philco's WPTZ, Philadelphia, biggest station deal in history (Vol. 9:8), was approved by FCC this week, Comr. Walker alone dissenting, favoring request for further information. It's big electric company's second TV outlet (it also owns WBZ-TV, Boston) in quest for limit of 5. Station will be taken over immediately by Westinghouse, with mgr. Ernest Loveman returning to Philco staff and R. V. Tooke promoted to succeed him.

Another break in football TV program of National Collegiate Athletic Assn. came this week when Yale, like Harvard (Vol. 9:21), decided "to pursue an independent course" on TV policy. But also like Harvard, Yale has no plans at present to televise own football games. There's no official word yet from U of Pennsylvania, long-time foe of NCAA's TV "controls," whether it, too, will refuse to adhere to 1953 NCAA program.

Hulbert Taft Jr.'s WKRC-TV, Cincinnati, and WTVN, Columbus, are being linked with James M. Cox's WHIO-TV, Dayton, to form rival Ohio regional network to Crosley's; WKRC-TV's Don Chapin has been detailed as coordinating director to furnish availabilities, etc., and 7-1/2% discount will be given on 2 stations, 10% if all 3 are used.

MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 23

NARTB LIBRARY

JUN 8 1953

June 6, 1953

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3 STARTERS AUGUR BOOM BACKING FOR UHF: Three new stations went on the air this week -- and the new ownership of Honolulu's KONA (Ch. 11), silent for 3 months, got FCC approval to take it over and resume telecasting June 17. There are now 184 stations in actual operation, of which 59 started this year. This week's crop, all uhf:

WFTV, Duluth (Ch. 38) began testing May 31, goes commercial June 7 with service from all 4 networks. From independent sources not connected with the station, we get word that it's throwing a remarkably good signal over area "without any nulls evident as yet" -- surprising in light of hilly terrain. Station claims, apparently with good cause, radius of 60 mi. from RCA transmitter atop heights above lake city. Mgr. James Cole reports 2 p.m.-midnight time (\$200 base rate) just about sold out, assuring operation in black from outset. Adam Young is rep.

WTVE, Elmira, N.Y. (Ch. 24) began testing May 31, plans regular programming from June 15 with 24-gain RCA antenna. It's first uhf in upstate New York, owned by John S. Booth in partnership with T.K. Cassel. Booth also holds CP for WCHA-TV, Chambersburg, Pa.; Cassel owns small AMs in Indiana, Pa. & Sayre, Pa. Forjoe is rep.

KCTY, Kansas City (Ch. 25) gets started Sat., June 6, second of Empire Coil Co.'s uhf outlets and first uhf to compete with a pioneer vhf (Kansas City Star's WDAF-TV) in a long-established single station market. Despite delays due to strike of workmen and bad weather breaks, station was rushed to completion and is all ready for business, temporarily managed by Richard Freeman, Empire v.p.

Operating with RCA transmitter from 740-ft. Truscon tower at 200-ft. elevation over flat terrain regarded ideally suited to uhf, KCTY will be eyed with even keener interest than was Herbert Mayer's pioneer uhf KPTV, first station in Portland. City is unusual "proving ground" both technically and commercially, because:

(a) Drive for conversions of sets has gone on with great intensity and station shows Hooper report that 22.7% of metropolitan sets are already converted.

(b) Station will buck solidly entrenched WDAF-TV (silent for last 2 weeks because of announcers' strike) with network programs WDAF-TV can't clear, with unusual rate structure, and with big league baseball brought to city for first time -- piped over special circuit from Empire's WXEL, Cleveland.

(c) Mayer gets only about 4-month head start on newly authorized vhf KCMO-TV (Ch. 5) which got grant only this week due to new FCC speedup procedure (see p. 2).

Unique commercial discount structure superimposes over usual frequency discounts (\$400 base rate) a 40% reduction to advertisers signing during first 2 months of operation, 30% of those signing in August, 20% in September, 10% in October -- this being to allow for expected diminution of non-converted receivers.

* * * *

These pushes behind uhf will soon get added impetus from RCA-NBC as it throws enormous technical and promotional resources behind a substitute outlet for WTAR-TV, Norfolk (Ch. 4), which on Sept. 27 shifts to CBS (Vol. 9:21-22). There's no chance

for vhf in that area by then due to competition of irreconcilable elements for channels -- but there are 2 uhf grantees, one in Hampton, one in Newport News (Vol. 9:22).

Which uhf CP-holder will get the NBC-TV affiliation wasn't decided at week's end, but whoever it is will be helped to rush completion of transmitter and backed by big NBC-RCA promotion drive to encourage conversions. Like Portland and Kansas City, big Norfolk area will serve to showcase uhf technically and commercially.

As for new NBC-AM affiliation, it's not decided either. But it's significant that big Larus & Bro., operating 50-kw CBS outlet WRVA, Richmond, this week bought Norfolk's WCAV (1 kw on 850 kc) for \$125,000.

* * * *

Note: Taking over KONA, Honolulu, in TV's first "distress sale" (Vol. 9:11), are John D. Keating & J. Elroy McCaw (who own radio KOPA there, which FCC requires they sell) in equal partnership with Lorrin Thurston's Honolulu Advertiser, which retains its KGU (NBC). They pay \$60,488 for the 85% stock of island industrialist Monte Richards, forced to sell because of ill health and mismanagement, and propose to buy up remaining 15% from stockholders at 80% of par. Richards assumes some \$10,000 in outstanding obligations, besides putting the \$60,488 into debentures bearing no interest the first 4 years, 5% next 6. Keating will manage station, with Frank Maudsley as sales mgr., Frank Fitch as chief engineer. NBC Spot Sales will be rep.

FCC PUMPS OUT GRANTS UNDER NEW RULES: FCC's new speedup procedures, for competitive cases which suddenly become non-competitive through dropouts, mergers and the like (Vol. 9:21), are really working.

They produced several of this week's 8 CPs, including vhf in Kansas City, Topeka and Pensacola, plus two initial examiners' decisions -- and lined up several more applications for quick favorable decisions. Week also saw another CP surrendered -- by KCTV, Austin, Tex. (Ch. 18). Two weeks ago, oilman Tom Potter gave up his CP for Ch. 24 in Austin (Vol. 9:21). This week's CPs:

The vhf grants: Pensacola, Fla., WEAR, Ch. 3; Topeka, Kan., WIBW, Ch. 13; Meridian, Miss., WTOK, Ch. 11; Kansas City, Mo., KCMO, Ch. 5.

Uhf CPs: Jacksonville, Fla., WJHP, Ch. 36; Elkhart, Ind., WTRC, Ch. 52; Camden, S.C., WACA, Ch. 14; Milwaukee, Wis., WOKY, Ch. 19.

Pensacola and Jacksonville grantees had been competing with each other in both cities until each dropped an application last week, clearing both for grants. Topeka and Kansas City grantees had competition from KJAY and KCKN, respectively, until June 2, when latter two dropped out, permitting grants next day.

Note: Jacksonville grantee on Ch. 36 (Perry Newspapers) fares somewhat better than did most who 4-5 years ago turned in CPs because they couldn't see TV as a paying business (for list, see Vol. 7:51). WJHP-TV had been granted Ch. 8, gave it up; WPDQ there held Ch. 6, also gave it up, now is in competition for Ch. 12.

* * * *

Initial decisions involved Evansville, Ind. and Worcester, Mass. In former, W.R. Tuley dropped application for Ch. 62 June 2 and Examiner Litvin next day issued decision favoring remaining applicant, Premier TV Inc., owned by Fine theatre interests. In Worcester, WNEB had dropped application for Ch. 14 May 12, leaving Salisbury Bcstg. Corp. in hearing until Examiner Butts issued decision in its favor on June 5. Commission will make both decisions final shortly.

Following applications are also set for favorable decisions as result of dropouts: Sacramento, John Poole, Ch. 46; Portsmouth, O., Woodruff Inc., Ch. 30; Portland, Ore., KOIN, Ch. 6; Savannah, Ga., WTOC, Ch. 11. And more to come.

[For further details about all foregoing grantees and applicants, see TV Factbook No. 16 with Addenda to date.]

* * * *

Commission is tremendously pleased with results of new procedures, though it sometimes makes practice of TV-radio law appear more athletic than forensic. As one lawyer remarked: "The secretary's office at the Commission at 4:55 on Tuesdays,

the day before FCC considers applications, looks like a convention of the Communications Bar Assn. Everything is last-minute jockeying."

In hearings which must go on because no one drops out, considerable progress continues to be made. In 4 of them, the entire direct cases are being submitted in writing -- Savannah, Ch. 3; San Juan, P.R., Ch. 2; Allentown, Pa., Ch. 39 & 67 -- at great savings in money, time, strain and pain.

FCC's efforts to streamline hearing procedures is drawing attention beyond TV-radio field. Other govt. agencies and American Bar Assn. have pricked up their ears. Under leadership of FCC chairman Rosel Hyde, Communications Bar Assn. and FCC staff are working together to devise techniques for cutting hearings to essentials. Bar group headed by Wm. Koplovitz, and FCC group headed by hearing div. chief Fred Ford, are working up a mock hearing conference for presentation at June 29 meeting of Communications Bar Assn. It may also be presented at American Bar Assn. convention in Boston in August.

* * * *

Ten petitions for channel additions or shifts marked first week after one-year ban on filing such petitions was removed (Vol. 9:22). For list, see p. 16. This week's group is generally uncomplicated, petitioners usually asking for simple drop-in of channel that can't be used elsewhere. FCC staff feels that the more contentious and complicated petitions are yet to come.

STATION DEALS IN SAN DIEGO & MOBILE: Getting a foothold in telecasting seems to be a major preoccupation these days, not only of radio station operators but of all kinds of venture capital -- including national sales representatives of TV-radio stations, known in trade parlance as "reps".

Rep moves into TV are particularly interesting in light of changing lineups of stations they are representing, both TV and AM, discernible as we compile a directory of their offices and stations for July edition of our TV Factbook. Data on hand thus far impels us to predict, as we did last October (Vol. 8:42), the emergence of some new ranking firms apace with the growth of TV.

This week, 2 more station deals were disclosed -- one involving top-hole rep Edward Petry's personal acquisition of part ownership of KGMB-TV with KGMB, San Diego; the other, the proposed sale of WALA-TV, Mobile, Ala., with its companion WALA(AM), for \$2,000,000. With the Petry deal, filed with FCC, was revealed his firm's profit-&-loss statements for 1951 & 1952.

Oldest and once biggest of the rep firms, Edward Petry & Co.'s president has purchased 22.22% of the San Diego stations for \$433,333 cash plus \$200,000 in non-interest notes payable at \$5555 monthly. His 285 shares compare with 500 each held by Mrs. Helen Alvarez and Jack Wrather, who recently bought the stations from John Kennedy for \$3,150,000 (Vol. 9:5,9,13). He has option on 142 more at \$2217 per share. His firm replaces Branham as the KGMB-TV & KGMB rep.

Petry is also revealed as 11.1% owner of KSTP-TV with KSTP, St. Paul (Stanley Hubbard & wife, 67.5%). That the San Diego buy is a good one, is hinted in one part of FCC file which states that the stations netted \$76,995 between April 4-30, before provision for depreciation, amortization and taxes.

The Edward Petry & Co. income statements reveal that for calendar 1952 gross revenues, all derived from commissions, were \$1,655,671; operating expenses, \$1,575,954 (of which \$1,047,567 went for salaries & bonuses, \$111,263 for pension trust payments); profit for year, \$79,716; net profit after taxes, \$43,764; surplus account at end of year, \$453,077.

The 1951 figures: gross income, \$1,676,438; operating expenses, \$1,428,085 (\$948,521 salaries & bonuses, \$76,758 pension trust payments); profit, \$248,353; net profit after taxes, \$127,813; surplus at end of year, \$454,341. Dividends paid (to partners Petry, Henry Voynow, Henry Christal) aggregated \$45,000 each year.

* * * *

Week's big station deal is still in making -- owner W.O. Pape optioning his Ch. 10 TV in Mobile, with companion AM (5-kw on 1410 kc, NBC), to the Texas State Network headed by millionaire oilman Sid Richardson, in which Gene Cagle & Charles

Jordan own 25% interest each. The \$2,000,000 price includes net quick assets plus an agreement by Pape to build station up to full 316-kw authorized power. It's now on interim power, having begun operation last Jan. 14 (Vol. 9:3).

The TSN group owns radio stations KFJZ, Ft. Worth; WACO, Waco; KABC, San Antonio, all involved in TV applications; holds CP for KRIO-TV, McAllen, Tex. (Ch. 20). Cagle and Jordan also own 25% each in KFDA-TV with KFDA, Amarillo, Tex., which in turn owns KTOK(AM) in Oklahoma City.

* * * *

Note: Other reps with stockholdings in radio and/or TV stations, as shown in FCC records: Mrs. Eugene Katz, wife of head of Katz Agency, now biggest of TV rep firms, owns 11% of WSAZ-TV & WSAZ, Huntington, W.Va.; Henry Christal, still a Petry partner but running separate rep firm under own name, 3.64% of KFDM, Beaumont, Tex., TV applicant; O.L. Taylor, controlling KANS, Wichita, and KRGV, Weslaco, Tex., and part owner of KTOK, Oklahoma City, first 2 TV applicants; Joseph Weed, 4.5% of WVET, Rochester, N.Y., TV grantee; Joe Bloom (Forjoe), 50% owner of WBXB, Chattanooga, Tenn.; Adam Young, small stockholder in WICC-TV & WICC, Bridgeport, Conn.

NO LETUP IN COMMUNITY ANTENNA GROWTH: Expansion of community antenna systems has been quite startling -- totally contrary to gloomy predictions of those who foresaw systems withering away as new stations took to air after end of the 4-year freeze.

As operators meet June 8 in New York's Park Sheraton for the second annual convention of National Community TV Assn., they can be particularly gratified that their expansion has been to everyone's good -- public, station operators, set makers, distributors, retailers. Even FCC appears satisfied, now having little fear that systems will deter construction of regular stations to any significant degree.

NCTA also has a new, hot issue on its hands -- May 25 ruling of Bureau of Internal Revenue, after long delay, that operators must pay 8% excise tax on both installation and monthly service charges. Ruling on monthly charges was expected, and 90-95% of operators have been collecting and paying it. Tax on installation is something else; only about 50% of operators have been paying it. NCTA isn't taking decision lying down, will fight to get it rescinded. Bureau reported in May 25 bulletin that the community system service "constitutes wire and equipment service within the meaning of section 3465(a)(2)(B) of the Code, as amended, and that all charges made in connection with furnishing of such service are subject to tax."

* * * *

In the year since last meeting (Vol. 8:24), systems have grown in number from 70-80 to about 200, number of subscribers from 10-15,000 to 80-100,000. Registration last year was 60; about 200 are expected at June 8 session.

Each system has expanded greatly; those 1-2 years old generally have well over 500 subscribers. We find average of 485 for all systems, old and new, on the questionnaires returned to us in preparation for our July 15 Factbook No. 17. Two operators report more than 2000 subscribers; 9 more report in excess of 1000.

In addition to excise tax ruling, hottest subjects are initiation of local closed-circuit programming, addition of more channels to pick up more stations, evaluation of impact of new stations, installation of microwaves to bring in signals.

Idea of feeding subscribers local programs via camera chains is by no means new. Matter of fact, it was done for many months by John Boler's KCJB, Minot, N.D. But Boler did it solely to train staff in TV, dropped service when he went on air with TV. Now community operators are looking to local originations for added revenues from sponsorships.

All hasten to make clear that they're not going to interrupt programs they receive from stations, which, after all, are their bread-&-butter. They won't jeopardize excellent relationships with the telecasters.

* * * *

One of most ambitious closed-circuit entrepreneurs is Murray Borkon, who expects to get going in Florence, S.C. in 2 weeks. He says his programs will be sole service offered at first, because no outside stations reach Florence. He re-

ports 1000 subscribers signed already, says he'll feed them film and disc-jockey type of programs 9 hours daily at start.

Borkon says his relations with TV applicants in Florence are most cordial. To illustrate, he says that ordinance granting him franchise to wire town was introduced by Eugene Stone, of WJMX, Ch. 8 applicant competing with Jefferson Standard Bcstg. Co. (WBTV, Charlotte). When Ch. 8 station goes on air, Borkon will feed its programs to his subscribers. He contrasts Florence with Asheville, N.C., where the applicants and grantees won fight to keep him from establishing system (Vol. 9:20). He's appealing that decision to State Supreme Court.

Borkon has 2 DuMont camera chains, employs RCA community equipment. He's looking for other towns now, says many will always be too far from stations for adequate regular service, has his eye on a dozen. He'll charge about the same as most other operators: approximately \$125 for connection, \$3.50 monthly. He's a Philadelphian with advertising background, says he has been helping other community operators get going for last few years.

Another operator planning local originations is TV Cable Co., Oil City, Pa., B.A. Drelick president, Ned Cogswell gen. mgr. Company is now testing dual Dage camera chain plus other equipment for film and slide programming, costing \$12,000 and purchased from DuMont.

Operator of largest system, Martin Malarkey Jr., Pottsville, Pa., says he's giving very serious consideration to adding such equipment. His system now serves about 2900 homes in Pottsville and Minersville with 3 channels. Malarkey, who is also president of NCTA, says he plans to add 2 channels, one for WPIX, New York, other for local originations. Two others considering local feeds are Service Electric Co., Mahanoy City, Pa. and Potomac Valley TV Inc., Cumberland, Md.

Most systems now handle 3 channels, but there's considerable drive to add more to pick up more stations -- aside from local origination angle. Most equipment makers have designed, or are designing, gear to handle more channels. Exhibitors at meeting: Jerrold Electronics, RCA, DuMont, Spencer-Kennedy Labs, International Telemeter, Entron Corp., Phelps-Dodge, Times Appliance, U.S. Wire & Cable.

* * * *

FCC once feared community systems would deter growth of small-town TV stations, but recent report by its economists has pretty well banished such worries -- meaning Commission will leave community systems alone unless a few shoddy operators produce public demand for govt. intervention.

Economic div. counted 197 towns with systems in operation or in planning stage. It then pointed out that only 65 of these have channels allocated and that there were more applications and CPs in these towns, percentage-wise, than for towns their size without community systems. Staff's conclusion:

"The existence of a community system within the signal area of a potential applicant for a TV station should not be a deterrent to such an applicant because in the great majority of instances a community being served by a system is in a 'hidden' area which, because of terrain peculiarities, is normally incapable of receiving an outside signal.

"The basic consideration of an applicant for a TV station is the potential magnitude of his Grade A and Grade B service areas. If the applicant believes that this coverage area provides sufficient economic support for a TV station, he will construct such a station notwithstanding the existence of a system, receiving a competing signal, which at best will have no more than 500-1000 subscribers. To some extent, moreover, the existence of a system can be advantageous to a TV licensee by adding coverage in otherwise unavailable pocket areas."

FCC economists' other major conclusion, though incidental to main purpose of the study, concerns reverse situation -- impact of stations on systems -- leans to the pessimistic side despite progress of systems to date. They said:

"The development of TV stations and their extension into small communities is likely to have a retarding effect on the growth of community antenna systems. In this connection, it should be noted that the majority of the systems now actually

in operation were started prior to the lifting of the 'freeze'. For some places, community antenna service may be the only possible service, unless 'satellites' or 'boosters' are authorized. In other communities, subscribers may be willing to pay the necessary fees in order to have a selection of program choices. In those cases, where the system can bring in multiple network programs, the competition to a prospective TV applicant will be most keenly felt. By and large, however, it would appear that the impact of 'free' TV on the future of community systems will be considerably more substantial than the reverse."

Another subject involving FCC is use of microwaves to pipe improved signals from distant stations to community systems. FCC has authorized none so far, but quite a few operators are hopeful of obtaining frequencies for this purpose soon.

* * * *

NCTA meeting has two major sessions, technical and general. Moderator of technical clinic will be Dr. Frank Kear, Washington consulting engineer. Panel members: R.C. Abbett, RCA; Caywood Cooley, Jerrold; Dr. Louis N. Ridenour, International Telemeter; Lester C. Smith, Spencer-Kennedy.

General sessions will be moderated by Malarkey. Panel includes: Donald W. Thornburgh and John G. Leitch, WCAU-TV, Philadelphia; E.J. Mallon, accountant with Wm. E. Howe & Co., Philadelphia; attorneys David Freeman and W.Z. Scott. The main speaker will be Oliver Gramling, asst. gen. mgr. of Associated Press.

Personal Notes: Robert A. Lovett, ex-Secy. of Defense and partner of Brown Brothers Harriman & Co., elected a director of CBS to fill place vacated by Prescott Bush, now U. S. Senator from Conn. . . Basil Cooper, FCC hearing examiner, elected secretary of Federal Trial Examiners Conference . . . Gerard Arthur named chief of program operations, Canadian Broadcasting Corp., Montreal, succeeded as head of French section by J. M. Marcotte; A. L. Pidgeon is new supervisor of sections, Wm. Chevalier head of policy coordination, C. R. Delafield asst. director general . . . Arthur Hull Hayes, CBS San Francisco v.p., elected pres., Assn. of Catholic Newsmen of San Francisco; James Connelly, ABC v.p., named director . . . Richard A. Moore, KTTV, elected pres., TV Broadcasters of So. Calif., succeeding Don Feddersen, KLAC-TV; James Aubrey, KNXT, elected v.p.; Don Tatum, ABC-TV, secy. . . Henry C. Rogers named business mgr., WWJ-TV & WWJ, Detroit . . . James E. Kovach, ex-mgr. of WQXR, New York, named program director of WNBW & WRC, Washington . . . John Dunn named supervisor of ABC-TV newsroom in N. Y., reporting to John Madigan, director of news & special events . . . Harry Y. Maynard, ex-sales mgr., KTLA, Los Angeles, named gen. mgr. of new WCIA, Champaign, Ill. (Ch. 3), due on air in Sept. . . R. Hill Carruth, ex-WBKB & KTTV, named regional sales mgr. of new KEYT, Santa Barbara, Cal., due on air in July, with office in Los Angeles . . . Arthur J. Daly, ex-DuMont Network, appointed TV-radio business mgr., D'Arcy Adv. . . Charles Power resigns as executive TV-radio producer, Dancer-Fitzgerald-Sample . . . James Weathers named western div. sales rep for World Broadcasting System, replacing Maynard Marquardt, now operating KATY, San Luis Obispo, Cal.; Jack Wheeler, from WKEV, Griffin, Ga., takes over Weathers' southeast area . . . Russell Olsen promoted from chief engineer to mgr., WPTV, Portland, Ore. . . Raymond Owen, ex-Air Forces, named asst. chief engineer, WTCN, Columbus . . . Sam Posner, ex-DuMont, named program mgr. of new KTVH, Hutchinson, Kan., due on air in July . . . Ernest de la Ossa, NBC personnel mgr., promoted to mgr. of WNBT & WNBC, New York, replacing v.p. Ted Cott, now on network duties . . . John Kinsella, ex-KPTV, Portland, named commercial mgr. of Empire Coil's KCTY, Kansas City, which went on air June 6; Richard Ostrander, ex-Schwimmer & Scott, named program mgr.; Robert Aitman, ex-ABC, chief engineer.

Reshuffling of top ABC-TV executives was announced this week by pres. Robert Kintner in move designed to give "greater autonomy" to WABC-TV and to groom Chicago as major program center. John H. Mitchell, ABC v.p., ex-mgr. of WBKB, Chicago, was named v.p. in charge of WABC-TV, also absorbing job of gen. mgr. formerly held by Paul Mowrey, resigned; Sterling Quinlan, ex-program director of WBKB, promoted to gen. mgr. of WBKB & WENR-AM; James L. Stirton, ex-gen. mgr. of ABC-TV central div., named central div. director for TV, in charge of all network liaison, reporting to v.p. Alexander S. Stronach Jr.; Don Roberts promoted to ABC central div. director for radio, reporting to v.p. Charles T. Ayres. John H. Norton Jr. resigned this week as v.p. of ABC-TV central div., his duties to be divided among Quinlan, Roberts & Stirton.

A. Prose Walker, FCC eastern zone supervisor for Conelrad, is among those being considered as NARTB engineering director to succeed Neal McNaughten, who resigned to join RCA (Vol. 9:21). Walker's experience at Commission includes work in TV div., participation in numerous international conferences in Latin America and Europe.

Larry Nixon, 57, director of public relations for Hewitt, Ogilvy, Benson & Mather, and a veteran radio & aviation publicist and editor, died June 3 at his home in N. Y.

Chock full of material on station design and planning is current edition of RCA's *Broadcast News*, which features 44-page illustrated article, "Four Versatile TV Station Equipment Plans for VHF & UHF." Also in issue are descriptive articles on 5 uhf stations, written by the men who run them: WFPG-TV, Atlantic City, by pres. Fred Weber & operations v.p. Fred Thron; WBRE-TV, Wilkes-Barre, by mgr. David M. Baltimore; WSBA-TV, York, Pa., by commercial mgr. Phillip K. Eberly; WSBT-TV, South Bend, by chief engineer Arthur R. O'Neil & asst. chief engineer Scott N. Hagenau; WKNB-TV, New Britain, Conn., by chief engineer John Shipley.

FCC amended tower construction rules (Part 17) this week to require licensees, whose antennas are covered by obstruction marking specifications, to send special postcard—issued by FCC with CP—to Coast & Geodetic Survey when tower has reached authorized height. Rule is effective 30 days after publication in *Federal Register*.

END OF GE STRIKE at Syracuse this week put transmitter div. back in production and shipments resume next week with other orders to be filled "as fast as possible," according to mgr. Frank Barnes. First post-strike shipment due to go out, week of June 8, is 5-kw transmitter for KLAS-TV, Las Vegas, Nev. (Ch. 8). Before June 15, new KIMA-TV, Yakima, Wash. (Ch. 29) is due to get its 100-watt uhf interim transmitter with antenna, and by mid-June delivery has been promised to KBES-TV, Medford, Ore. (Ch. 5).

DuMont reports order for 5-kw transmitter has been placed by the Gran theatre interests, who on May 13 got grant of Ch. 13 in Rockford, Ill., no call letters yet issued. RCA reports KRDO-TV, Colorado Springs (Ch. 13) will get its 2-kw transmitter week of June 8; also that 10-kw for KYTV, Springfield, Mo. (Ch. 3) went out this week, and that WILS-TV, Lansing, Mich. (Ch. 54) will get shipment week of June 8.

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In our continuing survey of upcoming new stations, these are reports received this week:

WKAQ-TV, San Juan, Puerto Rico (Ch. 2) has ordered \$500,000 worth of GE equipment for delivery in about 4 months, proposes to locate 5-kw transmitter with 6-bay antenna atop 1750-ft. Marquesa Mt., about 12 mi. from downtown. With 30-kw ERP, publisher Angel Ramos of *El Mundo*, grantee, thinks signal may reach Virgin Islands. Plan is to get started "early next year."

KVOA-TV, Tucson, Ariz. (Ch. 4), first promised for last February and oft-deferred, now indicates on-air-date as Sept. 15, though no report of shipment of transmitter has yet gone out from factory. Meanwhile, it held a "TV fair" which exhibited about 20 different makes of TVs, in cooperation with KOPO-TV (Ch. 13) which got on air last Jan. 13 (Vol. 9:3). KOPO-TV announced that the coaxial will bring it CBS-TV services as of Oct. 1. H. B. Williams is pres. of KVOA-TV; Ben L. Slack program mgr.; Phoenix's KTAR owners (Richard O. Lewis, Gov. J. Howard Pyle, et al.) own 85%. Raymer will be rep.

KULA-TV, Honolulu (Ch. 4) has not ordered equipment or chosen rep, but William B. Dolph, v.p. of grantee American Bcstg. Stations Inc., reports that on-air-target is between Oct. 1 and Nov. 15, 1953. Grantee also owns WMT-TV (CP) and WMT, Cedar Rapids, Ia.; Mr. Dolph heads group that recently purchased radio station KULA, Honolulu.

WCSC-TV, Charleston, S. C. (Ch. 5), last reported for mid-May debut (Vol. 9:16), is now "tentatively set" for June 15, but "we have run into trouble from high winds which make our starting time very uncertain," writes owner-mgr. John M. Rivers. Roland Weeks has been named asst. mgr.; Ralph Thornley, sales mgr.; Russell Long, program director; Charles Hall, production mgr.; Annie Lee Small, copy chief; Annie Laurie Quarterman, traffic mgr. and film director; Wilbur Albee, chief engineer. Hour rate of \$200 has been set; Free & Peters will be rep.

KCEN-TV, Temple, Tex. (Ch. 6) has ordered RCA transmitter and 664-ft. Ideco tower, plans Oct. 1 debut, writes pres. Frank W. Mayborn. Located between Temple and Waco, antenna will be 833-ft. above ground. With FCC approval to raise antenna and increase power to 100-kw visual, 50-kw aural, Mr. Mayborn states "we will be able to deliver a clear picture and sound throughout Central Texas." Grantee publishes *Temple Telegram* and *Sherman, Tex., Democrat*; Mr. Mayborn owns 75% of WMAK, Nashville, TV applicant. Rep not yet chosen.

KIDO-TV, Boise, Ida. (Ch. 7), originally scheduled to begin June 1 (Vol. 9:1), now plans programming July 12 with RCA equipment and test pattern "about ten days prior to that date," reports gen. mgr. Walter E. Wagstaff. New building just completed includes 30x50-ft. studio. Hour rate of \$150 has been set; Blair will be rep.

KTXL-TV, San Angelo, Tex. (Ch. 8) has received its DuMont 5-kw transmitter and associated equipment and, according to pres. A. D. Rust, expects to be on air July 7. Other San Angelo grantee, KGKL-TV (Ch. 3) has given up its CP (Vol. 9:14). O. L. Taylor will be KTXL-TV rep.

KOY-TV, Phoenix (Ch. 10), last week's share-time grantee with KOOL-TV, "very tentatively" expects to make debut Oct. 1, although equipment has not been ordered or construction begun, writes mgr. Albert Johnson. Rep. has not yet been chosen.

KTVH, Hutchinson, Kan. (Ch. 12) now reports test patterns will start "sometime in July," with CBS-TV interconnection due from outset of commercial telecasting and 25-kw RCA transmitter ready by Aug. 15. Howard O. Peterson is gen. mgr.; Robert B. Marye, chief engineer. H-R Television is rep.

KRDO-TV, Colorado Springs (Ch. 13), first reported for March or April debut with RCA equipment, later changed to June, then July 1 (Vol. 8:48 & 9:6, 14) has been delayed by construction strikes, writes mgr. Joe Rohrer, who now gives no date. Harry W. Hoth has been named commercial mgr.; Paul C. Crozier, business mgr.; Robert Fitzmorris, production mgr.; and Herbert Schubarth, chief engineer. McGillvra will be rep.

KFYR-TV, Bismarck, N. D. (Ch. 5) has ordered RCA equipment for mid-Sept. delivery and aims at Oct. 1 debut, reports mgr. F. E. Fitzsimonds. Rep not chosen as yet.

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WTAP, Parkersburg, W. Va. (Ch. 15) has Sept. 21 target date, writes gen. mgr. Ted Eiland, recently program director of WSAZ-TV, Huntington. Rep not yet chosen.

KLPR-TV, Oklahoma City (Ch. 19) has ordered GE equipment, held ground-breaking ceremonies May 25 at 40-acre transmitter site, and "probably will be on the air early in Sept.," reports Byrne Ross, pres. A 55-ft. GE helical antenna will top a 920-ft. tower to make it the "southwest's tallest"; it will be 2133-ft. above sea level. Jay Davis is chief engineer. Rep. not chosen as yet.

WICS, Springfield, Ill. (Ch. 20) has had its debut postponed to Aug. 1, reports Herbert Scheftel, head of Teleneus and partner in company which this week began operating WFTV, Duluth (Ch. 38). He also reports Sept. 15 target dates for KETV, Little Rock (Ch. 23) and KWTV, Sioux City (Ch. 36), other CPs his group holds. RCA equipment is used in Duluth and Springfield, makes for other cities not yet announced. Rep for all the stations is Adam Young.

WIRK-TV, West Palm Beach (Ch. 21) has ordered RCA equipment and now plans Aug. 1 test pattern in lieu of first-reported June debut (Vol. 9:5), says mgr. Joseph S. Field Jr. Weed will be rep.

WMAC-TV, Massillon, O. (Ch. 23) expects to begin test patterns in August, provided GE equipment promised for delivery early that month is not delayed by strike, reports commercial rep Jim Bushman. "Studio and tower construction starts June 4 and should be finished by Aug. 1. Tentative plans call for early Sept. commercial telecasting." Class A hour rate is \$200. Network affiliations and rep not chosen as yet. Edward Lamb Enterprises Inc., 100% owner, also owns WICU, Erie, Pa. and is TV applicant for Orlando, Fla. and Toledo & Portsmouth, O.

KTAG-TV, Lake Charles, La. (Ch. 25) and WPFA-TV, Pensacola, Fla. (Ch. 15) will not make previously reported June targets (Vol. 9:8) because of "difficulty in meeting CAA [tower] clearance," reports gen. mgr. Tom E. Gibbens. CP holders for both stations are partners Gibbens and Charles W. Lamar, Jr. GE equipment has been ordered for both stations. F. E. Busby, ex-WKRG, Mobile, has been named mgr. of WPFA-TV and at later date Hillman Bailey, now with KSIG, Crowley, La., will become mgr. of KTAG-TV. Adam Young will be rep for both stations.

Telecasting Notes: President Eisenhower's folksy TV report June 3, with supporting cast of 4 Cabinet members, was joint idea of BBDO's Ben Duffy and White House press secy. James Hagerty, who hatched it several weeks ago, found President enthusiastic. BBDO, which helped promote Eisenhower as candidate during campaign, provided production crew gratis, gave technical assistance on format, though Bill Wood, CBS-TV's Washington public affairs director, was over-all producer under networks' plan of alternating production of White House programs. Show was carefully rehearsed twice, using cue cards in rehearsals and during telecast . . . Reaction among newsmen was extremely favorable, though more critical Congressional audience probably will have some questions to ask. White House plans to follow up program with similar informal shows in future, leading columnist Thomas L. Stokes to speculate that TV may mean to Eisenhower what radio meant to late President Roosevelt . . . TV's sensitivity to otherwise unnoticed incidents caused "rhubarb" between WFIL-TV gen. mgr. Roger Clipp and baseball commissioner Ford Frick after cameras caught Brooklyn pitcher Russ Meyer making vulgar gestures from dug-out; Clipp blamed player, but Frick said "TV cameras have no business focusing on things that happen in the dug-outs" . . . MBS came to aid of DuMont June 4 by feeding audio portion of *Author Meets the Critics* into Washington after Sen. Morse (Ind.-Ore.), participant June 4, discovered DuMont's Washington outlet, WTTG, had dropped

program; he expressed interest in having it covered in Washington, so Mutual agreed to put it on full radio network . . . Film div. is in formative stage at ABC-TV to buy, underwrite, produce and syndicate film shows; fact that network is UPT controlled expected to give it plenty of know-how, even though it's starting far behind NBC & CBS in this field . . . Motion Picture Assn. of America's *Hollywood Parade* series expected to have pilot film in hands of ABC-TV shortly for showcasing to prospective sponsors . . . "Television Films, 1953 Survey" titles current list of TV film package availabilities just published by Ross Reports, 551 Fifth Ave., N. Y. (\$5) . . . NBC-TV's famed \$62,000 Cadillac mobile unit is subject of cover story in June *Popular Mechanics* . . . Board of rabbis of N. Y. chapter, American Jewish Committee, attends CBS-TV workshop June 11 as part of clinic demonstrating TV-radio techniques . . . Kenneth Banghart, NBC newscaster, producing new mystery play on Broadway, titled *A Dash of Bitters*, by Reginald Denham and Conrad Sutton Smith . . . NARTB Code (for full text, see *TV Factbook No. 16*) has added 31 subscribers in last few weeks, now has 125, including some upcoming stations . . . Wm. Saroyan, the author, added to CBS-TV's "creative group" for new program ideas, others being Sally Benson, Harry Kurnitz, Ron Alexander . . . Dave Garroway taking leave of NBC-TV's *Today* for 3-week vacation in Europe, starting June 11; Ed Sullivan leaves CBS-TV's *Toast of the Town* from June 14 for 3 weeks in Europe.

CORONATION coverage was terrific—but it's questionable whether anything short of miraculous could have justified vainglorious claims networks heaped on themselves in advance. With blizzard of press releases which could have extended from Westminster Abbey to New York, networks set such a difficult standard for themselves any performance would look pale in comparison.

Silliest of all was hoopla by NBC and CBS over international air derby (Vol. 9:19, 22) for sake of getting on air few minutes ahead. Outcome proved how silly it was—CBS won plane race but went on air last; ABC, having arranged with Canadian Broadcasting Corp. to pick up its films microwaved from Montreal, could claim at least a tie, getting on air at 4:15 p.m., though NBC claimed it won by one minute, using same CBC pickup, despite fact its "secret" plane, which left London 2 hours before pooled transport, was forced to turn back because of engine trouble. ABC probably got top audience, too, by repeating the BBC film at 8 p.m. EDT, whereas other networks waited until 10:30 p.m. All told, coronation coverage reportedly cost networks over \$2,000,000.

Obsession for "scoop," which doesn't even have same meaning to newspapermen anymore, much less public, made networks laughing stock of the media, considering 10 hours elapsed between crowning and on-air time. Even one of their own hands, CBS's Eric Sevareid, chided them night before big event, saying "[Scoops] play hell with staff ulcers. At the rate you're going, TV, you'll never know about ulcers, you'll start with a cardiac."

What networks were trying to prove with their breast-beating is still obscure. TV didn't have to prove it could cover a major event; it did that beyond scintilla of doubt with amazing coverage of last year's political conventions, for which it's still winning well-merited awards.

One theory, advanced by Sevareid and several columnists, was that networks were trying to inject an element of suspense. This is puzzling. British coronations have been going on for 900 years; surely newsmen would be forced to strain to introduce a buildup. Of course, sponsors General Motors (NBC-TV) and Willys (CBS-TV) were pleased by any increase in audience and publicity produced by buildup.

As to coverage itself, BBC cameras caught spiritual significance of Abbey ceremony with solemn splendor, and aided by dignified, restrained commentary of BBC's Richard Dimbleby, produced for audiences estimated at up to 18,000,000 in U.S. alone some unforgettable moments of historic pageantry. Kine quality was excellent, considering obstacles involved, especially transposition from BBC 405 lines to U.S. 525.

Pity was that color TV wasn't available, for one could only visualize from narration exquisite beauty of multi-colored costumes. Paramount's experiment with closed-circuit transmission of color telecast using Lawrence tube was beamed to group of 200 children in London hospital, selected group of newsmen and executives.

New entry in theatre-TV production and syndication field is Cappel, MacDonald & Co., Dayton, O., sales incentive specialists. Company will specialize in closed-circuit sales meeting, conventions, etc. for business firms, has tie-up with top talent representatives Wm. Morris Agency. Cappel, MacDonald's new showmanship div. stresses flexibility, announces that simple one-hour show can be produced for as little as \$5000. Company has offices at 40 E. 49th St., New York, and 8 S. Dearborn St., Chicago, as well as in Rochester and Dayton. Other companies in theatre-TV syndication field are: Theatre Network TV Inc. (TNT), 515 Madison Ave.; Teleconference Inc., 270 Madison Ave.; Closed-Circuit TV Co., 20 E. 53rd St.—all in New York—and Theatre TV Authority, Sacramento, Cal.

TV-radio revenues replaced gate receipts in 1952—\$4,800,000 to \$4,600,000—as principal source of boxing's income, says *New York Mirror* columnist Dan Parker writing in *True Magazine*, but he suggests nevertheless that boxing should ban TV fights for one year. He charges TV has squeezed small fight clubs out of existence, caused mismatches, concentrated power in International Boxing Club, reduced boxing to carnival status, frightened state boxing commissions into abdicating their powers because they're "afraid to offend the sponsors, the IBC, or the TV audience."

Station Accounts: Spokane's KXLY-TV (Ed Craney) got nice publicity break on unique commercial when United Press carried wire story relating how an enterprising local bootblack bought live spot showing him applying his polishing technique to a pair of shoes; result was deluge of "new business," his daily gross jumping from average of \$6-\$12 to \$30. News dispatch said it's believed to be "first time a shoe-shining stand used TV as an advertising medium" . . . 20th Century-Fox will step up TV exploitation of films to promote summer boxoffice, states adv. v.p. Charles Einfeld . . . American Chiclé Co. and General Mills using TV-radio spots in June tie-in promotion whereby package of Dentyne gum is given free inside package of Cheerios; both sponsors used Dancer-Fitzgerald-Sample, N. Y. . . . DeJur-Amsco (cameras) sponsoring 5-min. weather strip in *Six o'Clock Report* on WCBS-TV, N. Y., thru Friend-Reiss-McGhone, N. Y. . . . Dr. Pepper Co. (soft drink) using TV in selected markets to promote contest for letters on "I switched to Dr. Pepper because . . ." placed thru Ruthrauff & Ryan, Dallas . . . Richfield Oil Co. buys *Victory at Sea* on KTYL-TV, Mesa-Phoenix—one of 26 markets buying second-runs of NBC epic . . . Tea Council using 20-sec. spots in iced tea campaign, in addition to 3 segments weekly on NBC-TV's *Today* . . . Banks' use of TV spots is subject of study by Hamilton James Assoc., 119 E. Main St., Madison, Wis. . . . Among other advertisers reported using or preparing to use TV: Roto-Broil Co. (Jay broilers), thru Product Services Inc., N. Y.; Moly Motor Products Co. (Liqui-Moly automotive lubricant), thru Friend-Reiss-McGhone, N. Y.; Minute Maid Corp. (lemonade mix), thru Ted Bates, N. Y.; Perma Starch Inc. (laundry starch), thru Henri, Hurst & McDonald, Chicago; Family Circle Inc. (Family Circle magazine), thru Dancer-Fitzgerald-Sample, N. Y.; Two to Five Inc. (magazine), thru Harold A. Jacobs Co., N. Y.; Good Humor Corp. (ice cream), thru David J. Mahoney, N. Y.; USEN Canning Co. (Tabby cat food), thru Arnold & Co., Boston; Friend Brothers Inc. (baked beans), thru Ingalls-Miniter Co., Boston; B. V. D. Co. (clothing), thru Fairfax Inc., N. Y.; Thomas J. Lipton Inc. (tea), thru Young & Rubicam, N. Y.; Gerity-Michigan Corp. (Dishmaster dishwasher), thru Ross Roy Inc.; United Packers Inc. (Red Crown & Consul canned meats), thru Olian & Bronner, Chicago; Hill Packing Co. (Hills Gold Label Dog Food), thru Comer & Reams Inc., Kansas City; Knitking Corp. (precision knitting instrument), thru Leonard Wolf & Assoc., N. Y.

Possible new trend in TV ad budgets is forecast in third article of series on "All-Media Evaluation Study" by *Sponsor Magazine*, which says sales money, instead of advertising funds, may be used in future to pay TV costs "on grounds TV can do much of the work of the sales force." It notes that TV ranks fifth in dollar volume among all media, but, having gained \$150-200,000,000 in each of past 3 years, probably will be third by year's end, outranked only by newspapers and direct mail. "Guesstimate" is made that TV will stop growing at about 1000 stations grossing \$1.5-2 billion per year, not quite catching newspapers' \$2.5 billion. Also listed are 10 advantages & limitations of TV and 10 tips on how best to use it, including advice to study daytime & spot TV, merchandising programs with dealers & retailers, and one-shot network TV for special promotions.

Ford Foundation's TV-radio ventures cost \$4,800,000 last year, of which \$4,100,000 went for aid to educational TV, balance being spent for production of *Omnibus* (CBS-TV) and *The People Act* (CBS-AM). Annual report reveals it spent \$50,000 for operation of National Citizens Committee for Educational TV, headed by Dr. Milton Eisenhower, with remaining \$3,600,000 in grants or pledges to prospective educational TV stations.

Network Accounts: NBC-TV's new weekly discount plan, aimed at luring daytime sponsors, makes no distinction among those using Class A, B or C time and lumps together advertiser's entire week of sponsored time. If sponsor buys 15-min. per week for 26 weeks or more, he's entitled to 5% discount; 30-min. per week, 6% discount; one hour per week, 8% discount, etc. up to 2-hr. or more which entitle him to 15% discount. New annual plan allows 10% discount to sponsors buying periods of equal duration and in same rate classifications for 52 consecutive weeks. Neither plan applies to *Today*, *Your Show of Shows*, sports or other special event programs . . . Serutan Co. (Geritol) to sponsor *Juvenile Jury*, starting July 6 on NBC-TV, Mon. 9-9:30 p.m., thru Edward Kletter . . . Andrew Jergens Co. (lotion & cosmetics) buys 7:30-7:45 p.m. time period on NBC-TV, reportedly will sponsor Victor Borge program, thru Robt. W. Orr . . . Oldsmobile again buys 15-min. sports program preceding Sat. afternoon NCAA football games on NBC-TV, thru D. P. Brother . . . Standard Brands Inc. (Blue Bonnet margarine) buys 15-min. segment of *Howdy Doody* on NBC-TV, Mon.-Fri. 5:30-6 p.m., thru Ted Bates; other sponsors are Royal Pudding, Kellogg, Colgate-Palmolive-Peet, Continental Baking Co. (Hostess cakes) & Welch's Grape Juice . . . Speidel Co. (jewelry) will sponsor *Name That Tune* every week, instead of alternate weeks, starting June 22 on NBC-TV, Mon. 8-8:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles; Crosley drops its alt.-week sponsorship . . . DeSoto-Plymouth Dealers of America will sponsor *The Best of Groucho*, selected programs from Groucho Marx's *You Bet Your Life*, as summer replacement, starting June 18 on NBC-TV, Thu. 8-8:30 p.m., thru BBDO . . . Toni Co. (home permanents) will sponsor 9-9:15 a.m. segment and Philco 9:15-10 a.m. segment of *Don McNeill Breakfast Club* June 23 on ABC-TV, Tue. 9-10 a.m., in simulcast marking program's 20th anniversary on radio; Toni's agency is Tatham-Laird, for Philco, it's Hutchins Adv. . . . Toni also starts *Place the Face* July 16 on CBS-TV, alt. Thu. 10:30-11 p.m., thru Foote, Cone & Belding; it alternates with Camel, which replaces Carter Products Inc. as sponsor of *I've Got a Secret*, starting June 25, thru Wm. Esty . . . Revlon Products Corp. (cosmetics) buys Sat. 10:30-11 p.m. time period on CBS-TV for undisclosed drama program, thru Wm. Weintraub . . . Hazel Bishop Inc. (cosmetics) and Toni Co. will replace *Your Big Moment* with *Blind Date*, starting June 9 on DuMont, Tue. 8-8:30 p.m., thru Raymond Spector for Hazel Bishop and Weiss & Geller for Toni . . . Remington Rand (electric shavers) sponsored films of Canadian racing classic, *The Queen's Plate*, June 3 on CBC-TV, Wed. 7:30-8 p.m., thru Locke, Johnson & Co., Toronto . . . Gerber's Baby Foods reported buying Thu. segment of *Break the Bank*, starting June 11 on NBC-TV, Mon.-Fri. 3-4 p.m.

"You can't stop television. As an advertising medium it will catch up with and pass radio on a dollars-&-cents basis within the next 2 years. But that doesn't put you out of business." Thus NARTB president Harold Fellows, in recent speech to Pennsylvania Assn. of Broadcasters, urged reliance on sound business practices and firm rate cards to continue radio's growth "arm in arm for mutual progress and protection with the great medium which was supposed to devour radio." He cited increases of 50% more AM stations, 65% more radio sets-in-use, and 35% more radio advertising since 1948 and said "competition and bad management" are the only 2 factors which can destroy a radio station.

CIO has earmarked \$1,000,000 for expanded public relations program, with TV-radio as principal media, union's executive board announced. AFL is said to spend about \$750,000 a year on TV-radio.

CHICAGO MARTS NEXT STOP ON TRADE CIRCUIT: Eleven TV-radio manufacturers will exhibit at Summer Market of Chicago's American Furniture Mart June 22-July 2, with most preparing to demonstrate their new lines for first time. Chicago's Merchandise Mart, simultaneously, will house new displays of 6 TV-radio manufacturers.

Official roster of Furniture Mart lists these industry exhibitors: Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA Victor, Sparton, Westinghouse, Zenith. At Merchandise Mart, the following exhibitors: CBS-Columbia, Capehart-Farnsworth, Crosley, General Electric, Magnavox, Raytheon.

NARDA holds midyear meeting in Chicago's Conrad Hilton Hotel, June 28-30, highlighted by a series of panel discussions, climaxed with annual banquet June 29. After that comes big trade show and convention of National Assn. of Music Merchants at Chicago's Palmer House, July 13-16.

'BIG 3' EMERGE WITH NEW LINES & STYLES: New uhf tuning features, first sets using 24-in. rectangular tubes, 17-in. model at industry's lowest price of \$160 -- these were big guns as Admiral, RCA and Philco announced new 1954 lines -- RCA and Admiral at meetings this week, Philco in advance of big Atlantic City convention June 7-10. Their full lines, with prices and outstanding features, are detailed on p. 11.

Unquestioned top attractions were 24-in. sets, and you could get any number of opinions on how they'll do as sales magnets, keeping in mind popularity of 21-in. Pricing remained firm, with no increases on comparable models. At low end of price structure, Admiral introduced 17-in. vhf-only plastic table model at \$160; at top of lines, Philco unveiled 21-in. full-door combination listing for \$1000.

Admiral and Philco, as expected, came out with full range of models from 17 to 27-in., while RCA eschewed 24-in. and introduced no combination sets. Admiral unveiled 3 new 24-in. consoles, ranging from mahogany model in "cascode" chassis at \$400 to half-door mahogany, with "super cascode" chassis, at \$515. Philco introduced its 24-in. as mahogany table model at \$450, with open-face consoles in mahogany or blonde oak, from \$500 to \$580, or half-door mahogany at \$600.

RCA modified its uhf tuning features, introducing an all-channel continuous tuner for first time, on lower-end models only, while retaining successful 16-channel tuner at top end. Admiral, while offering 70-channel continuous uhf tuner with all its sets, still recommends strips for turret tuners in areas anticipating fewer than 4 uhf stations. Philco offers sets with all-channel tuner, and an external converter adaptable to any make receiver, latter selling for \$75.

That industry is gearing for production of 7,000,000 sets, is manifest in optimistic statements at conventions. Admiral's Ross Siragusa told his distributors he expects to produce and sell over 1,000,000 sets in 1953. Philco's Wm. Balderston hinted at same figure at winter Boca Raton convention (Vol. 9:2), probably will reaffirm it next week. RCA v.p. Henry Baker predicted excellent second-half sales, has always taken position it won't be "outproduced or outsold." It thus would seem these 3 pacemakers might account for sales of 3,000,000 sets.

Elaborating on Admiral's sales position at convention, where he shared spotlight with Bishop Sheen, Siragusa said Admiral's sales for first 6 months of year will be nearly 500,000, that its percentage of nation's TV market was never higher, that more than half of its sales are still being made in 38 pre-freeze markets, thus "proving that saturation talk is a myth."

Though Raytheon was first to introduce new models (Vol. 9:19), these were first lines from the pace-setting majors. Others will follow shortly, among them Motorola, at Chicago's Palmer House, July 1; Sylvania, at Buffalo plant, July 9-11; Westinghouse, at Metuchen, N.J. plant, June 8; Zenith, at Chicago's Drake Hotel, June 11-12. RCA will hold distributor-dealer meetings from mid-June to mid-July.

TV production for first 5 months of year totaled about 3,350,000, based on weekly RTMA statistics, substantially above the 1,953,000 produced in same months of 1952 and 2,400,000 in record 1950.

Seasonal lag caught up with TV output week ended May 29, when 99,580 sets (8707 private label) were produced, first time this year production has dipped below 100,000. It was down from 132,730 preceding week and 134,000 week ended May 22, bringing preliminary total for month to about 495,000 vs. 309,375 for May 1952.

Radio production totaled 267,744 (132,295 private), down from 294,688 week ended May 22 and 285,707 week before. Week's radios: 64,631 home sets, 55,964 portables, 28,749 clock, 118,400 auto.

ADMIRAL unveiled new line of 18 TVs, 6 radios & radio-phonograph combinations at New York's Plaza Hotel June 5, to be followed by additional showings at Chicago's Edgewater Beach Hotel June 8, San Francisco's Fairmont Hotel June 10, Furniture Mart beginning June 22.

Outstanding features are industry's first 24-in. rectangular tube, incorporated in 2 consoles; aluminized tubes on all but 17-in. sets; compound curved optic filters; improved super cascade chassis. Though its prices remained firm, Admiral is offering as leader a 17-in. vhf-only ebony plastic table model at \$160, with optional all-channel converter \$40 extra; on all other sets, all-channel converters cost \$50 extra. Following is full line:

Table Models: 17-in. ebony plastic \$160; mahogany plastic \$180 & \$190; 21-in. mahogany plastic (220-sq. in. tube) \$200 & \$220, mahogany \$250; 21-in. walnut (252-sq. in. tube) \$280, mahogany \$280, \$300 & \$320; blonde \$300 & \$320; mahogany plastic \$270.

Consoles: 21-in. open-face mahogany \$300 & \$340, walnut \$340, blonde \$360; half-door mahogany \$360 & \$370, walnut \$360, blonde \$390; full-door mahogany \$400, blonde \$420, maple \$430; 24-in. mahogany \$400, \$480 & \$515, blonde \$500; 27-in. full-door mahogany unpriced.

Combinations: 21-in. upright mahogany \$400, blonde \$420; laydown walnut or mahogany \$500, blonde \$530; full-door laydown mahogany \$600.

Also offered are radios ranging from 5-tube AM table at \$20 to ivory radio-phono all-speed combination at \$90.

RCA's NEW LINE, comprising 25 TVs in 3 separate classes, was introduced at Atlantic City conference of field men this week, will be shown additionally at Chicago's Furniture Mart beginning June 22. RCA dubs it the "Rotomatic" line in deference to its KRK-12 automatic tuner which "clicks" station into position for best reception. It's included in all-channel models in "de luxe" and "super" groups.

Prices range from 17-in. maroon table model at \$200 to 27-in. full-door all-channel maple console at \$810. Uhf differential starts at \$30 on low end, advances to \$60 on more expensive models. RCA also broadened the middle of its line to give retailers greater variety in offerings. The full line, names all derived from county designations:

Special group: Table models, Brent, 17-in. maroon \$200 & \$230, blonde \$215 & \$245; Blake, 21-in. maroon \$260 & \$300, blonde \$275 & \$315. Consoles, Bristol, 17-in. mahogany \$230 & \$260, blonde \$240 & \$270; Denham, open-face mahogany \$270 & \$300, blonde \$285 & \$315; Talbot, 21-in. open-face mahogany \$300 & \$340, blonde \$315 & \$355; Lockwood, open-face mahogany \$330 & \$370, blonde \$345 & \$385.

Super group: Table models, Hays, 17-in. mahogany \$260, blonde \$275; Bentley, 17-in. mahogany \$325, blonde \$340. Consoles, Highland, 17-in. open-face mahogany \$290, \$300 & \$340, limed oak \$350; Hillsdale, 21-in. open-face mahogany \$350 & \$400; Hayward, 21-in. open-face mahogany \$390 & \$450, limed oak \$410 & \$470; Latham, 21-in. open-face limed oak or natural walnut \$380 & \$440; Preston, 21-in. top-door mahogany \$400 & \$460, limed oak

\$420 & \$480; Powell, 21-in. full-door mahogany, cherry or maple \$430 & \$490; Sutton, 21-in. full-door limed oak or natural walnut \$430 & \$490; Chadwick, 21-in. full-door mahogany or walnut \$430 & \$490.

De luxe group: Table models, Dunbar, 21-in. mahogany \$350 & \$400, limed oak \$365 & \$415. Consoles, Talmadge, 21-in. open-face mahogany \$395 & \$455, limed oak \$415 & \$475; Caldwell, 21-in. full-door mahogany \$465 & \$525, limed oak \$485 & \$545; Vincennes, 21-in. full-door mahogany, cherry & natural cherry \$495 & \$555; Newport, 21-in. full-door limed oak or natural walnut \$495 & \$555; Bradbury, 21-in. full-door mahogany or walnut \$495 & \$555; Beaumont, 21-in. full-door maple, mahogany or cherry \$525 & \$585; Copeland, 27-in. full-door mahogany or walnut \$700 & \$760; Longchamps, 27-in. full-door mahogany or maple \$750 & \$810.

PHILCO introduces all-new line of 47 TV models plus 31 radio & radio-phonograph combinations at king-size convention in Atlantic City June 7-10, will also show them at Chicago's Furniture Mart June 22-July 3. At low end of line is 17-in. mahogany table, listing at \$200; top of series is de luxe 21-in. combination, in mahogany or blonde, at \$1000.

Philco's big innovation is 24-in. tube, incorporated in 6 sets ranging from mahogany table at \$450 to half-door mahogany console at \$600. Other talking points are new "high fidelity-200" chassis in more expensive models, plus "deep dimension" picture for greater clarity in fringe areas, and prismatic all-channel selector to eliminate stooping. All models are available with all-channel tuners and, in addition, Philco is introducing an all-channel external converter adaptable to any make receiver, at \$75.

Following is the full line, suggested list price including tax & warranty (prices rounded):

Table Models: 17-in. walnut \$200, maroon \$230 & \$250; 21-in. mahogany \$260, \$280, \$300 & \$350, blonde \$300; 24-in. mahogany \$450.

Consoles: 17-in. open-face mahogany \$280, \$300 & \$340, blonde or honey maple \$300, blonde mahogany \$330; 21-in. open-face mahogany \$300, \$340, \$350, \$370, \$390, \$430, blonde oak \$330 & \$450, blonde mahogany \$370, honey maple \$400; half-door mahogany \$440; full-door mahogany \$430, \$460, \$490 & \$500, oak or honey maple \$490; 24-in. open-face mahogany \$500 & \$550, blonde oak \$530 & \$580; half-door mahogany \$600; 27-in. full-door mahogany \$750.

Combinations: 17-in. half-door mahogany with 3-speed phono \$480, full-door mahogany \$470, blonde oak \$500; 21-in. half-door walnut \$530, mahogany \$550, with HF-200 chassis & deep dimension picture, \$650 & \$775; full-door blonde & mahogany, with high-fidelity sound reproducer system, and AM-FM, \$1000.

Also offered are radios ranging from maroon portable at \$30 to mahogany table model at \$80; radio-phonos from \$100 to mahogany de luxe combination containing "Phonorama" sound system with high fidelity and full dimension sound reproduction, AM-FM, 3-gang tuner & 10-in. speaker, at \$500.

Topics & Trends of TV Trade: Bold new concept of merchandising was advanced this week by Sylvania chairman Don G. Mitchell, who told the National Assn. of Electrical Distributors that community-wide cooperative training programs for wholesale & retail salesmen, sponsored jointly by non-franchised parts distributors, might be possible solution to rising costs of distribution in TV-radio-electronics industry.

"Because we are in an industry that is growing faster than the economy of the country, our distribution problem is more challenging," he said. "Somebody must present the output of the manufacturers to the local market in a much more efficient way than the manufacturers could do the job, working independently."

Mr. Mitchell declared present methods of training wholesale & retail salesmen is haphazard. What's needed, he said, is for non-franchised parts distributors who have large number of retail accounts to get together on a unified sales training program which will enable them to set common standards and take advantage of one another's experiences. Such techniques, he added, "would move wholesalers to reduce their costs while improving their service to their suppliers and their customers."

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Picture tube sales for first 4 months of this year totaled 3,705,997 valued at \$89,353,731, compared to 1,311,610 worth \$30,064,194 in same 1952 period, reports RTMA—rectangular 20-in. and larger representing 70% of sales. April picture tube sales totaled 907,076 worth \$21,657,266, compared to 974,154 at \$23,772,801 in March and 270,781 at \$6,074,540 in April 1952.

Receiving tube sales in first 4 months totaled 163,401,355 valued at \$110,676,003 vs. 112,181,580 at \$80,853,004 in same 1952 period. Of sales, 114,949,154 went for new sets, 36,571,733 replacement, 6,293,117 export, 5,587,351 govt. For April, receiving tube sales totaled 41,342,599 worth \$27,720,635, compared to 44,691,200 at \$29,978,827 in March and 26,247,258 at \$19,801,541 in April 1952.

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TV set sales in Canada this year will total at least 350,000, more than 2½ times the 137,000 sold last year, predicted Philco v.p. Courtney Pitt at ground-breaking ceremonies for Philco's new \$1,500,000 TV-radio-electronics plant at Don Mills, Toronto. Plant occupying 81,000-sq. ft. is scheduled for completion early next year, will replace present Toronto operation on Dufferin St.

For April, Canadian RTMA reports 20,307 TVs with value of \$9,250,696 sold at average of \$456 per unit. Quebec led with 6618, Toronto 5289, Ottawa 2120, Hamilton-Niagara 2116, British Columbia 1560, Windsor 1350, other areas of Ontario 1087, Prairies 144, Maritime provinces 23. Sales for year to April 30 total 94,136, and projected production figures for 3 months beginning May 1 indicate 63,303 units.

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New combination vhf-uhf tuning unit, now being field tested by General Instrument Corp., is slated for production next month. Unit combines uhf continuous tuner with vhf switch tuner, both in same housing and operating from same shaft. Unit is expected to be available with some type of "detent" device to simplify uhf tuning. Pres. Monte Cohen says production of GI's present uhf tuner is now "up into big figures." Among current users of GI tuners are Emerson, Westinghouse, DuMont, Sylvania, Hallicrafters, Pacific Mercury, Fada, Andrea.

April excise tax collections on TVs, radios & phonos were \$18,131,401, compared with \$16,114,703 in March and \$10,896,867 in April 1952. On refrigerators, air conditioners, etc., Govt. collected \$8,677,771 in April vs. \$8,808,666 in March and \$6,546,217 in April 1952.

Trade Miscellany: Raytheon starts \$1,750,000 modernization program at South Lowell, Mass. electronics plant, involving moving \$1,500,000 worth of precision machine tools into plant's 210,000-sq. ft. of production area . . . "World's leading manufacturer of radios" is Motorola's claim now, based on combined output of home sets, portables, clock radios, auto sets . . . Capehart-Farnsworth plans tie-in with trailer manufacturer for installation of TV sets in mobile homes; R. W. Freeman, Capehart field rep, Fort Wayne, heads project . . . Sears Roebuck reduces prices by \$5-10 on 6 of its 14 Silvertone TV sets, though no new models are shown in summer catalog just out . . . Tips for efficient operation of distributorship are contained in booklet, *Guide for Profitable Management*, published by National Assn. of Electrical Distributors, 290 Madison Ave., N. Y., available free on request by NAED membership . . . RTMA issues cumulative report of TVs shipped to dealers by trading areas from 1946 through first quarter of 1953, available from RTMA statistical dept., Bond Bldg., Washington.

Distributor Notes: Nash-Kelvinator Sales Corp. relinquishes, by mutual agreement, Bendix Radio franchises in 9 markets: New York, Atlanta, Miami, Jacksonville, Cincinnati, Louisville, Indianapolis, Dayton, Springfield, Mass. It's replaced in New York by Walters Distributing Co. (Jack Walters, pres.) and by Regent Sales Inc. (Lou Del Padre, pres.) in Springfield . . . Post & Lester Co. (Motorola), New Haven, appoints Wm. L. Thibadeau gen. sales mgr., replacing Wm. C. Prutting, resigned . . . Stromberg-Carlson appoints Summers Hardware & Supply Co., Johnson City, Tenn. (T. L. Wallace, pres.) . . . Hallicrafters purchases John G. Gaines & Co., its Kansas City distributor, will retain Gaines name for continued operation . . . Raytheon appoints Union Supply Co., Davenport, Ia. . . Capehart-Farnsworth appoints Krug Distributors Inc., Newark (Henry Krug, pres.) . . . Emerson appoints Mo-Kan Distributors Inc., Kansas City (David Sherman, pres.) . . . Kaye-Halbert distributor sales mgr. John Lyons resigns to form own distributor outlet.

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Promotion, U. A. Sanabria style: "How I invented the Electronic Veil and Lineless TV" headlines 2-page ad signed by American Television Inc. president U. A. Sanabria in *Chicago Sun-Times*. Ad is subtitled, with illustrative drawings: "It Pays to Have a Good Wife Who Wears Only Seamless Hosiery . . . Who Has a Nylon Net Party Dress . . . A Bedroom TV Set and a Restless Evening . . . Because It's Worth a Million Dollars!" It goes on to relate how Sanabria invented "lineless TV" by slipping wife's party dress over face of picture tube—an invention which he confidently predicts will cause "a renaissance in televiewing" and "will be part of every TV set within a year" (italics his), and "earn more than \$1,000,000 in royalties for American Television." Ad invites public to showing of "electronic veil" and Sanabria's 3-D TV, adds that all new DeForest-Sanabria TV sets are already veil-equipped.

GE and IUE were both losers, apparently, in 8-week strike which ended this week at company's 2 electronics plants in Syracuse. GE, which resumed full-scale production June 3, paid dearly in delayed production and deliveries of sorely-needed transmitters; IUE members had to content themselves with 13 fringe concessions, having failed to gain 10% pay boost originally requested.

Shape of things to come? Motorola national sales training mgr. J. B. Anger told National Appliance & Radio-TV Assn. regional meeting in Memphis recently: "I predict that most of you here in the next 10 years will sell at least 4 TV sets to each customer on your books, one of which will be a color set and one of which may be 3-dimensional."

Trade Personals: Maj. Gen. Edmond H. Leavey, USA ret., elected president of Federal Telecommunications Labs (IT&T), which he joined last Nov. as v.p., succeeding late Adm. Carl Holden . . . Don G. Mitchell, Sylvania chairman, awarded honorary degree of doctor of engineering this week by Stevens Institute of Technology, where he delivered address on "The Human Ingredients in Engineering" . . . Otto H. Schade, 22-year veteran of RCA Victor's tube dept., was awarded honorary degree of B.A. in engineering at Rensselaer Polytechnic Institute June 5; son Otto Jr. was graduated at same commencement exercises and joins RCA Camden . . . George T. Scharffenberger elected v.p., Federal Telephone & Radio Corp. . . . Louis Hausman, CBS-Columbia v.p., elected a director . . . Richard Matthews, ex-eastern sales mgr., Raytheon TV-radio div., named to new post of asst. national sales mgr., replaced by James Butler, ex-Chicago merchandising mgr. . . . Ralph A. Shields promoted to new Sylvania post of CR tube product sales mgr. . . . Isadore Leyden, ex-Majestic, named chief mechanical engineer, Tele King Corp. . . . Raymond W. Meyer, ex-RCA, named TV quality control director, Hoffman Radio, replacing Burt Dorris, now western sales mgr. . . . Emerson Dickman Jr. appointed Stromberg-Carlson New England district merchandiser . . . Walter H. Powell, ex-American Safety Razor Co., appointed director of industrial relations, International Resistance Co. . . . Percy L. Deutsch has resigned as v.p. & director of Audio-Video Products Corp. . . . James Brent resigns as adv. mgr., F. L. Bolte quits as marketing traffic mgr., Pacific Mercury, latter's duties being absorbed by sales mgr. Stanley Cohen . . . Lawrence J. Cervone promoted from New York sales rep to sales mgr., Gates Radio, Edward J. Wilder taking over in N. Y. . . . John Woods appointed sales mgr. of Toronto branch, Canadian Admiral . . . Robert G. Hess named Spartan Michigan district merchandiser . . . Webster E. Barth, ex-Reynolds Metals, named gen. sales mgr., LaPointe Electronics . . . J. B. Shimer, mgr. of Kimble Glass Co.'s Columbus plant, named asst. to general factories mgr. S. A. Kenworthy to coordinate all TV bulb operations at 4 plants; Raymond W. Gatti named mgr. of Columbus plant, where most of Kimble's rectangular tubes are made . . . Mary Ann Elliott, daughter of RCA Victor v.p. Joseph B. Elliott, was married last week in Philadelphia to Warner Moore, local sales mgr. of WICC-TV, Bridgeport, Conn. . . . Douglas F. Natter succeeds Timothy Coakley as New England district sales mgr., Hallicrafters . . . C. F. McGraw named Crosley radio product sales mgr.

"Marker beacon signal" to help servicemen pre-align uhf receivers and orient antennas, will go on air in week or so on Ch. 33 in Newport News, Va., although there won't be any picture on channel until next fall. FCC June 3 issued WACH-TV (owned by AM station WHYU) special temporary authority to send out low power audio signal from TV antenna far in advance of actual TV transmission. WACH-TV chief engineer Frederic F. Clair conceived "marker beacon" idea (Vol. 9:8), has been promoting it with local service technicians and hams since early in March. This is what "beacon" will do: Small transmitter sends out 60-watt signal on Ch. 33, modulated with audio note. Signal can be heard on uhf receivers and "sound bars" can be seen on screens, but there's no picture. Servicemen can use signal as aid in aligning uhf tuners and strips, orient uhf antennas, but it probably won't be of much help in predicting ghosts, signal strength or the most suitable type of antenna for any specific location. Voice transmission every hour will tell servicemen how to use "beacon" signal. WACH-TV has leased from WBAL-TV, Baltimore, a visual link transmitter formerly used for CBS color video relay.

Electronics Reports: Adequate representation of TV-radio-electronics industry in Commerce Dept.—after NPA dies June 30—was urged June 2 by delegation of industry leaders headed by Sprague Electric Co. chairman Robert C. Sprague, in meeting with Commerce Secy. Sinclair Weeks. Group representing RTMA praised work of NPA Electronics Div. and suggested that permanent Electronics Div. be formed within Commerce Dept. to provide liaison between industry and armed services and other govt. agencies, and to keep records of electronic items produced, production facilities available, etc.

Secy. Weeks has requested funds to set up permanent organization within his department to take over functions of NPA industry divisions. NPA's 1300 employes—including Electronics Div. staff of 15, headed by Donald S. Parris—last week received dismissal notices, effective June 30 when Defense Production Act expires. Some are expected to be rehired if Congress approves Commerce Dept. reorganization plan.

Secy. Weeks and Asst. Secy. Craig R. Shaeffer assured industry spokesmen that Commerce Dept. appreciates importance of electronics industry and will make provision for its adequate representation if industry divisions are established within department. Present at meeting in addition to Weeks and Shaeffer was acting NPA chief Horace B. McCoy.

RTMA delegation included, in addition to Sprague: RTMA president A. D. Plamondon Jr.; Max F. Balcom, retired Sylvania chairman; Stromberg-Carlson president Robert C. Tait; Quam-Nichols president Matt Little; International Resistance v.p. Harry A. Ehle; former NPA Electronics Div. director J. A. Milling, now exec. v.p., Howard W. Sams & Co.; Richards W. Cotton, chairman of ODM's Electronics Production Board and asst. to Philco pres. Wm. Balderston; RTMA exec. v.p. James Secret.

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Raytheon promotion contest offers 17 cash prizes totaling \$10,000 for invention, design & construction of new units of electronic equipment capable of using one or more Raytheon CK722 transistors; entry blanks and rules for contest, which closes Aug. 31, are available from Raytheon distributors.

Revolutionary automatic production technique used by GE in manufacture of TV & radio receivers—built around machine that solders 424 joints at once by dipping inverted chassis in pool of molten solder—is explained in detail for first time in June *Electronics Magazine*.

West Coast Electronics Manufacturers Assn. publishing 1953 directory of members and products in July for distribution previous to its Western Electronics Show and Convention in San Francisco, Aug. 19-21; copies available from 767 Castelar St., Los Angeles.

Stanford Lab at Palo Alto has been renamed the W. W. Hansen Laboratories of Physics in honor of the professor who pioneered uhf communications and died in 1949 at age 39.

Mark Simpson Mfg. Co., Long Island City, N. Y. (electronic equipment) has filed Chapter XI petition in Brooklyn Federal court; unofficial creditors' committee has been named and auditor appointed.

NPA discontinues materials and priority assistance to communications industry and ham radio operators (Orders M-77 & M-85), along with all other civilian controls July 1.

W. Walter (Wally) Watts, RCA Victor engineering products v.p., this week was elected v.p. in charge of technical products, putting him in charge of engineering products & tube depts. He succeeds Lindsey W. Teegarden, recently promoted to exec. v.p. of parent RCA. T. A. (Ted) Smith was promoted to engineering products v.p.

Financial & Trade Notes: A powerful and eloquent spokesman for typical postwar-born TV-radio-electronics companies, which started small and grew as industry expanded, exhorted House Ways & Means Committee this week to repeal excess profits tax as means of distributing tax burden more equitably. Speaker was Walter E. Ditmars, president of Gray Mfg. Co., whose subsidiary Gray Research & Development Co., Manchester, Conn., makes telecasting and other electronic equipment.

Substance of his plea, typical of so many of fellow businessmen in infant electronics industry, was that larger industrial competitors had greater profits in 1946-49 base period, consequently got far better break in computation of excess profits tax. His company, he said, had relatively low earnings in 1946-48 but spurted in 1949, and as result was "penalized and burdened" with high EPT.

Illustrating, Mr. Ditmars said Gray Mfg. Co. sales increased from about \$5,900,000 to more than \$11,300,000 in 1952, with profit of \$233,232 more than at end of 1951. But after payment of taxes, Gray had only \$2916 left, or only 1¼¢ on the profit dollar. By contrast, he cited case of one of his competitors who did \$38,000,000 worth of business last year, yet paid only \$7000 more total taxes than did Gray.

At week's end, it looked more & more as if pleas of Mr. Ditmars and many others in same fix might be answered—sentiment on Ways & Means Committee piled up in favor of outright repeal, despite requests of President Eisenhower and Treasury Secy. Humphrey for 6-month extension. Committee chairman Reed (R-N. Y.) has been soliciting support for letting EPT die on its present June 30 expiration date.

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TV-radio companies ran ahead of last year's general trend of declining profits, according to *New York Times* annual survey of corporate earnings. While survey showed that profits of 1074 companies in all fields dropped 7% in 1952, the 21 firms in TV-radio-records category showed 3% increase from \$90,486,000 in 1951 to \$92,830,000 in 1952. *Wall Street Journal's* compilation of corporation earnings reports for first 1953 quarter showed 10% aggregate gain over same 1952 period, but 8 TV-radio companies reported increase of 61.1% from \$13,243,000 to \$21,339,000.

Taxes ate up almost half the profits of wholesale and retail corporations in 1952, according to joint report of Federal Trade Commission and Securities & Exchange Commission—listing \$4.8 billion profits before taxes, \$2.5 billion after taxes. Total assets of retail corporations at year's end were listed at \$27.3 billion, inventories \$9.3 billion, net working capital \$12.4 billion; for wholesale corporations, assets were \$2.2 billion, inventories \$8.1 billion, net working capital \$9.8 billion. Rate of return on stockholders' investments was estimated at 8.1% for retail corporations, 8.7% for wholesale firms. Note: Report is available from FTC on request.

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Wilcox-Gay Corp. (Majestic & Garod) earned net income of \$181,472 on record sales of \$5,570,621 for first 1953 quarter. Profits before taxes were \$296,472, more than double corresponding 1952 period and slightly less than the \$336,500 reported for all of 1952.

Erie Resistor Corp. is issuing 62,500 shares of new Class A preferred stock at \$20 par, 6% interest rate, offering scheduled for latter June with Fulton, Reid & Co., Cleveland, as principal underwriter.

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 15; Standard Radio "A" & "B," 10¢ July 10 to holders June 19; Arvin, 50¢ June 30 to holders June 15; Muter, 15¢ June 30 to holders June 15.

Among officers' and directors' stock transactions reported by SEC for April 11-May 10: A. H. Blank, through Myron Trust, received 897 AB-PT common, 180 pfd. in exchange for ABC common in merger (Feb.), holds 5384 common, 180 pfd. personally and through trusts; Robert H. O'Brien bought 100 AB-PT, holds 100; Arthur L. Wanner bought 100 Belden, holds 2328; J. J. McIntyre bought 400 Clevite, holds 4400; Max Abrams bought 500 Emerson through trust, holds 155,240 personally and through trusts; Sidney J. Weinberg sold 200 GE through Goldman, Sachs & Co., holds 600 personally and through Goldman, Sachs; Arthur J. Palmer exercised option to buy 100 General Precision Equipment, holds 300; Edwin C. Wolf bought 100 Oak Mfg. (March), holds 500; R. Bowling Barnes & Heywood Fox, through Fox Wells & Co., bought 7622 Olympic, hold 130,792; Charles M. Odorizzi bought 300 RCA (March), holds 1300; Wm. E. Robinson bought 100 RCA, holds 100; Ernest A. Wester bought 100 Servomechanisms, holds 1600; Irving S. Florsheim sold 200 Stewart-Warner through trusts (July, 1952), holds 6000; W. B. Harrison bought 100 Sylvania, holds 301; John B. Merrill bought 125 Sylvania (Feb., 1952), holds 379; Don G. Mitchell bought 285 Sylvania (March), holds 3387; Howard L. Richardson bought 220 Sylvania (Feb., 1952 & Feb., 1953), holds 301; Frederick W. Strauss bought 400 Travler (March), holds 1000; A. W. Robertson sold 100 Westinghouse, holds 700; W. S. Woodfill bought 100 Zenith, holds 300.

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Four officers and directors of Standard Coil Products Co. are disclosed as beneficial owners of 683,900 of the 1,470,000 shares of common stock outstanding in notice of June 9 annual shareholders meeting at Chicago's Edgewater Beach Hotel. They're Glen E. Swanson, president, holding 303,160 shares, whose 1952 remuneration was \$113,291; James O. Burke, treas., 238,910, salary \$82,166; Robert E. Peterson, exec. v.p., 139,955, salary \$78,000; Arthur Richenthal, attorney, and secy. of subsidiary Kollsman Instrument Co., 1875, salary \$52,950 (in addition to \$114,000 legal fees to his law firm).

Television-Electronics Fund reports net assets of \$27,052,859 (\$14.04 on 1,927,405 shares) as of April 30, compared with \$21,970,301 (\$13.56 on 1,619,318 shares) on Oct. 31, 1952.

American Phenolic earned net income of \$300,670 (75¢ a share) on sales of \$8,862,067 for quarter ended March 31 vs. \$309,249 (77¢) on sales of \$9,552,244 same 1952 period.

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More evidence of prosperity of TV-radio-electronics industry in first quarter of 1953 came this week in release of survey by National Credit Office Inc., 2 Park Ave., New York. It reported 10 leading but unnamed TV-radio manufacturers enjoyed average sales gain of 35.2%, profit boost of 50.4% over same 3 months last year, while 950 parts distributors averaged 15-20% gain in first-quarter sales. Report quoted manufacturers and distributors alike as foreseeing excellent fall and winter sales prospects. Discussing future of electronics, it said: "The day is not far off when it will be difficult to define what comprises the electronics industry, since its equipment and influence will extend into almost every other commercial field."

How wages have increased in TV-radio-electronics industry in last 5 years is shown in Bureau of Labor Statistics' *Hours & Earnings* report for April. In 1947, average weekly pay of a production worker in TV-radio-electronics was \$44.41, hourly pay \$1.13; in 1952 weekly pay averaged \$62.12, hourly pay \$1.53. In all durable goods manufacturing industries, average weekly pay went from \$49.97 in 1947 to \$70.98 in 1952, hourly pay from \$1.17 to \$1.76.

COLOR field tests of NTSC are nearing completion, and field test panel chairmen hope to have work done by time of next full NTSC meeting June 24. Compatibility panel, under Admiral's Rinaldo DeCola, has one test to go; networking group, under NBC's R. E. Shelby, plans last test June 10; receiver panel, under Hazeltine's Knox McIlwain, has two minor problems left—hum and amateur interference to color subcarrier.

As of now, no major change in present NTSC field test specifications is in prospect (for technical details, see Supplement No. 75-A). As one NTSC member joked: "I really knew we had a system during our tests with Ch. 4 & 5 in New York. When everyone switched his set from Ch. 5 to 4, and the sets worked right without any monkeying, that was it." It's anyone's guess how long it will take to write up reports, get agreement from NTSC on final package to present to FCC.

CBS is now hell-bent to catch up with rest, as it must to keep its affiliates in the color swim. Its purchasing color gear from RCA, is rushing to get WCBS-TV transmitter on air with color by July 1, will get it checked out by NTSC to see that it complies with specifications.

TV-radio columnist John Crosby got off one of his usual sane comments on color this week. "There is strong sentiment in Congress to get on with color TV right now," he wrote. "This impatience, I feel strongly, is not shared by the public. The principal public reaction is one of uncertainty; non-set owners, who were on the verge of buying a black-&-white set, are hesitating a little longer under the mistaken notion that color TV is right around the corner. It isn't."

Crosby sides with Dr. W. R. G. Baker, chairman of NTSC, in disagreement with RCA over timing of presentation of system to FCC (Vol. 9:22). "In one of the most sensible speeches on the subject," Crosby said, "[Dr. Baker] argues that nothing but the highest possible standards are good enough for the American people. A few months delay are unimportant next to that goal. I think he's right."

TV films may bring Hollywood greater prosperity than movies ever did. Survey published in *Daily Variety* shows that \$50,000,000 will be spent in making 48 series of TV films in next 6 months—with 32 of the programs being financed by sponsors. The 48 series will comprise total of 1066 half-hour films, equivalent to about 400 feature-length films in next 6 months. In the pre-TV heyday of the movies, 400 features would have been an unusually large volume for an entire year's output. Last year, Hollywood's 8 biggest studios turned out 242 theatrical features. So far this year they've made 78, as movie companies hesitate to start new pictures while new technical developments are in state of flux. On other hand, president Roy M. Brewer of Hollywood AFL Film Council, says TV is taking up only about half the slack caused by sudden drop-off of movie making. Employment of Hollywood technical workers, he says, now stands at about 50% (without TV films it would be 25%). at a time of year when unemployment had never before risen above 10%. He blames film production abroad for big slump, predicts Hollywood will become "ghost town" if producers continue making movies out of the country to secure tax advantages.

This "third dementia" business—want to know what it's all about, the different systems, critical reactions, relative prospects, respective promotions, etc.? Then read cover story in June 8 *Time Magazine*, which does excellent job of relating the facts about Hollywood's "telling reply to TV."

Austin Co., builders, out with 8-p. brochure pictorializing and describing the 20 TV-radio plants it has built.

JOINT COMMITTEE on Educational TV this week adopted resolution of appreciation and wrote NARTB president Harold Fellows thanking him for commercial telecasters' assistance to educational TV. Letter signed by JCET exec. director Ralph Steetle particularly praised Storer Broadcasting Co. for donating 5-kw DuMont transmitter and antenna atop 150-ft. tower of WBRC-TV, Birmingham, to Jefferson County Radio & Television Council (Vol. 9:20), and added:

"It is impossible, of course, for us to thank individually all of the commercial interests in this country that have contributed and will contribute to the development of educational TV. By continued cooperation between educators and commercial interests such as has been exhibited the past year, we can be assured that the American people will receive the finest TV service possible."

Educational TV applications will trickle off until fall, after 9 more, including one from Puerto Rico, were filed this week in headlong rush to meet June 2 target date many set for themselves (see *TV Addenda 16-V* herewith). Educators' one-year record: one station on air (KUHT, Houston, Ch. 8); one imminent (KUSC-TV, Los Angeles, Ch. 28); 17 CPs, 28 applications pending.

Educators next will concentrate on getting stations on air, on making good record so other applicants and prospective applicants can profit from their experience, according to Steetle. His prediction of up to 20 applications between May 10 and June 2 (Vol. 9:19) was right on the button, so this week he took another crack at prognostication and forecast 10 stations on air by year's end in these localities: San Francisco, Pittsburgh, St. Louis, Birmingham, Columbus, Seattle, East Lansing, Mich. and either Oklahoma City or New Brunswick, N. J., in addition to Houston and Los Angeles.

SKIATRON subscription-TV system, which uses coded IBM card as "ticket," will hold first public demonstration at New York's Hotel Belmont Plaza, June 9-17. Showings will be staged hourly 11 a.m.-8 p.m. In preparation, Skiatron suffered 2 setbacks: (1) FCC refused to permit WOR-TV to transmit scrambled programs for demonstration during regular program hours; (2) big film producers refused to contribute first-run films. First demonstration daily, at 11 a.m., will be taken off air from WOR-TV, which doesn't begin regular programming until noon. Skiatron pres. Arthur Levey says he will file application with FCC "later this year" for commercialization of Subscriber-Vision, hopes to go into programming business by buying time on TV stations to transmit scrambled subscription-TV programs.

In another subscription-TV development, Smith, Kline & French Laboratories, pioneer in medical use of closed-circuit color TV, announced this week it hopes to inaugurate special medical subscription-TV service in black-&-white to homes and offices of doctors. Pharmaceutical house's TV director G. Frederick Roll said his firm is negotiating with pay-as-you-see firms, hopes to stage closed-circuit test next fall, but that actual service will depend on FCC approval. Announcement was made at press demonstration of CBS color projection unit in New York, at which closed-circuit pictures of delicate eye operation were thrown onto 6-ft. screen.

Zenith has refused to cooperate with NARTB study of subscription TV because of presence on 3-man committee of Henry W. Slavick, gen. mgr. of WMCT, Memphis. In refusing to supply information on Phonevision, Zenith's Pieter Van Beek wrote that "Mr. Slavick's openly expressed opposition to subscription TV would make it impossible for him to participate objectively in this study." Other committee members are Paul Raibourn, KTLA, Los Angeles, and Clair McCollough, WGAL-TV, Lancaster.

Thirteen more NBC-TV affiliates this week signed "color clauses" supplementing regular affiliation contracts, making 29 thus far assured of getting promised network color service from its inception (Vol. 9:22). And, setting at rest published reports that it may go over to CBS, Oklahoma City's WKY-TV mgr. P. A. Sugg advises that no such decision has been reached and says station's policy, so long as area is one-station market, will continue to be to "pick the best shows from all networks." He also takes exception to our report (Vol. 9:22) that WTMJ's Walter Damm was first to ask RCA for complete color transmitting equipment for local programming. On Sept. 13, 1949, he writes, WKY-TV placed order for RCA color system when and if available; on June 26, 1950 it executed order and made deposit on RCA color equipment to be delivered "when firm rules and regulations for color TV are established by FCC." The 13 new NBC color signers: WBAL-TV, Baltimore; WTTV, Bloomington; KEDD-TV, Wichita; WFMJ-TV, Youngstown; WOAI-TV, San Antonio; WNHC-TV, New Haven; WKTU, Utica; KGNC-TV, Amarillo; WCOV-TV, Montgomery; KTYL-TV, Mesa-Phoenix; WBEN-TV, Buffalo; WWJ-TV, Detroit; WTMJ-TV Milwaukee.

Warm-up for 1954 political campaign is likely to be held within month or so—Democratic National Committee planning to ask TV networks for free public service time for major speech on party's evaluation of current Congressional session, with Defense Secy. Wilson's proposed arms budget cut the big issue. Publicity director Sam Brightman said proposed telecast will have Sen. Sparkman (Ala.) as party spokesman, pending return of Adlai Stevenson from world tour this fall, when he'll make several TV network speeches to raise funds for 1954 war chest. Republicans are quiescent; publicity director Robert Humphreys says they're not taking initiative for moment, are merely accepting local TV invitations as they arise.

Total of 137 stations in 91 cities now have network service. KMJ-TV, Fresno, June 1 was hooked up to AT&T's San Francisco-Los Angeles microwave link; WHIZ-TV, Zanesville, is now using private microwave from Columbus. Placed in service last week was Pittsburgh-St. Louis microwave, augmenting other east-midwest facilities. Service on Milwaukee-Chicago section of new microwave linking Minneapolis-Milwaukee-Chicago begins in mid-June, and Minneapolis-Chicago section is due for completion in July. Note: New map detailing all TV cities, network routes, is now being prepared for insertion in July edition of our *TV Factbook No. 17*.

Jack Benny has more tax troubles with Govt. U. S. Tax Court this week scheduled hearing in Los Angeles July 6 on complaint Benny and his wife Mary Livingston incorrectly reported \$2,260,000 from sale of 5000 shares of Amusement Enterprises Inc., radio package producers, to CBS in Dec. 1948 as capital gains instead of business or professional income. Though issue is same in both cases, transaction was not part of Benny's shift from NBC to CBS, when Internal Revenue Bureau ruled in Jan. 1949 he had to pay 77% personal income tax instead of 25% capital gains tax on \$4,000,000 he received.

Start of the uhf DX sweepstakes: Monte Cohen, president, General Instrument Corp., reports reception of WBRE-TV, Wilkes-Barre (Ch. 28) "for over an hour" at GI's labs in Springfield, Mass., some 180 mi. distant. With summer season of freak atmospheric conditions coming on, we'll probably be hearing more reports of long-distance uhf reception. Can anyone top GI's uhf record?

FCC this week issued list of Mexican channel assignments near U. S. border in accordance with U. S.-Mexican agreement. Only change from our listing on p. 165 of *TV Factbook No. 16* is addition of Ch. 11 to Chihuahua.

The 10 petitions for channel additions or shifts, filed this week after expiration of one-year moratorium (see p. 3), are as follows: (1) Add Ch. 5 to Lake Placid, N. Y., filed by consulting engineer Lynn Smeby. (2) Add Ch. 58 to Los Angeles, by Lawrence Harvey. (3) Add Ch. 9 to Hatfield, Ind., by WVJS, Owensboro, Ky. (4) Shift Ch. 12 from Elk City, Okla. to Ada, add Ch. 26 to Elk City, by Eastern Oklahoma TV Corp. (KADA, Ada, part owner). (5) Add Ch. 10 to Parma, Mich., by Spartan Bestg. Co., Jackson (Sparks-Withington). (6) Add Ch. 10 to Onondaga, Mich., by Triad TV Assn. (7) Add Ch. 5 to Weston, W. Va. instead of Glenville (as already proposed by FCC), by West Virginia's Research Center Inc., Salem. (8) Shift Ch. 4 from North Platte, Neb. to Holdrege, by Chamber of Commerce, Holdrege. (9) Add Ch. 10 to Logansport, Ind., substitute Ch. 10 for Ch. 7 in Evansville, add Ch. 7 to Sullivan, add Ch. 69 & 79 to Terre Haute, by WSAL, Logansport. (10) Shift Ch. 4 from Medford, Ore. to Roseburg, by KRNR.

Power increases: WBTU, Charlotte, June 5 increased power from 16.3 to 100 kw; WBAL-TV, Baltimore, June 3 went from 27 to 100 kw; KTBC-TV, Austin, Tex., this week jumped from 20.4 to 100 kw. RCA this week shipped 25-kw amplifier to WAVE-TV, Louisville, which got 10-kw driver May 1, and 10-kw driver to WKY-TV, Oklahoma City, slated to receive 25-kw amplifier next week. Scheduled to be shipped next week from RCA: 25-kw amplifier to WTMJ-TV, Milwaukee; 10-kw driver to KR0D-TV, El Paso, and 20-kw amplifier to WFBG-TV, Altoona. WTVJ, Miami, this week began construction of new transmitter building, 2.7 mi. NW of Hollywood on south Florida "antenna farm" where all tall TV towers will be located. Station will erect 1000-ft. tower, 6-bay antenna, plans to begin installation of 35-kw GE transmitter Nov. 1, increase power from 16.5 to 100 kw in December.

Thirteen applications filed this week included 9 more for educational channels: Birmingham, Ch. 10; Chicago, Ch. 11; Lawrence, Kan., Ch. 11; Boston, Ch. 2; Detroit, Ch. 56; Chapel Hill, N. C., Ch. 4; Providence, R. I., Ch. 22; Madison, Wis., Ch. 21; San Juan, P. R., Ch. 6. Commercial applications were for Goldsboro, N. C., Ch. 34, by WGBR, principal stockholder of which is attorney Kenneth C. Royall, ex-Secy. of the Army under President Truman; Buffalo, Ch. 2, by local group headed by furniture dealer Arthur Victor Jr. and including city council pres. Peter J. Crotty; Winston-Salem, N. C., Ch. 12, by WAAA, owned by farm equipment dealer F. Roger Page Jr. WAPP, McComb, Miss., petitioned FCC to reinstate its application for Ch. 31, which had been dismissed April 29.

Two more TV stations in Canada have been recommended by CBC board of governors to Ministry of Transport, the Dominion licensing authority—Lower St. Lawrence Radio Inc., Ch. 2 in Rimouski, Que., and Trans-Canada Communications Ltd., Ch. 2 in Regina, Sask. Deferment was recommended on application of Calgary Television Ltd. for Ch. 2 in that city until another unnamed applicant can file; deferments also were recommended on rival applications for Ch. 3 in Edmonton filed by Edmonton Television Ltd., Wm. Rea Jr., Sunwapta Bestg. Co. Ltd., and on one for Ch. 13 in Kitchener, Ont., and Ch. 8 in Saskatoon, Sask., pending additional applications. [For 7 grants thus far in Canada, see Vol. 9:14.]

Another of nation's pioneer FM stations—*Chicago Tribune's* WGNB—surrendered license May 28, following by few days cancellation of licenses by Crosley Broadcasting Corp. for its 3 FMs—WLWH, Cincinnati; WLWF, Columbus; WLWB, Dayton.

RCA has applied to FCC for experimental TV station at Camden, covering all vhf & uhf channels with maximum powers, to test equipment.

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 24

NARTB LIBRARY

JUN 16 1953

June 13, 1953

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UP-TO-MINUTE LOG OF STATIONS ON THE AIR: So frequently are we asked for up-to-date lists of TV stations -- especially now that new ones are going on the air at rate of several per week -- that we will publish the list periodically as Special Reports with our Newsletters. Hence the log herewith, which not only shows call letters, channels, names of licensees of all stations now operating (186) but indicates radio affiliations if any and their national sales reps. There's also an addendum listing 41 CP holders reporting they'll be on the air during next six weeks. This log can be kept current by adding the new starters as we report them weekly; however, about every 6 weeks we'll republish this log up to date. And for fuller details on all operating stations (powers, ownership, staffs, rates, etc.), as well as on all CP holders and all still-pending applications, we refer you to our semi-annual TV Fact-books, next edition of which (No. 17) is due off presses July 15.

CRITERIA FOR SUCCESS OF UHF STATIONS: The program's the thing -- in uhf as in vhf. That ought to be self-evident -- and it's shown strikingly in what is probably the first scientific survey of set circulation and conversion in uhf cities.

Talk all you want about power, height, receiver sensitivity, line-of-sight reception -- of course they're all important. But too many evaluations of uhf deal only with its technological differences from vhf, gloss over its similarities.

Often there's tendency to pigeonhole uhf as a "new medium", to forget that the general rules which apply to TV as a whole apply to uhf TV as well. It's true that uhf, for time being, has added complications, such as conversions and higher cost of vhf-uhf sets. But it has been established that the public willingly spends the money where uhf will bring them good programs they couldn't get otherwise.

It may have been coincidence, but on our visits to uhf stations earlier this year (Vol. 9:6-7,9-10,12,15) we found that the griping about the "difficulties of picking up uhf" was much heavier in communities already well-served by vhf than in areas where uhf provided a badly needed new service.

* * * *

Research on uhf set circulation has been meager, unfortunately -- leading to some rather strange fixations, particularly among some timebuyers and reps. Fact is, uhf is serving public and serving it well in many communities.

Conversely, where uhf merely duplicates programming on nearby vhf channels, or where uhf programming is poor, it doesn't promote set purchases or conversions. Under similar circumstances, a vhf station wouldn't do well either.

These conclusions are drawn from experimental survey of uhf cities, conducted several months ago by the highly regarded American Research Bureau (National Press Bldg., Washington) for selected group of clients, mainly advertising agencies. The tremendous response it received indicates crying need for reliable research in uhf field, and ARB has decided to make it a quarterly project. Director James Seiler says demand has made forthcoming July study "our major production".

Results of first survey are interesting, and a little surprising. They show clearly that uhf set circulation, within cities where stations are located, depends not on the power-height-reception fetish, but almost entirely on these 4 factors:

- (1) Distance from nearest vhf station.
- (2) Number of good quality vhf signals available.
- (3) Length of time local uhf station has been on air.
- (4) Amount and type of local programming on uhf station (although this factor carries less weight than the first 3).

Amount of popular, unduplicated programs (especially network) that the uhf station can bring into local homes obviously is determined by those 4 factors.

"We can actually predict the progress of uhf set circulation in any city at any given time by giving proper weight to these factors," says Seiler.

* * * *

Case histories which follow, based on ARB's survey, eloquently tell their own story of the conditions which affect uhf circulation. Figures for each city are based on 1000 phone calls within city limits in 10-day period. Bear in mind that they reflect viewers in city only -- beyond city limits power and antenna height begin to take on more importance -- and that none of the sample cities had uhf for more than 4½ months at time survey was made.

Although we've omitted city names and have summarized only small part of the data in the ARB survey, these examples show the pattern of uhf growth in a number of typical situations:

CITY A has low-powered uhf station. There's one vhf station 75 mi. away, several others 120 mi. After 3 months on air, uhf signal could be picked up by more than 85% of sets in city.

CITY B is less than 60 mi. from large city with 3 vhf stations. After more than 4 months on air, only 11% of TVs in this city were equipped to receive uhf, despite major network affiliation of uhf station.

CITY C has 2 post-freeze stations -- a uhf and a vhf -- and no other TV within 130 mi. Uhf was first station on air, but has no major network affiliation. Four months after uhf went on air, 55% of sets could receive uhf station.

CITY D also has 2 post-freeze stations, but vhf preceded uhf on air by about 2 months, is affiliated with 2 major networks. There's another vhf 80 mi. away. After 2 months on air, uhf station could be received by 46% of city's TV families.

CITY E is 50 mi. from bigger city with 3 vhf stations, 30 mi. from a fourth vhf. After 2 months on air, only 7.7% of sets in City E were equipped to receive uhf station. Total TV saturation for city is more than 75%.

CITY F, in rugged terrain, is 60 mi. from one vhf station, can't get satisfactory reception from any others. Uhf station, on air 4 months, could be received by more than 85% of sets in city, was listed as "channel viewed most" by 83.2%.

CITY G, in flat country, is within 75 mi. of 4 vhf stations, from which it can get fairly good pictures. Uhf station carries NBC & CBS as well as local live sports pickups. After 4 months, 63% of sets were equipped for uhf.

CITY H has 2 uhf stations, and there are 4 vhf within 65 mi. Each uhf is affiliated with a leading network. After stations had been on air 2 & 3 months, 37% of sets could receive one or both uhf stations.

CITY I's uhf station was preceded on air one month earlier by uhf in city 25 mi. away. Nearest vhf is 60 mi., 2 others 80 mi. away. After local station had been on air one month, 13.6% of sets were equipped for uhf.

CITY J is 20 mi. from vhf station with NBC-CBS affiliation, less than 50 mi. from 3 others. Some 4½ months after uhf went on air, 44% of TVs could pick it up.

* * * *

There are still no accurate statistics on total number of uhf sets-in-use. Beginning with July, RTMA will list in monthly production report "number of sets equipped with uhf tuners," but won't show production of converters or strips, and will make no attempt to recapitulate number of uhf-equipped sets produced to date.

MORE CPs COME FROM DROPOUTS & MERGERS: Six CPs and 4 initial decisions were produced by FCC this week, all but one stemming from quick action after competition was removed by dismissals. Following are week's CPs:

Evansville, Ind., Premier TV Inc., Ch. 62; Lawrence, Mass., General Bcstg. Co., Ch. 72; Albany, N.Y., WPTR, Ch. 23; Rochester, N.Y., WGVA (Geneva), Ch. 15; Schenectady, N.Y., Van Curler Bcstg. Corp., Ch. 35; Seattle, Wash., KOMO, Ch. 4.

Initial decision is favorable recommendation by examiner, is made final by vote of the commissioners. This week's, which should become final shortly, are: Sacramento, Cal., John Poole, Ch. 46; Savannah, Ga., WTOC, Ch. 11; Portsmouth, O., Woodruff Inc., Ch. 30; Lebanon, Pa., WLBR, Ch. 15.

Evansville grant, to Fine theatre group, follows last week's initial decision (Vol. 9:23). Lawrence application was uncontested and grant went to group headed by clothing manufacturer A. Alfred Franks. Albany and Schenectady CPs came after complicated agreement involving dismissals by WTRY, Troy, and WXXW, Albany. Initial decisions for Sacramento, Savannah and Portsmouth were set up by dropouts last week. Lebanon decision followed Steitz Newspapers dropout June 8. Due for favorable decision, probably next week, is WTTM, Trenton, for Ch. 41, after voluntary dismissal by WBUD, Morrisville, N.J.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

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FCC's thinking on several subjects -- processing, priorities, strike applications, uhf's future -- was given to Senate Commerce Committee this week. It was in form of Chairman Hyde's written answers to various questions propounded by Senators during May 18 hearing (Vol. 9:21).

Several Senators were quite insistent on persuading FCC to give higher priority to hearings in big cities with only 1-2 pre-freeze stations. Hyde stated that several suggestions for changing priorities are under consideration, thus giving the impression changes may be expected.

As for strike applications, Hyde said FCC has investigated several cases but added: "We cannot act merely on the ground of vague suspicion and must be careful to avoid injustice to innocent parties." Commission has sent letters to 2 applicants, questioning whether they filed in good faith.

FCC's belief in uhf was expressed in several responses. Sen. Capehart (R-Ind.) asked whether uhf would suffer fate of FM. Said Hyde: "It is believed that the intermixture of vhf-uhf channels throughout the country, the fact that the uhf band contains 70 channels as against 12 in the vhf band, and the fact that many areas will receive only uhf service will prevent such occurrence."

Answering Sen. Smathers (D-Fla.), who wondered how uhf can compete with vhf, Hyde pointed out that Commission has attempted to equalize technical differences by giving uhf 3 to 10 times more power than vhf. He then added:

"Successful competition by uhf stations in established vhf areas will depend on many factors, including, for example, the number of established stations, the economy of the community, the factor of network affiliation, etc. This factor of network affiliation, and others, makes it impracticable to forecast the success or failure of uhf stations in any particular established vhf cities. However, because of the basic fact that the vhf is too limited to meet the nationwide demand for TV, the Commission has been confident that uhf would establish itself..."

SCRANTON & AKRON UHF OUTLETS ON AIR: Only 2 new starters this week brought total of operating stations to 186, of which 17 began in 1952, 61 so far this year. There are now 148 vhf, 38 uhf, all of latter post-freeze. Latest 2 are uhf:

WGBI-TV, Scranton, Pa. (Ch. 22) began testing June 6 with 12-kw GE transmitter, went on program schedules June 7 with CBS-TV. Owned by Megargee estate and managed by George Coleman, it's city's first TV station (though WBRE-TV in nearby Wilkes-Barre, on Ch. 28, has been operating since last Dec. 30). The WGBI-TV base rate is \$300 per hour, national rep is Blair.

WAKR-TV, Akron, O. (Ch. 49) turned on RCA transmitter for first test June 7

but is holding off scheduled patterns until June 15, will go commercial in July, will be ABC-TV affiliate. It's 55% controlled by pres. & gen. mgr. S. Bernard Berk, 45% owned by Akron Beacon Journal (Jack Knight). Base rate is \$250, rep is Weed.

Quite a few more new stations are just about ready to start, notably KSWs-TV, Roswell, N.M. (Ch. 8); KROC-TV, Rochester, Minn. (Ch. 10); KMMT, Austin, Minn. (Ch. 6); WTPA, Harrisburg, Pa. (Ch. 71); WKOW-TV (Ch. 27) and WMTV (Ch. 33) in Madison, Wis. But there's many a slip between target date and actual on-air tests and programs. For list of 40-odd CP holders reporting June or July debuts (most with equipment on hand or about to be shipped), see pp. 3-4 of TV log herewith.

STEP-UP IN UHF TRANSMITTER DELIVERIES: Accelerated shipments of uhf transmitters, with added accent on power, were particularly noteworthy this week as DuMont filled its first uhf order, GE began to catch up on strike-delayed shipments, RCA sent units out at rate of 3 weekly, Federal promised more 1-kw jobs shortly -- and a newcomer to the uhf transmitter field was disclosed.

First DuMont uhf delivery is 5-kw for WGLV, Easton, Pa. (Ch. 57), which was many times deferred, is now ready to install and likely to get going within 30 days. It's first to use Eimac klystron commercially, first of string of uhf promised for delivery in ensuing months. J.L. Stackhouse, publisher of Easton Express, is owner, Nelson Rounsley mgr., and station will get ABC & DuMont service via own relay at Pattenburg Hill, Pa., halfway from N.Y., microwaving to transmitter on Gaffney Hill, Pa., using 425-ft. Stainless tower and rising 1490 ft. above sea level. Gain of the antennas 21.5, providing 100-kw ERP.

Only other uhf transmitters of more than 1-kw power delivered to date are seven 12-kw units so far shipped by GE (see below). RCA promises high-power uhf unit, probably 10 kw, by next year. Federal reports it's working on traveling wave tubes and klystrons to achieve 10-12 kw. And Eimac is perfecting 12-15-kw klystron. Further in distance, but definitely on horizon, are 50-60-kw klystrons being developed by Eimac and Varian Associates (Vol. 9:13) -- which, coupled with high-gain antennas, could deliver the 1000-kw power maximum.

Continental Electronics Mfg. Corp., 1242 So. Buckner Drive, Dallas, is the newcomer to TV transmitter field, specializing in uhf. It's completing its first transmitter for Clyde Weatherby's KANG-TV, Waco (Ch. 34), aiming to start tests in Sept., using DuMont cameras and studio equipment with tower atop local Medical Arts Bldg. Transmitter uses 1-kw GE tetrode preceded by RCA 6161, is adaptable to 10-kw later, was built under direction of veteran broadcast engineer James Weldon (Weldon & Carr, consultants) and Lauren Findley, who designed the Collins FM line.

[For roundup of GE, RCA, DuMont and Federal transmitter shipments this week and next few weeks, see story below.]

FOUR GE uhf transmitters will be shipped before end of this month, with 3 thus far scheduled for July deliveries, reports mgr. Frank Barnes. In addition, GE this week shipped vhf to KLAS-TV, Las Vegas, Nev. (Ch. 8) and KBES-TV, Medford, Ore. (Ch. 5), has KIEM-TV, Eureka, Cal. (Ch. 3) scheduled for July, and the following thus far scheduled for August: KGBS-TV, Harlingen, Tex. (Ch. 4); KDRO-TV, Sedalia, Mo. (Ch. 6); KOMU-TV, Columbia, Mo. (Ch. 8).

The GE uhf already delivered but not yet on air are KPIK, Los Angeles (Ch. 22) and WOSH-TV, Oshkosh, Wis. (Ch. 48)—former 12 kw and latter 100 watts. Two 12-kw jobs will go out this month to WILK-TV, Wilkes-Barre (Ch. 34) and WENS, Pittsburgh (Ch. 16) and two 100-watters to KIMA-TV, Yakima, Wash. (Ch. 29) and KFSA-TV, Ft. Smith, Ark. (Ch. 22), latter due to get 12 kw later.

In July, a 12-kw goes to WVEC-TV, Hampton, Va. (Ch. 15) and 100-watters to KETX, Tyler, Tex. (Ch. 19) and WKLO-TV, Louisville (Ch. 21); both of latter will get 12-kw in August.

This week, GE shipped 12-kw unit to WEEK-TV, Peoria (Ch. 43) and in August it ships one to WEEU-TV, Reading, Pa. (Ch. 33), both already on air with 100 watts. Its other 12-kw now on air are WHUM-TV, Reading (Ch. 61); WWLP-TV, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WKAB-TV, Mobile, Ala. (Ch. 48); WGBI-TV, Scranton, Pa. (Ch. 22).

* * * *

DuMont shipped three 5-kw vhf transmitters June 12 to KMMT, Austin, Minn. (Ch. 6); KIVA-TV, Yuma, Ariz. (Ch. 11); WMAZ-TV, Macon, Ga. (Ch. 13).

RCA this week got 1-kw uhf shipments off to upcoming WDAK-TV, Columbus, Ga. (Ch. 28); WCAN-TV, Milwaukee (Ch. 25); WATR-TV, Waterbury (Ch. 53). Week of June 15 it ships to WILS-TV, Lansing, Mich. (Ch. 54); WTAC-TV, Flint (Ch. 16); WTOB-TV, Winston-Salem, N. C. (Ch. 26). These make 16 deliveries of RCA uhf not yet on air.

Federal will ship 1-kw uhf transmitters early in July to WNAO-TV, Raleigh (Ch. 28); WTVU, Scranton (Ch. 73); WTVI, Belleville, Ill. (Ch. 54). Only one it has delivered to date is WICC-TV, Bridgeport, Conn. (Ch. 43).

ST. LOUIS area, like Kansas City, won't be one-station market for long, if plans of several uhf grantees there materialize. With KCTY (Ch. 25) now operating in Kansas City and KCMO-TV (Ch. 5) authorized for construction there (Vol. 9:23), the word from St. Louis now is that 3 of its 5 uhf grantees expect to be in operation before year's end while other 2 are still indefinite, as is its educational vhf.

WTVI in Belleville, Ill. (Ch. 54), just 13.8 mi. south-east of St. Louis, says it will begin telecasting first week in July, its 600-ft. tower already up and combined studio-office-transmitter building finished; Federal has indicated transmitter will be shipped in early July.

KSTM-TV (Ch. 36) began excavating for new 14,000-sq. ft. combination building June 2, still aims for Sept. 1 debut, reports pres. Wm. Ware; GE equipment has been ordered. WIL-TV (Ch. 42) has Christmas day target, according to sales mgr. Nick Pagliara, but equipment hasn't yet been announced.

KFUO-TV (Ch. 30) is still shopping for transmitter to be located on campus of Lutheran Synod of Missouri's Concordia Seminary campus in suburban Clayton, reports KFUE director Dr. Herman Hohenstein; its on-air date is still uncertain. Also on uncertain list is KACY (Ch. 14) in Festus, Mo., 12½ mi. south of city, though pres. Carl McIntyre says site for 644-ft. tower and studio-transmitter house has been selected.

St. Louis also has non-commercial educational vhf grant for KETC (Ch. 9), and chairman Arthur H. Compton of Educational Television Commission reports RCA, GPL & Altec equipment ordered for "late fall" start.

* * * *

In our continuing survey of upcoming TV stations, this week's reports include:

Federal reports KSWs-TV, Roswell, N. M. (Ch. 8) as latest of its shipments, due on air momentarily. Also promising tests very soon are WTPA, Harrisburg (Ch. 71), WKOW-TV, Madison (Ch. 27) and WMTV, Madison (Ch. 33)—all having taken deliveries of RCA equipment. KSWs-TV rep is Meeker; WTPA & WKOW-TV, Headley-Reed; WMTV, Bolling.

KCMO-TV, Kansas City (Ch. 5) has RCA equipment on hand, expects to begin test patterns about Oct. 1. Building construction begun last November is two-thirds completed, but has been delayed by strike. If strike ends soon, construction can be completed in about 30 days, reports pres. T. L. Evans, who has designated KCMO gen. mgr. E. K. Hartenbower to head TV operation and appointed R. W. Evans as KCMO (AM) station mgr., Karl Troeglen chief engineer of both. Katz is rep.

WTRF-TV, Wheeling, W. Va. (Ch. 7), owned by News Publishing Co. (WKWK) and operators of WTRF, Bellaire, O., has ordered RCA equipment for July 30 delivery, began construction June 8, plans October test patterns and programming Nov. 1, says v.p. & gen. mgr. Robert W. Ferguson. Hollingbery will be rep.

WMIN-TV, St. Paul, and WTCN-TV, Minneapolis, recently authorized to share time on Ch. 11 (Vol. 9:16), are aiming to start with 50-kw RCA transmitter radiating 316-kw ERP from atop Minneapolis' Foshay Tower Bldg. by Sept. 1, reports WMIN pres. N. L. Bentson. Rep not yet chosen.

WTOK-TV, Meridian, Miss. (Ch. 11) hasn't ordered equipment yet, but expects to be in operation by Sept. 27, reports pres. Robert F. Wright. Construction is to be completed by Aug. 1. Headley-Reed will be rep. First Meridian grantee, WCOC-TV (Ch. 30) also plans debut this summer (Vol. 9:17).

WIBW-TV, Topeka, Kan. (Ch. 13), owned by Capper Publications, expects to order RCA equipment and is "shooting for Feb. 1, 1954" target, reports gen. mgr. Ben Ludy. Station will be represented by Capper offices.

KEDD, Wichita, Kan. (Ch. 16), has switched to RCA equipment, now plans test pattern late in June, programming Aug. 1, reports pres. Stanley H. Durwood, of the Kansas City theatre family. Station's 11,000-sq. ft. building is half completed on 27-acre tract 14 minutes from downtown Wichita. KEDD will be affiliated with NBC & ABC, will be interconnected from first day on air, says Durwood. Ben B. Baylor Jr., ex-WMAL-TV & WMAL is v.p.-gen. mgr., and chief engineer is George B. Smith, ex-chief engineer of Galveston's KGUL-TV and formerly with Atlanta's WSB-TV and WAGA-TV. Durwood reports "real cooperation" from local trade, with many existing sets already converted to uhf. Petry is rep.

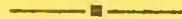
WTVP, Decatur, Ill. (Ch. 17), last reported for June 15 tests (Vol. 9:22), reports delay in RCA antenna has postponed debut to July 1, with commercial programming July 15, writes gen. mgr. Harold G. Cowgill. George W. Clark Inc. will be rep.

KETX, Tyler, Tex. (Ch. 19), last reported for June debut (Vol. 9:21), has rescheduled test patterns for July 15 with GE equipment, writes owner Jacob A. Newborn Jr. Rep not yet chosen.

WKNE-TV, Keene, N. H. (Ch. 45), has ordered RCA equipment, but hasn't set target date, says pres. Joseph K. Close. Meeker will be rep for New Hampshire's first TV station.

WKJG-TV, Fort Wayne, Ind. (Ch. 33) has ordered GE equipment for August delivery, plans test patterns in October and programming Nov. 1, writes mgr. Edward G. Thoms. CP granted May 21 when FCC final hearing decision denied application of News Sentinel Bestg. Inc. for same channel. Raymer will be rep.

WTAO-TV, Cambridge, Mass. (Ch. 56), billing itself as "Boston's newest TV station" and due on air in Sept. in a promotional buildup is offering first prize of week in Florida, second of 1953 Arvin TV and other prizes in art contest for design for its station identification symbol. Station is controlled by Frank Lyman Jr., of old-line Harvey Radio Labs (electronics) and recently named Fred S. Bailey as gen. mgr. RCA equipment has been ordered.



Starting on Coronation Day June 2, Canada's third and newest TV station, CBOT, Ottawa (Ch. 4), is now carrying 30 hours of network shows weekly via Bell System microwave relay that now links all 3 CBC stations. Gen. mgr. of the new station is Charles P. Wright, who continues directing radio CBO also, reporting to Ira Dilworth, CBC director of Ontario. John J. Dunn, ex-CBLT, is chief producer, Maxted Gilbert technical director. Interim Marconi transmitter is being used pending new 500-ft. tower installation at same site. CBOT quotes \$150 base hourly rate, as against \$750 for CBLT, Toronto, and \$375 for CBFT, Montreal.

CKSO-TV, Sudbury, Ont. (Ch. 5), one of first 7 private stations authorized in Canada (Vol. 9:14, 15, 16), has ordered RCA equipment for September delivery, expects to begin tests about Sept. 20, according to gen. mgr. W. J. Woodill. Weed will be U. S. rep, All-Canada TV handling Canada.



Power increases & channel shifts: WAGA-TV, Atlanta, June 9 boosted power from 26.5 to 100 kw; WOI-TV, Ames, Ia., June 20 shifts from Ch. 4 to 5, approximately doubling its 15.7-kw ERP by switching from 3-bay to 6-bay RCA antenna. RCA this week shipped 10-kw driver to WKY-TV, Oklahoma City, and 25-kw amplifier to WTMJ-TV, Milwaukee. Originally scheduled to be shipped this week by RCA, but now set for delivery next week are 10-kw driver to KROD-TV, El Paso, and 20-kw amplifier to WFBG-TV, Altoona. RCA also plans to ship 25-kw amplifier to WMAR-TV, Baltimore.

Personal Notes: Frank Stanton, CBS pres., returned from European vacation Coronation Day, June 2; Frank White, NBC pres., due back from Europe June 17 . . . Irving Rosenhaus, pres. & gen. mgr. of WATV, Newark, awarded honorary degree by Seton Hall School in recognition of work his stations have done for Catholic Church and its institutions in N. J. . . . Lester E. Cox, chief owner of KWTO, Springfield, Mo. and co-owner of KCMO, Kansas City, recent TV grantee, awarded honorary doctor of laws degree by Drury College . . . J. Richardson Loughrin, ex-Chicago, named Los Angeles mgr., CBS-TV Spot Sales, replacing Edward A. Larkin, who heads Chicago office, succeeding MacLean Chandler, now San Francisco mgr. . . . John M. Clifford, ex-RCA Victor personnel director, elected to new position of NBC v.p. in charge of personnel; George D. Matson, NBC operations analyst, promoted to asst. treas. . . . Norman Knight, ex-sales v.p. of *Sponsor Magazine*, replaces Richard E. Jones as mgr. of WABD, New York . . . Paul A. Rosen, ex-DuMont Network talent procurement mgr., named asst. to CBS-TV business affairs director Merritt H. Coleman . . . Arthur Stambler, legal asst. to FCC Comr. Frieda Hennock, joined Washington law firm of Scharfeld, Jones & Baron June 11, was succeeded by Samuel B. Groner, ex-Justice Dept. . . . Fred Kilian resigns as WBKB program mgr., Edward Horstman quits as chief engineer, latter succeeded by Wm. Kusack; John Fitzpatrick named production mgr., replacing Monte Fassnacht, resigned, in wake of ABC-TV reshuffle (Vol. 9:23) . . . Burr Lee, ABC Radio central div. program mgr., also resigns, replaced by Maury Murray . . . Mark Bullock, ex-chief engineer, KFAB, Lincoln, Neb., joins Continental Electronics Mfg. Corp. in charge of AM & TV transmitter design . . . Stuart D. Ludlum, ex-McCann-Erickson, named TV-radio director, C. J. La Roche & Co. . . . Henry G. Fownes Jr. promoted to TV-radio director, MacManus, John & Adams Inc. . . . Howard Connell, ex-Biow, named TV-radio v.p., Hewitt, Ogilvy, Benson & Mather . . . Walter C. Schier, ex-CBS, named TV-radio business mgr., Dancer-Fitzgerald-Sample . . . Robert Chambers, ex-Geyer, joins Lawrence C. Gumbinner Adv. as TV-radio copy & production asst. to Paul G. Gumbinner; Anita Wasserman named TV-radio traffic chief & asst. timebuyer . . . Bernard Eichwald, who handled Empire State TV installations, has formed Eichwald Assoc., 237 E. 39th St., specializing in design, engineering and construction of TV stations . . . Charles D. Bishop, ex-WJZ-TV, promoted to program mgr., WMAL-TV & WMAL, Washington, replaced as TV production mgr. by David M. Davis.

Jansky & Bailey Inc. is new name of Washington consulting engineer firm which incorporated June 1. With incorporation, members must resign from membership in Assn. of Federal Communications Consulting Engineers, by-laws of which prohibit membership from incorporated firms. Two firms were incorporated prior to Jansky & Bailey—Wm. L. Foss Inc. and Fred O. Grimwood Co.

Guide to TV production and programming, including tips on what performers should wear and do to take full advantage of camera angles, plus extensive glossary of TV terms, is contained in new 296-p. book, *The Television Manual*, by Wm. Hodapp, producer of NBC-TV's *American Inventory*. It's published by Farrar, Straus & Young.

Transcripts of all programs would be required to be kept by all TV-radio stations by bill (S. 2125) introduced June 11 by Sen. McCarthy (R-Wis.), but exact form of transcripts—written or recorded or both—would be left to FCC regulations.

Wilfred M. Masters retires July 1 as chief engineer, AT&T Long Lines Dept. for eastern area, succeeded by Walter K. MacAdam, ex-Denver div. plant supt.

DEDICATION of educational TV's first station, KUHT, Houston (Ch. 8) June 8—enlivened by fire in audience and temporary failure of output modulator—turned out to be tribute to Dr. W. W. Kemmerer, president of licensee U of Houston, who's retiring Sept. 1 after spark-plugging drive for station. Fire turned out to be only trash blaze, and transmitter difficulty was solved when station engineer W. T. Davis kicked it, amid laughter and wide applause.

Tributes to Dr. Kemmerer came from H. R. Cullen, chairman of university's board of regents and philanthropist whose gifts made station possible, and FCC Comr. Hennock, who astonished audience by removing her shoes and delivering principal address in stocking feet—episode that got big play in *Houston Post*. Her speech was chiefly rehash of her previous utterances, declaring "we're winning the battle for educational TV so rapidly it's thrilling."

Among other educational TV developments this week: (1) Alabama legislature appropriated \$500,000 to help finance proposed educational station at Birmingham (Ch. 10) and at U of Alabama (Ch. 7). (2) Dr. Harry K. Newburn, U of Oregon president, appointed director of Educational TV & Radio Center, 231 S. La Salle St., Chicago, proposed program center. (3) House turned down President Eisenhower's request for \$400,000 for educational station (Ch. 26) sought by Washington board of education, paving way for application for channel by non-profit Greater Washington Educational TV Assn. Inc. (4) Florida legislature appropriated \$20,000 for statewide educational TV survey.

First full-scale TV Code report by NARTB's TV Code Review Board will be issued in September, titled *A Report to the People of the United States* and including case histories with principals' names deleted and list of Code subscribers. Comprehensive report will be sent to legislators, citizen groups, govt. agencies, and will be made available to general public. Chairman John Fetzer, WKZO-TV, Kalamazoo, commented: "It will reveal the success we have had as well as the problems and we believe will indicate the direction of future development." At June 10 meeting, board also warned stations about "bait" advertising, calling attention to Code provision which specifies that stations should refuse advertising which owner suspects is illegal or objectionable.

Complaints over "noise level of commercials" are among most frequent he receives, says columnist John Crosby, who charges TV-radio stations constantly violate FCC rules by turning up gain when commercials are read. Curtis Plummer, chief of FCC Broadcast Bureau, and Cyril Braum, chief of TV Div., seemed surprised, said it's an old complaint about which they've heard little in recent years. They say that it's extremely difficult to track down such violations of FCC rules on signal modulations; that it's not always easy to tell if violation is taking place; that it's even harder to tell if it's willful.

NBC-Northwestern U's Radio-Television Institute, offering summer session of intensive advance training, starts in NBC's Chicago studios June 22 to run through Aug. 1. New York U's summer workshop, largely on TV, begins 18th season June 29, also for 6 weeks, drawing heavily on stations and agencies and directed by Robert Landry, ex-CBS-TV and now publishing the newsletter *Space & Time*.

Bibliography of TV-radio books and magazine articles between Jan. 1, 1949 and June 30, 1952, has been published by National Assn. of Educational Broadcasters, Urbana, Ill. Handy 129-p. book, available from NAEB, was edited by Burton Paulu, NAEB v.p., mgr. of U of Minnesota's KUOM.

Station Accounts: How a Mexican border station, with audience almost entirely in U. S., is going to town commercially, is disclosed in first quarter commercial report of XELD-TV, Matamoros (Ch. 7), across Rio Grande from Brownsville, Tex., serving rich Rio Grande Valley since Sept. 1951. It shows 16 CBS, 11 NBC, 5 ABC kines of network shows on regular schedules, 18 national spot accounts, 46 local advertisers (drawn from Brownsville, Harlingen, McAllen, Edinburg, Alamo, Weslaco and other communities). Among national spot users on station—owned mainly by combined Azcarraga-O'Farrill interests, managed by ex-San Antonio broadcaster Monte Kleban (who headquarters in Mexico City), operated locally by Bert Metcalf and represented nationally by Adam Young: Beaute Vues Corp. (Neutritonic), thru Hixon & Jorgenson; J. Strickland & Co. (Royal Crown Hair Dressing), thru Charles Crosson & Co.; Alka-Seltzer, thru Geoffrey Wade Adv.; Folger Coffee, thru Grant Adv.; Duncan Coffee, thru Tracy-Locke Co.; O'Henry, Bulova, Humble Oil, Oxydol, Kools; also Falstaff, Pearl, Jax, Southern Select, Grand Prize, Lone Star & Miller's High Life beers . . . Big TV-radio set makers planning heavy use of TV-radio spot this fall and winter to promote conversions to uhf; some will also devote time to telling "truth about color TV" . . . Hawley & Hoops Inc. (M&M candy) plans sponsorship of filmed puppet program *Johnny Jupiter* in more than 50 markets next fall, thru Wm. Esty, N. Y.; program has been live sustainer on DuMont's WABD since March . . . Ansco div. of General Aniline & Film Corp. using TV in 14 markets to promote color film, thru Biow . . . Gray Mfg. Co., Hartford, for its Audograph Electronic Soundwriter, is providing its 200 distributors with one 60-sec. and three 20-sec. test spots filmed by Alexander; claims to be first in field (others: Dictaphone, Edison, Soundsciber) to try TV . . . Channel Master Corp. (TV antennas) launches local cooperative campaign, using six 90-sec. film spots, thru Duso Adv., Ellenville, N. Y. . . General Mills sponsoring testimonials to Wheaties by Cincinnati Reds players, filmed by Crosley subsidiary Mt. Olympus Films for showing on its 4 stations . . . Warner Bros., for new movie *The Beast from 20,000 Fathoms*, using 91 participations, 20-sec. spots and station identifications on WCBS-TV, New York, in short-term saturation campaigns running June 15-24 and July 6-9, thru Blaine Thompson Co., N. Y. . . Among other advertisers reported using or preparing to use TV: Hill Packing Co. (Hills Gold Label dog food), thru Comer & Reams, Kansas City; Artra Cosmetics Inc. (Imra cream depilatory), thru Grey Adv., N. Y.; Servel Inc. (refrigerators), thru Hicks & Greist, N. Y.

Unique rate card being offered by Houston's upcoming uhf KNUZ-TV (Ch. 39), which first reported July 4 debut and is now scheduled for sometime in August, bases rates on number of sets-in-use capable of getting Ch. 39, begins with Class A hourly rate of \$110 & min. rate of \$22 for 10,001-11,000 sets-in-use, goes up \$10 per hour and \$2 per min. for each additional 1000 sets. After count of 35,000, regular rate card will quote Class A hour of \$350, min. \$70. Station will share same tower with KUHT (Ch. 8, educational) which began operation May 8. Forjoe will be rep.

"NBC Commercial Film Standards Booklet"—comprising up-to-date specifications for producing everything from 10-sec. spots to film programs—has been mailed to agencies, film producers & stations. Compiled by film operations supervisor Stan Parlan, it's designed to relieve need for expensive revisions of overlong film commercials.

Tide Magazine, published fortnightly, was sold this week to Billboard Publishing Co., publishers of *Billboard* and *Vend*, will continue with same staff and same format as division of Billboard company.

Network Accounts: Lever Bros. Co. (Shadow-Wave home permanent) sponsoring 10-min. segment of *Saturday Night Revue*, summer replacement for *Your Show of Shows*, started June 6 on NBC-TV, Sat. 9-10:30 p.m., thru McCann-Erickson; others signed are S.O.S. Cleanser, Benrus Watch, Griffin Shoe Polish & Bendix Div. of Avco . . . Duffy-Mott Co. Inc. (apple juice) buys *Jamie*, starting Sept. 14 on ABC-TV, Mon. 7:30-8 p.m., thru Young & Rubicam; program stars child actor Brandon de Wilde and it's first one sold from showcase series *Plymouth Playhouse*, formerly *ABC Album* . . . Philip Morris starts drama series *Pentagon Confidential* Aug. 6 on CBS-TV, Thu. 10-10:30 p.m., thru Biow . . . Revlon Products Corp. (lipstick), which last week bought Sat. 10:30-11 p.m. on CBS-TV (Vol. 9:23), starts *Revlon Theatre* June 23 on NBC-TV, Tue. 8-8:30 p.m., thru Wm. Weintraub . . . Procter & Gamble (Tide) to sponsor Tue.-Wed.-Fri. portion of *On Your Account*, starting July 1 on NBC-TV, Mon.-Fri. 4-4:30 p.m., thru Benton & Bowles . . . U. S. Rubber Co. (Keds play shoes) buys 5 participations per week for 4 weeks on *Today*, starting June 15 on NBC-TV, Mon.-Fri. 7-9 a.m., thru Fletcher D. Richards . . . Reardon Co. (paints) buys 3 participations per week for 4 weeks on *Today*, starting Sept. 8 on NBC-TV, Mon.-Fri. 7-9 a.m., thru Krupnick & Assoc. . . Scott Paper Co. plans to buy weekly, instead of current alt.-week, sponsorship for *Scott Music Hall*, starting next fall on NBC-TV, Wed. 8:30-9 p.m., thru J. Walter Thompson . . . General Foods (Instant Maxwell House Coffee & Gaines Dog Food) replaces *Red Buttons Show* during summer with panel program *Masquerade Party*, starting June 22 on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Longines-Wittnauer drops *Chronoscope* after June 19 on CBS-TV, Mon.-Wed.-Fri. 11-11:15 p.m.; agency is Victor A. Bennett . . . Chesterfield to simulcast *Perry Como Show*, now on CBS-TV, Mon.-Wed.-Fri. 7:45-8 p.m., on MBS, starting Aug. 31, thru Cunningham & Walsh.

Tie-up between Skiatron Subscriber-Vision and Western Union—in the event FCC approves subscription TV—has been discussed by officials of the 2 companies. As explained by Skiatron president Arthur Levey at press conference June 9 preceding first public demonstration of Subscriber-Vision, WU would handle all billing and applications for the subscription TV service. Western Union officials told us "the plans were merely discussed—there'll be nothing definite until FCC gives its approval." Levey also disclosed these plans—all dependent on FCC, of course: (1) Subscribers would be charged monthly minimum fee, probably about \$10, to cover programming and help amortize cost of decoding device (\$50-\$100). (2) Program fees would vary widely, but would be reduced as number of subscribers increased. (3) In New York area, Skiatron would be prepared to start when it had total of 100,000 subscribers, offering about 3 subscription programs a week. Skiatron would buy time on stations.

Campaign for nighttime spot radio as "an even better advertising value than the early morning hours" has been launched by Blair rep firm, on basis of survey of radio stations it represents in top TV markets. Survey showed that radios-in-use from 6-9 p.m. were 5-125% higher than 6-9 a.m., Pulse program ratings 9-155% higher, listeners-per-set 6-28% higher.

Blow at smuggling TV sets was struck this week by Cuban Govt., which issued regulations requiring dealers to purchase receivers only from authorized distributors franchised by U. S. manufacturers. It's estimated 20,000 of 100,000 sets in Cuba are there illegally.

Alfred Weedon Hall, 60, who in the '20s aided C. S. Franklin in developing Marconi shortwave beam system, died in England last month.

LIFE EXPECTANCY of community antenna systems will probably remain controversial subject for several years—until rate of new TV station construction has passed its peak and the economics of station operation indicate more clearly just how much “free” TV service the nation’s small communities will get. However, two basic opinions of community operators were quite evident to us as we attended one-day June 8 annual meeting of National Community TV Assn. in New York:

(1) People in great many towns will always be willing to pay for programs provided by wired TV—because they will never receive enough free signals.

(2) A substantial, if short-term, profit may be realized in other communities where people will eventually get enough free TV to drop their wired service—simply because it will take several years for station construction to catch up with them.

Indicative of those calculations is fact that new operators are popping up every day; that experienced operators are expanding into additional towns; that really big money—including some top Wall St. investment firms—is moving in fast. [We’ll have complete up-to-date directory of systems in operations or planned in our July 15 *TV Factbook No. 17*].

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Tax and depreciation questions remained among most important at meeting. Though Internal Revenue has clamped 8% excise on systems (Vol. 9:23), operators are still getting some good breaks. Customer’s installation payment, usually \$125, is treated as “capital contribution,” not counted as income, therefore not subject to income tax. And operator’s depreciation rate is being accepted by Internal Revenue unless it’s completely outlandish.

Net effect of these advantages is that cost of building system is written off quickly, frequently within 2 years. Of course, there’s strong element of equipment obsolescence offsetting those advantages to some degree.

Advent of new stations does have its impact, no question about it, but there’s no evidence yet that it has been crippling anywhere. Operator from Harrisburg, for example, told group that rate of adding new subscribers slowed almost to a halt as date neared for WHP-TV to begin operations. It picked up later, however, when people found they still wanted choice of programs provided by community system. Others reported similar experiences. Many believe, in fact, that one local signal is just as good as none for promoting subscriber sales—since it “whets their appetites.”

Another factor commonly regarded as powerful “dark horse” is pay-as-you-look service. Since FCC approval isn’t required, subscription TV may be inaugurated any time operator chooses to do so and equipment is available.

Paramount’s International Telemeter Corp. is building community system in Palm Springs, Cal., primarily for purpose of exploiting its coinbox method. And company’s Dr. Louis Ridenour told meeting that “Telemeter is willing to offer financial support on reasonable terms to the local group desiring to install a community system, providing such action will advance the cause of pay-as-

you-see TV.” Plenty of others in the community business, including the most active, are seriously considering subscription idea. Telemeter’s results in Palm Springs, with service starting in October, may be deciding factor.

Attitudes of originating stations, ASCAP and unions were of considerable concern to operators. John Leitch, engineering v.p. of WCAU-TV, Philadelphia, said that stations are generally happy with anything that increases audience. On other hand, Wm. Daniels, prospective community operator in Casper, Wyo. and other towns in mountain states, reported that one Denver station says it won’t authorize pickups of its signals.

Subject is complicated and delicate one, and courts have yet to rule on property rights involved. Leitch said lawyers’ opinion is that stations can control use of their signals. ASCAP and unions haven’t bothered community operators or originating stations because they’re still too small.

Boosters and satellites were also on operators’ minds. NCTA president Martin Malarkey reported that he saw WSM-TV’s Lawrenceburg, Tenn. experimental booster in operation (Vol. 9:15) and that it works well. He thought, however, that an originating station would find it uneconomical to build boosters for all the towns wanting service.

Crux of booster situation is interference, since they operate on same channel as originating station. Will they disrupt FCC’s carefully protected allocation plan? Commission still isn’t satisfied that they won’t. Satellites present different situation. They would operate on uhf frequencies, offer no interference problem. But Commission won’t hurry to authorize satellites until it’s sure that regular stations won’t need the uhf channels. FCC is bound to give prospective uhf applicants plenty of time to decide whether to build before it would turn channels over for satellite use. This may take years.

Use of microwaves to bring better signals to community systems didn’t get the attention it merits in view of numerous plans to use them. It’s expected FCC will allow some use of microwave for this purpose—but not enough. Consulting engineer Dr. Frank Kear, who moderated technical clinic, suggests that manufacturers may develop good market by perfecting multiplexing techniques to provide maximum number of signals in minimum spectrum space.

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Veterans of old NAB and RMA wars of 20-30 years ago probably would have chuckled over pulling and hauling that went on at meeting. There was a rough fight over presidency, but Malarkey, who operates system in Pottsville, Pa., was elected to third term. Other officers: Gerard B. Henderson, Carmel, Cal., v.p.; Claude E. Reinhard, Palmerton, Pa., secy.; Wm. J. Calsum, Schuylkill Haven, Pa., treas. NCTA membership has increased from 35 to 63 in last year. June 8 meeting drew about 200 attendees.

In-fighting among equipment makers was something to watch, too. Each was busily running down his competitors, and charges of “design piracy” were bitterly thrown.

Experimental satellite on Ch. 13 to serve Elkins, W. Va. was requested this week by Elkins TV Assn., 220 Davis Ave. Group proposes to use 10-watt transmitter to rebroadcast programs of WDTV, Pittsburgh. Non-profit group, planning to spend \$4000 on project, is headed by James K. Phares, technician employed by W. Va. Dept. of Public Safety. Group will probably have tough time getting go-ahead because FCC is becoming more and more fearful that such operations encourage sale of sets—putting pressure on FCC to make such satellites commercial.

Emilio Azcarraga’s XEQ-TV, (Ch. 9), outside Mexico City at Cortez Pass on slopes of Mt. Popocatepel, is throwing good pictures consistently as far as Vera Cruz, 200 mi. away, reports DuMont international div., which installed the 14,000-ft. high transmitter.

Regulation of spurious emissions of TV transmitters, proposed by FCC last year (Vol. 8:48), was finalized this week. Commission won’t require existing stations to comply with new standard for one year, but new stations must comply from start. Order is Public Notice 53-716.

COLOR TV AT THE CONSUMER LEVEL—WHEN? From one of the master merchandisers of the industry -- Philco -- this week came still another appraisal of color television and when it can be expected as a reality for the American home.

Philco's topkicks were analyzing the facts, as they see them, for their 150 distributors and some 7500 dealers gathered in Atlantic City for a convention and preview of company's new TV-radio lines (see Topics & Trends, p. 12).

Adding Philco's thinking to recent color estimates by RCA's Gen. Sarnoff and NTSC's Dr. Baker, which we published as Special Reports May 2 & May 30, plus strong statements by Admiral's Ross Siragusa and Dr. Allen B. DuMont (Vol. 9:19), we pretty well get the whole story of what is expected next few years by the men who will make and merchandise color TV.

First, Philco president Wm. Balderston told closed meeting of distributors June 7 that mass marketing of color sets "must await the development of a new low-priced color tube even when and if the Govt. approves standards for a compatible color system." Present tubes, said he, are too expensive for mass buying.

He predicted no volume sales of color sets before 1956 -- "at least" -- which isn't far off what Sarnoff and Baker have indicated. Then he aimed this thrust:

"I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the FCC to short circuit the final field tests of the NTSC. To do so might jeopardize the entire future of color TV. The system which finally is approved will be the result of splendid cooperation by the nation's best TV engineers representing all companies in the industry -- and not the result of the research or inventions of any single company."

The allusions obviously were to RCA's leadership claims and announced intention of filing petition with FCC for new standards by July 1 (Vol. 9:21-23).

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Mr. Balderston then went on to detail his company's policy and plans with respect to color, leaving to exec. v.p. James Carmine to tell much the same story to the dealers at main convention session next day. Here's what Carmine said:

"In view of the rash of conflicting statements about color TV, it has become apparent that Philco, one of the real pioneers in this field, should state the full facts of the situation to clear the air and give our distributors, dealers and the public the whole truth on this vital subject.

"The setting of standards for color TV is an extremely serious matter. Once the standards are set, they cannot, for all practical purposes, be changed. You must be right the first time.

"So the National Television System Committee [NTSC] is now engaged in field testing a new color system. The FCC is fully aware of the activities of the NTSC and fully informed as to the present status of these tests.

"The NTSC expects to complete field tests by fall. We believe that in a matter of this importance the Commission will want to hold full public hearings, and we confidently expect it will approve the NTSC standards about the first of next year.

"The heart of a color TV set is the tri-color tube. So far, the color tubes that have been demonstrated, while they produce a satisfactory small picture, are extremely complicated and expensive to produce. They also are extremely hard to adjust and keep in adjustment. The big task now confronting the TV laboratories is a simplified, large-screen color tube that can be manufactured at reasonable cost.

"It is our considered opinion that lower-priced color receivers cannot be made available to the mass of TV buyers until the simplified, lower-cost picture tube now in the research stage can be fully developed. Such a tube cannot be counted on in the color TV timetable before 1956 or 1957."

It's just plain "nonsense" to talk about "color TV by Christmas," Carmine

here interpolated. If, as he confidently expects, the FCC will approve NTSC by end of this year, we can look for a "trickle" of experimental color receivers available in the last quarter of 1954, he reckoned. In 1955, he said, "there may be a pilot line production of sets -- enough to sample the leading dealers of the country."

"What we mean by mass production cannot be accomplished before 1956, if then," he continued. "And the lowest price at which this color set with a 14-in. picture can be put on the market will be \$800 to \$1000. Early color TV sets will be at least double the price of present black-&-white receivers, and it may take years to bring the cost down to within 50% of comparable black-&-white receivers.

"So," Carmine concluded, "you can see that from a selling and merchandising standpoint, color TV is still 2½ or 3 years away."

TRADE HOPES HIGH IN WAKE OF CONVENTIONS: More details on new models, including some last-minute price revisions and additions, embellished with more statements of re-assurance about the present and optimism for future, came out of backwash of the Big 3 conventions to give industry healthy outlook. Significant developments:

(1) Philco exec. v.p. James H. Carmine said his company is now producing at rate of 1,000,000 sets a year, with TV orders double those at midyear convention year ago. Then he commented: "If the way our dealers are buying merchandise is any indication, 1953 will be about the biggest year in history."

(2) Admiral's Ross Siragusa, amplifying his prediction of 1,000,000 output and sales this year (Vol. 9:23), said rising costs warrant retail price increases of \$25-\$50 but that Admiral wasn't raising prices of any models at this time.

(3) RCA Victor v.p. Henry Baker said his line should please the most discriminating dealer. "We know some dealers will not feature all of the models in the new RCA line, but with 3 separate groups to draw from, they can stock sets of the price, style and size best suited to their particular market needs," he declared.

[For Carmine's remarks on color, see p. 9; for story on Philco's spectacular convention, featuring gala ice show, see Topics & Trends, p. 12.]

Philco took occasion of convention to announce last-minute price reductions on 2 models: 17-in. walnut plastic table model, cut from \$200 to \$180; 21-in. mahogany metal table model, down from \$260 to \$250.

RCA also belatedly announced additions to line: Craig, 17-in. ebony table model \$180; Barton, 21-in. ebony table \$230; Cameron, 21-in. maroon table \$240; Lawrence, 21-in. full-door mahogany AM radio-3 speed phono combination \$525, oak \$550; Montgomery 21-in. full-door mahogany or walnut AM-FM 3-speed phono \$595; Rutherford, 21-in. full-door mahogany AM-FM 3-speed phono \$595, de luxe model \$795.

For full lines of Big 3, as released last week, see p. 11, Vol. 9:23; for new Zenith line, introduced at distributors meeting in Chicago June 12, see p. 12.

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Details of production and models were presented by top executives, all of them particularly solicitous of dealers. Philco v.p. Fred Ogilby revealed that markups to dealers have been increased average 3% for all 21-in. sets selling over \$400. He said some of 47 models in new line have been in production since April 1 and all will be on assembly lines by Aug. 1.

Admiral v.p. W.C. Johnson said its 17-in. \$160 ebony plastic table model would be offered only through August as summer "leader". After that, it will be equipped with all-channel tuner and retained as \$200 item; on all other models, all-channel continuous tuner will be optional at \$50 extra.

He traced extraordinary popularity of Admiral's two 21-in. mahogany plastic table models at \$200 & \$220, said that when company first started producing them with only one mold output was only 5000 a month. At the present, it's turning out 26,000 a month, divided about 50-50, and by Sept. 1 it should rise to 31,000.

"The dealer will decide what percentage of production will go into each set," he said. "We will make all of them at \$200 if that is what the dealer wants."

Baker also made big pitch for dealers' viewpoint, declaring RCA's 25-model Rotomatic line "is intended to provide dealers with style and price ranges wide

enough to meet every consumer requirement. The wide choice of models in the middle and low-price brackets will give strength to dealers' competitive positions."

And Carmine, while throwing bouquets to dealers, gave NARDA's crusade for shorter lines new emphasis with remark: "Perhaps the time has come, and Philco will be glad to see it come, when the retailer has to be more selective about the number of lines he carries on his floor. Perhaps the secret of profit this fall is to concentrate on the brands with the public demand and a reputation for quality."

* * * *

TV's favorable position in first 4 months of year is reflected in RTMA data released this week showing retail sales of 2,100,620 sets in that period compared to 1,593,484 in same 1952 period. This despite downturn in April, when only 319,721 TVs were sold, compared to 603,704 in March. Seasonal lag was also reflected in scattered but consistent reports this week of poor retail sales in New York, Chicago and Los Angeles, where "bait" advertising was reported prevalent. In Atlanta and Cincinnati first dealer comments that color talk was hurting sales were reported.

Seasonal slump also hit TV production, which totaled 97,920 (4924 private label) week ended June 5, lowest of year. It was down from 99,580 preceding week and 132,730 week ended May 22. Radio production totaled 270,398 (124,064 private), up from 267,744 week ended May 29 but down from 294,688 week ended May 22. Week's radios: 67,881 home, 57,214 portable, 30,495 clock, 114,808 auto.

Trade Personals: Robert W. Galvin, Motorola exec. v.p., elected trustee of Illinois Institute of Technology . . . Robert C. Sprague, chairman, Sprague Electric Co. and ex-RTMA pres., elected to board of trustees of Mt. Holyoke College . . . Dr. Wm. R. Burwell, vice chairman of Clevite Corp. and pres., Brush Electronics Co., named to board of directors of Stanford Research Institute . . . Eugene W. Ritter, Westinghouse v.p. in charge of its tube div., elected to board of trustees of Elmira College . . . A. Cameron Duncan, ex-renewal sales mgr. of RCA radio batteries, appointed mgr. of merchandise operations, RCA Victor home instrument dept. . . James L. Von Harz, from sales dept., detailed by Oak Mfg. Co. to take charge of new 15,000-sq. ft. plant in Elkhorn, Wis., to be opened next month—company's 4th, others being 2 in Chicago, one in Crystal Lake, Ill. . . Eugene M. Keys, exec. v.p., promoted to president, Edwin I. Guthman Co., Chicago (coils), succeeding late Mr. Guthman . . . Martin Bettan, sales & engineering dir., Radio Merchandise Sales, elected president, Antenna Manufacturers Assn.; Ben Snyder, Snyder Mfg. Co., v.p.; Edward Finkel, JFD, secy.-treas. . . J. J. Lieske Jr., ex-Hammond, Ind. mgr., Graybar, appointed Washington mgr., replacing F. F. Jaspersen, now Philadelphia district sales mgr.; D. E. Clisbee succeeds Lieske at Hammond . . . Arthur C. Jordan, ex-Thor Corp., named Philadelphia district mgr., Arvin TV-radio div.; Wm. F. O'Brien, ex-Crosley, appointed Boston mgr., replacing Ben Jones, now regional sales mgr.; Gordon B. Sutton named Minneapolis mgr. . . Richard Scott named asst. eastern mgr., RCA Victor, replacing Martin F. Bennett, now west coast mgr. . . Ross Mason, ex-adv. mgr. of Wm. E. Phillips Co., Los Angeles, named adv. mgr., Pacific Mercury TV, succeeding Jim Brent, now with Brent & David Machine Co. . . Aaron F. Bowser promoted to Buffalo district sales mgr., Syl- vania TV-radio div.

Jackson Electronics & Television Corp., with ex-Jack- son Industries pres. David Krechman as head, will be name of new company producing private label TVs, radios, phonos and military electronics equipment. Sam Poncher, pres. of Newark Electric Co., Chicago, is v.p. & secy. Assets of bankrupt Jackson Industries (Vol. 9:12,18) were acquired recently by Chicago auctioneering firm from which Krechman group regained control of plant at 500 E. 40th St., Chicago.

Color demonstration for Senate Commerce Committee, long expected, has been set by RCA for 1:30 p.m. June 22 in Washington's Sheraton Park Hotel (formerly Wardman Park). It will be closed-circuit from New York, same show as that seen by House Committee, press, NTSC, manufacturers, broadcasters (Vol. 9:16,21,22). Another large group, comprising some 300 TV broadcasters and CP-holders, including non-NBC affiliates, plus contingent of consulting engineers, attended demonstrations June 11 in NBC's Centre and Colonial Theatres in New York. RCA officials told group they would receive complete story on equipment availability and costs in 10 days or so. Em- phasizing spreading interest in color on part of all set makers, Hoffman Radio Corp. announced appointment of Dr. Willard Geer as color TV consultant. He's inventor of a tri-color tube, figured in 1949-50 color hearings. Dr. Allen DuMont reiterated plans for fall demonstration of 3-D color (Vol. 9:19), in June 12 address to N. Y. State Society of Professional Engineers. He said he believes 3-D black-&-white sets can be built more cheaply than color.

Shipments of TVs to dealers totaled 2,452,508 in first 4 months, when production was 2,827,821, according to RTMA's state-by-state and county-by-county tables re- leased this week and available on request. It compared with shipments of 1,564,516 first 4 months of 1952, when production was 1,647,709. Every state shared in ship- ments, New York leading with 231,998; Pennsylvania sec- ond, 223,439; California third, 171,326. Montana, still without TV service, trailed with 300. For April alone, TV shipments totaled 392,492, compared with 711,838 in March and 287,004 in April 1952.

Federal Trade Commission this week promptly com- plied with request by National Electronic Distributors Assn. for bill of particulars on FTC complaint of April 13 charging it with conspiracy to create monopoly in sale of TV-radio electronics parts (Vol. 9:16). FTC attorney Paul Randall Dixon set forth undisclosed details of com- plaint in letter June 11 to trial examiner Frank Hier in response to affidavit from L. B. Calamaras, NEDA exec. v.p., that complaint is so vague proper legal answer can- not be prepared.

Bendix, Transvision Inc. and Sheraton this week an- nounced they're introducing new coin-operated TVs; Ben- dix will show at Chicago Furniture Mart, Sheraton at NAMM show.

Topics & Trends of TV Trade: Sheer coincidence, perhaps, but day after Philco's fantastic Atlantic City "sales convention"—a 3-hour ice extravaganza featuring troupe of more than 100 skating stars who "introduced" Philco's TV-radio models on ice, literally—Motorola v.p. Edward R. Taylor made this remark to convention of National Sales Executives Inc. in same city June 9:

"When it comes to razzle-dazzle in sales meetings, some companies have gone about as far in that direction as good judgment allows. By going theatrical, you lose in sincerity. The central theme or carry-home point should not be subordinated to theatrics."

By contrast, he cited Motorola's "serious, hard-working meetings" held recently as 3-day workshops conducted by 4-man factory crews in 12 cities for some 650 wholesale salesmen. They embraced lectures, study assignments, panel discussions and, for diversion, true-or-false quizzes and Keno games based on marketing problems.

But as far as some 7500 dealers who jammed grandstand around big ice rink on which Philco staged its show in Convention Hall were concerned, Taylor's words would have fallen on deaf ears. We were there and can testify the dealers were literally bowled over—delighted by both the line and extraordinary way it was presented.

[For details of Philco's full line, see p. 11, Vol. 9:23; for belated price changes announced at convention, see p. 10 this issue.]

Whole affair cost Philco and its distributors, who shared costs, a pretty penny—unofficially, about \$2,000,000 for ice show, Convention Hall and hotel displays, transportation, accommodations, etc. Philco did it up royally, placing its dealers in 26 top hotels, and claimed its convention was largest ever held in U S. by any industrial concern.

Extravaganza was masterminded by merchandising v.p. Ray George in collaboration with H. Pierson Mapes, James K. Martindale and John Maxwell, Hutchins Adv. Agency v.p.'s; Wm. Maxwell, Hutchins art chief; James Burton & Arthur Munn, *Philco TV Playhouse* producers. Business was restricted to the one show (except for many hotel room meetings of distributors with their respective dealer groups)—letting the delegates be on their own for rest of their all-expenses-paid 3-day splurge.

* * * *

Distributor Notes: RCA Victor Distributing Corp., Detroit, promotes Walter C. Rose, ex-sales mgr. of instrument dept., to v.p. & gen. mgr. of Buffalo & Rochester, N. Y. div.; he's replaced by Clarence Malin, ex-sales supervisor, Chicago div. . . Harper-Meggec Inc., Seattle (RCA) announces resignation of president E. S. Carter, sales mgr. B. C. McIlroy and operations mgr. W. R. Johnson, who merged to form Seattle distributorship of Carter-McIlroy-Johnson Inc., headed by Mr. Carter, TV lines to be announced later . . . CBS-Columbia appoints Igoe Bros. Inc., Newark; Graybar, Mobile, Ala. . . Bendix Radio appoints National Telco, Omaha, for its first coin-operated TV sets . . . Raytheon appoints Higgins Distributing Co., Baltimore . . . Hoffman Radio Sales Corp. of Missouri appoints James Crowe, ex-Hallicrafters, as St. Louis sales mgr. . . Capehart-Farnsworth appoints Meletio Electrical Supply Co., Dallas (Alex Meletio Sr., pres.) . . . N. C. Teakle Inc., Fresno (Pacific Mercury) appoints John Chadwell, ex-Leo J. Meyberg Co. (RCA), as sales mgr.

Labor peace at GE seemed virtually assured, at least for another year, as result of statement by IUE president James B. Carey that GE's offer this week of 3% general wage increase to 100,000 employes "looks like the basis for a settlement." Months-long negotiations were interrupted by costly 8-week strike at Syracuse plants which ended last week (Vol 9:23).

ZENITH broke with its long-standing tradition in presenting all-channel continuous tuner as optional equipment, at \$50 extra, on its 48 new TV models introduced at distributors convention at Chicago's Drake Hotel, June 11-12. It's first time Zenith has introduced all-channel tuning, though it continues to offer strips as well. In its ad campaigns, Zenith has consistently played down all-channel tuning.

Zenith also introduced 24-in. models, joining Admiral and Philco (Vol. 9:23), leaving RCA as only major manufacturer not producing 24-in. Other features of line include "Cinebeam" improved aluminized tube on 20 models, "bandshell" retractable speaker & "spotlight" dial. At top of line is de luxe 27-in. cherry combination, with remote control, at \$1250. Following is full line (prices rounded):

Table Models: 17-in. mahogany \$200 & \$230, blonde \$210 & \$240; 21-in. mahogany \$240, \$260, \$280 & \$290, blonde \$270, \$290 & \$300.

Consoles: 17-in. mahogany \$270; 21-in. open face walnut \$300, mahogany \$310, \$330, \$370 & \$400, blonde \$320, \$350 & \$390, cherry \$390; 21-in. full-door mahogany \$400 & \$450, copper tone mahogany \$410, blonde or cherry \$470, walnut \$490, ebony unpriced; 24-in. open-face mahogany \$460 & \$500, blonde \$500; 24-in. full-door mahogany \$550, blonde \$570; 27-in. full-door mahogany \$600 & \$675, blonde \$625 & \$695.

Combinations: 21-in. walnut \$400, blonde \$430 & \$695, mahogany \$420, \$550 & \$650; 24-in. mahogany \$795, cherry \$850; 27-in. cherry \$1250.

Also introduced were 4 high-fidelity radio-phonos (3 consoles and one table model) ranging from \$150 to \$340, and 2 "chairside" combination consoles at \$300 & \$320.

Merchandising Notes: Philco adv. v.p. John Gilligan told Atlantic City convention that 1953 advertising expenditures of all kinds on all Philco products will exceed \$50,000,000. Promotion gimmicks at convention included: Raffle of MG roadster, won by Virginia Beach (Va.) dealer E. W. Murden; giveaways of "musical compacts" with TV orders, to take home to wives, as well as free suncaps and "prismatic pencils"; offers of "baker's dozen" or 13 personal portables (list price, \$32.50) for every 12 ordered, the odd one delivered on spot to obviate shipping back the hundreds displayed at convention . . . Admiral's 20-page insert on its new line, with covers in color, on June 11, was largest single ad *Retailing Daily* has ever published . . . Emerson schedules "most elaborate distributor convention in its history" at New York's Plaza Hotel, June 29-July 1, for introduction of new line . . . GE tube dept. is questioning 40,000 service dealers to ask "how's business" and hopes thereby to figure out what "average" one does or should do . . . DuMont's new Picture Tube Data Chart, 8th Edition, listing complete specifications for more than 150 tubes of all manufacturers, printed on heavy stock so suitable for wall framing, now available from DuMont distributors . . . Meck drops 6 of own stores, retaining same number in Chicago, Detroit, Indianapolis, Pittsburgh, South Bend, Rockford.

Lush farm market is veritable gold mine for TV manufacturers, with farmers now enjoying record average annual income of \$7800, said Irving Rosenberg, DuMont tube operations director, in address prepared for delivery June 14 to industry group in E. Paterson, N. J. He cited govt. survey that 90% of nation's farmers have purchased at least one major electrical appliance (apart from farm machinery) in last 5 years. He said about 33% of nation's 5,000,000 farms now are within range of TV stations and by year's end there may be 50%.

Thomas D. Meola elected operations v.p., RCA Communications; John H. Muller elected N. Y. district v.p.; E. D. Becken named asst. v.p. & plant operations engineer.

Handy Reference Log of the 186

Television Stations in Operation as of June 13, 1953

(148 VHF and 38 UHF)

With Their National Sales Representatives
and

Supplemental List of New Stations Reported Due on Air During June or July

Radio station affiliations (if any) indicated in parentheses

For further details about these stations, consult latest *TV Factbook* with Weekly Addenda to date

ALABAMA

- WAFM-TV, Birmingham (Ch. 13)—Birmingham News Co. (WAPI). Rep: CBS-TV Spot Sales.
- WBRC-TV, Birmingham (Ch. 6)—Storer Bcstg. Corp. (WBRC). Rep: Raymer.
- WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA). Rep: Headley-Reed.
- WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Rep: ForJoe.
- WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV). Rep: Taylor.

ARIZONA

- KTYL-TV, Mesa (Phoenix), Ariz. (Ch. 12)—Harkins Bcstg. Inc. (KTYL). Rep: Avery-Knodel.
- KPHO-TV, Phoenix (Ch. 5)—Meredith Engineering Co. (KPHO). Rep: Katz.
- KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO). Rep: ForJoe.

ARKANSAS

- KRTV, Little Rock (Ch. 17)—Rowley-Brown Bcstg. Co. Rep: Pearson.

CALIFORNIA

- KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep: Raymer.
- KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep: Petry.
- KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep: H-R Television Inc.
- KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep: Katz.
- KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-TV Spot Sales.
- KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX). Rep: CBS-TV Spot Sales.
- KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc. Rep: Raymer.
- KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.
- KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB). Rep: Branham (to be changed to Petry).
- KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO). Rep: Petry.
- KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.
- KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co. (KRON-FM). Rep: Free & Peters.
- KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC). Rep: W. S. Grant Co.

COLORADO

- KKTU, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR). Rep: Hollingbery.
- KBTU, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Rep: Free & Peters.
- KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Rep: Blair.
- KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Rep: McGillvra.

CONNECTICUT

- WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Rep: Adam Young.
- WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Rep: Bolling.
- WNHC-TV, New Haven (Ch. 6)—Elm City Bcstg. Corp. (WNHC). Rep: Katz.

DELAWARE

- WDEL-TV, Wilmington (Ch. 12)—WDEL Inc. (WDEL). Rep: Meeker.

DISTRICT OF COLUMBIA

- WMAL-TV, Washington (Ch. 7)—Evening Star Bcstg. Co. Inc. (WMAL). Rep: Katz.
- WNBW, Washington (Ch. 4)—National Bcstg. Co. Inc. (WRC). Rep: NBC-TV Spot Sales.
- WTOP-TV, Washington (Ch. 9)—WTOP Inc. (WTOP). Rep: CBS-TV Spot Sales.
- WTTG, Washington (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Blair.

FLORIDA

- WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL). Rep: Weed.
- WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR). Rep: CBS-TV Spot Sales.
- WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co. Rep: Free & Peters.
- WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN). Rep: Weed.

GEORGIA

- WAGA-TV, Atlanta (Ch. 5)—Storer Bcstg. Co. (WAGA). Rep: Katz.
- WLWA, Atlanta (Ch. 8)—Crosley Bcstg. of Atlanta Inc. Rep: Crosley Bcstg.
- WSB-TV, Atlanta (Ch. 2)—Atlanta Newspapers Inc. (WSB). Rep: Petry.

ILLINOIS

- WBBM-TV, Chicago (Ch. 4)—Columbia Bcstg. System Inc. (WBBM). Rep: CBS-TV Spot Sales.
- WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.
- WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.
- WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.
- WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.
- WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.
- WBBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WBBF). Rep: Avery-Knodel.

INDIANA

- WTTU, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTU). Rep: Meeker.
- WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM). Rep: Katz.
- WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Rep: Rambeau.
- WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Rep: Walker, N. Y.; Hal Holman, Chicago.
- WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Rep: Raymer.

IOWA

WOI-TV, Ames (Ch. 4)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.
 WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC). Rep: Free & Peters.
 ETV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S.D.). Rep: Katz.

KENTUCKY

WAVE-TV, Louisville (Ch. 5)—WAVE Inc. (WAVE). Rep: Free & Peters.
 WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS). Rep: Harrington, Righter & Parsons.

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.
 WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.

MAINE

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery.

MARYLAND

WAAM, Baltimore (Ch. 13)—WAAM Inc. Rep: Harrington, Righter & Parsons.
 WBAL-TV, Baltimore (Ch. 11)—Hearst Corp. (WBAL). Rep: Petry.
 WMAR-TV, Baltimore (Ch. 2)—A. S. Abell Co. Rep: Katz.

MASSACHUSETTS

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales.
 WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.
 WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Rep: Branham.
 WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: McGillvra.
 WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.
 WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.
 WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.
 WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.
 WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz.
 WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.
 WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.
 WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

MINNESOTA

WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Rep: Adam Young.
 KSTP-TV, Minneapolis-St. Paul (Ch. 5)—KSTP Inc. (KSTP). Rep: Petry.
 WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO). Rep: Free & Peters.

MISSISSIPPI

WJTV, Jackson (Ch. 25)—Mississippi Publishers Corp. Rep: Katz.

MISSOURI

KCTY, Kansas City, Mo. (Ch. 25)—Empire Coil Co. Inc.
 WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.
 KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: Free & Peters.
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.

NEBRASKA

KFOR-TV, Lincoln (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR). Rep: Raymer.
 KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN). Rep: Weed.
 KMTV, Omaha (Ch. 3)—May Bcstg. Co. (KMA, Shenandoah, Ia.). Rep: Petry.
 WOW-TV, Omaha (Ch. 6)—Meredith WOW Inc. (WOW). Rep: Blair.

NEW JERSEY

WFGP-TV, Atlantic City (Ch. 46)—Neptune Bcstg. Corp. (WFGP). Rep: Pearson.
 WATV, Newark (Ch. 13)—Bremer Bcstg. Corp. (WAAT). Rep: Weed.

NEW MEXICO

KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.

NEW YORK

WNBF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WNBF). Rep: Bolling.
 WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WEEN). Rep: Harrington, Righter & Parsons.
 WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.
 WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).
 WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast).
 WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery.
 WRGE, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales.
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.
 WSYR-TV, Syracuse (Ch. 5)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed.
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

NORTH CAROLINA

WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.
 WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.

NORTH DAKOTA

WDAY-TV, Fargo (Ch. 6)—WDAY Inc. (WDAY). Rep: Free & Peters.
 KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB). Rep: Weed.

OHIO

WAKR-TV, Akron, O. (Ch. 49)—Summit Radio Corp. (WAKR). Rep: Weed.
 WCPO-TV, Cincinnati (Ch. 7)—Scripps-Howard Radio (WCPO). Rep: Branham.
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC). Rep: Katz.
 WLWT, Cincinnati (Ch. 4)—Crosley Bcstg. Corp. (WLW). Rep: Crosley Bcstg.
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc. Rep: Branham.
 WNEK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM). Rep: NBC-TV Spot Sales.
 WXEL, Cleveland (Ch. 9)—Empire Coil Co. Inc. Rep: Katz.
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS). Rep: Blair.
 WLWC, Columbus (Ch. 3)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WTVN, Columbus (Ch. 6)—WTVN Inc. Rep: Katz.
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO). Rep: Hollingbery.
 WLWD, Dayton (Ch. 5)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Rep: H-R Television Inc.
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD). Rep: Katz.
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Rep: Headley-Reed.
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Rep: Raymer.
 WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Rep: Pearson.

OKLAHOMA

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO). Rep: Everett-McKinney and Clyde Melville Co. (Southwest only).
 WKY-TV, Oklahoma City (Ch. 4)—WKY Radiophone Co. (WKY). Rep: Katz.
 KOTV, Tulsa (Ch. 6)—Wrather-Alvarez Inc. Rep: Petry.

OREGON

KPTV, Portland (Ch. 27)—Empire Coil Co. Inc. Rep: NBC-TV Spot Sales.

PENNSYLVANIA

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Rep: H-R Television Inc.
 WLEV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Rep: Meeker.

PENNSYLVANIA—(Continued)

WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK). Rep: Headley-Reed.
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Rep: Bolling.
 WJAC-TV, Johnstown (Ch. 13)—WJAC Inc. (WJAC). Rep: Katz.
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL). Rep: Meeker.
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Rep: Meeker.
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU). Rep: CBS-TV Spot Sales.
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL). Rep: Katz.
 WPTZ, Philadelphia (Ch. 3)—Westinghouse Radio Stations Inc. (KYW). Rep: NBC-TV Spot Sales.
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc. Rep: DuMont-TV Spot Sales.
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Rep: Headley-Reed.
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Rep: H-R Television Inc.
 WGBI-TV, Scranton, Pa. (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Rep: Blair.
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Rep: Headley-Reed.
 WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Rep: Radio-TV Representatives Inc.

RHODE ISLAND

WJAR-TV, Providence (Ch. 11)—The Cutlet Co. (WJAR). Rep: Weed.

SOUTH CAROLINA

WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS). Rep: Headley-Reed.

SOUTH DAKOTA

KELO-TV, Sioux Falls (Ch. 11)—Midcontinent Bcstg. Co. (KELO). Rep: Taylor.

TENNESSEE

WMCT, Memphis (Ch. 5)—Memphis Publishing Co. (WMC). Rep: Branham.

WSM-TV, Nashville (Ch. 4)—WSM Inc. (WSM). Rep: Petry.

TEXAS

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Rep: Branham.

KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Rep: Taylor.

KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Rep: Taylor.

KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD). Rep: Branham.

WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA). Rep: Petry.

KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Rep: Taylor.

KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Rep: Hollingbery.

WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP). Rep: Free & Peters.

KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Rep: CBS-TV Spot Sales.

KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC). Rep: Petry.

KUHT, Houston (Ch. 8, educational)—University of Houston (KUHF-FM).

KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Rep: Pearson.

KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Rep: Avery-Knodel.

KEYL, San Antonio (Ch. 5)—San Antonio Television Co. Rep: Katz.

TEXAS—(Continued)

WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI). Rep: Petry.

KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Rep: Taylor.

KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT). Rep: Blair.

UTAH

KDYL-TV, Salt Lake City (Ch. 4)—Intermountain Bcstg. & Television Corp. (KDYL). [Sale to Time Inc. pends FCC approval, Vol. 9:14.] Rep: Blair.

KSL-TV, Salt Lake City (Ch. 5)—Radio Service Corp. of Utah (KSL). Rep: CBS-TV Spot Sales.

VIRGINIA

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Rep: Hollingbery.

WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR). Rep: Petry.

WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG). Rep: Blair.

WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV). Rep: Burn-Smith.

WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS). Rep: Avery-Knodel.

WASHINGTON

KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Rep: Forjoe.

KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING). Rep: Katz.

KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Rep: Katz.

KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Rep: Walker.

KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT). Rep: Weed.

WEST VIRGINIA

WSAZ-TV, Huntington (Ch. 5)—WSAZ Inc. (WSAZ). Rep: Katz.

WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Rep: Weed.

WTMJ-TV, Milwaukee (Ch. 3)—The Journal Co. (WTMJ). Rep: Harrington, Righter & Parsons.

TERRITORIES

KGMB-TV, Honolulu (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Rep: Free & Peters.

KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (Authorized March 12 to remain silent; slated to resume June 17 under new ownership; see Vol. 9:11, 23.) Rep: NBC-TV Spot Sales.

Mexican Border Stations

XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Ch. 7)—Licensed by Mexican Govt. to Romulo O'Farrill Sr., Mexico City. Rep: Adam Young.

XETV, Tijuana, Mexico, near San Diego (Ch. 6)—Licensed by Mexican Govt. to Radio-Television, S.A. (Azcarra). Rep: Weed.

Canadian Stations

CBFT, Montreal, Quebec (Ch. 2)—Canadian Broadcasting Corp. (CBF & CBM).

CBOT, Ottawa, Ontario (Ch. 4)—Canadian Broadcasting Corp. (CBO).

CBLT, Toronto, Ontario (Ch. 9)—Canadian Broadcasting Corp. (CBL & CJBC).

U. S. Stations Reported Due on Air During June or July*

KIVA, Yuma, Ariz. (Ch. 11)—Valley Telecasting Co. Rep: W. S. Grant Co.

KFSA-TV, Fort Smith, Ark. (Ch. 22)—Southwestern Publishing Co. (KFSA). Rep: Pearson.

KAFY-TV, Bakersfield, Cal. (Ch. 29)—Bakersfield Bcstg. Co. (KAFY). Rep: Forjoe.

KPIK, Los Angeles, Cal. (Ch. 22)—John Poole Bcstg. Co.

KUSC-TV, Los Angeles, Cal. (Ch. 28, educational)—Univ. of Southern California, Allan Hancock Foundation (KUSC-FM).

* Note: All these have indicated imminent or early starts—but equipment, initial tests and commercial debuts are subject to unforeseen delays. All new-station starts are chronicled in the weekly *Television Digest* Newsletters as soon as officially reported.

KEYT, Santa Barbara, Cal. (Ch. 3)—Santa Barbara Bcstg. & Television Corp. (KIST). Rep: Hollingbery.

KRDO-TV, Colorado Springs, Colo. (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Rep: McGillivra.

KCSJ-TV, Pueblo, Colo. (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Rep: Avery-Knodel.

WATR-TV, Waterbury, Conn. (Ch. 53)—WATR Inc. (WATR). Rep: Rambeau.

WETV, Macon, Ga. (Ch. 47)—Macon Television Co. (WBML and WNEZ). Rep: Headley-Reed.

WROM-TV, Rome, Ga. (Ch. 9)—WROM-TV Inc. (WROM). Rep: Weed.

KIDO-TV, Boise, Ida. (Ch. 7)—KIDO Inc. (KIDO). Rep: Blair.

WTVI, Belleville (St. Louis, Mo.), Ill. (Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.

WTVP, Decatur, Ill. (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.
 WTVH-TV, Peoria, Ill. (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.
 KTVH, Hutchinson, Kan. (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.
 KFAZ-TV, Monroe, La. (Ch. 43)—Delta Television Inc. Rep: Headley-Reed.
 WTAC-TV, Flint, Mich. (Ch. 16)—Trendle-Campbell Bcstg. Corp. (WTAC).
 KMMT, Austin, Minn. (Ch. 6)—Minnesota-Iowa Television Co. (KAUS). Rep: Pearson.
 KROC-TV, Rochester, Minn. (Ch. 10)—So. Minnesota Bcstg. Co. (KROC). Rep: Meeker.
 KYTV, Springfield, Mo. (Ch. 3)—Springfield Television Inc. (KGBX).
 KLAS-TV, Las Vegas, Nev. (Ch. 8)—Las Vegas Television Inc. (KLAS).
 KZTV, Reno, Nev. (Ch. 8)—Nevada Radio-Television Inc. (KWRN).
 KSWS-TV, Roswell, N. M. (Ch. 8)—John A. Barnett (KSWS). Rep: Meeker and Clyde Melville Co. (Southwest only).
 WISE-TV, Asheville, N. C. (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.
 WNAO-TV, Raleigh, N. C. (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.
 KBES-TV, Medford, Ore. (Ch. 5)—Southern Oregon Bcstg. Co.

WGLV, Easton, Pa. (Ch. 57)—Easton Publishing Co. (WEEX-FM). Rep: Headley-Reed.
 WTPA, Harrisburg, Pa. (Ch. 71)—Harrisburg Bcstrs. Inc. Rep: Headley-Reed.
 WKJF-TV, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM).
 WTVU, Scranton, Pa. (Ch. 73)—Appalachian Co. Rep: Bolling.
 WILK-TV, Wilkes-Barre, Pa. (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Rep: Avery-Knodel.
 WCSC-TV, Charleston, S. C. (Ch. 5)—WCSC Inc. (WCSC). Rep: Free & Peters.
 WJHL-TV, Johnson City, Tenn. (Ch. 11)—WJHL Inc. (WJHL). Rep: Pearson.
 KTXL-TV, San Angelo, Tex. (Ch. 8)—Westex Television Co. (KTXL). Rep: Taylor.
 KCMC-TV, Texarkana, Tex. (Ch. 6)—KCMC Inc. (KCMC). Rep: Taylor.
 KIMA-TV, Yakima, Wash. (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Rep: Weed.
 WKOW-TV, Madison, Wis. (Ch. 27)—Monona Bcstg. Co. (WKOW). Rep: Headley-Reed.
 WMTV, Madison, Wis. (Ch. 33)—Bartell Television Corp. (WMFM). Rep: Bolling.
 WCAN-TV, Milwaukee, Wis. (Ch. 25)—Midwest Bcstg. Co. (WCAN). Rep: Taylor.
 WOSH-TV, Oshkosh, Wis. (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Rep: Headley-Reed.

NOTES

Electronics Reports: GE this week asked Federal Court in Wilmington to declare RCA has no right to grant or continue any sublicense under any GE TV-radio patent after 1954. Seeking "construction and enforcement" of that court's 1932 consent decree involving patent licensing relations between GE, RCA & Westinghouse, GE electronics v.p. Dr. W. R. G. Baker stressed that the proceeding was not a suit against RCA, but simply a request for the court to declare that decree provides "the sublicensing rights of RCA expired in all respects on Dec. 31, 1954."

In affidavit to court, Dr. Baker stated that "RCA's assertions on this point depreciated the value to GE of its pre-1955 inventions," and that "the uncertainty over whether RCA had such rights was the cause of considerable confusion and misunderstanding throughout the industry." He added that GE's attempts to interest other companies in taking licenses under GE patents had been "met by the answer that there was no interest in purchasing such rights until it was determined whether RCA had the right to grant sublicenses to others under patents secured by GE on its pre-1955 inventions."

Commenting on GE's court action, RCA said in statement: "That agreement [on patent rights] was recommended by the Federal Court in a consent decree entered in 1932 and reaffirmed by the court in 1942. Under the agreement RCA retained a non-exclusive right to grant licenses to competitors on all radio & TV inventions made by GE prior to Dec. 31, 1954. GE has already received a substantial payment for this right in the form of RCA stock which it distributed to its stockholders about 20 years ago."

* * * *

Streamlined "business services agency" within Commerce Dept. will replace NPA, Commerce Secy. Sinclair Weeks told June 9 convention of National Sales Executives in Atlantic City. Specifically mentioning electronics, Secy. Weeks said that some 20 industry divisions will be established, each functioning under "an outstanding industrialist recommended by his industry and serving full-time without pay on a 6-month rotating basis." Functions of industry divisions, he stated, will be to: (1) Continue production directives and allocations of materials for defense. (2) Provide "specific information" to industry. (3) Get cooperation of industry in mobilization program. (4) "Act as the authoritative voice of industry so that the executive branch and Congress may hear the opinions of business." (5) Give business a voice in implementation of govt. policy "from the standpoint of [its] practical workability in everyday industrial operation."

Heralded as "consolidation," merger of Essex Wire Co.'s Chicago transformer div. with Standard Transformer Corp., Chicago, looks more like former company is taking over, judging from fact that Jerome J. Kahn, ex-president, is only Standard Transformer officer among executives of new company, known as Chicago Standard Transformer Corp. All other officers are from Essex: Addison Holton, president; Arni Helgason, v.p.; L. S. Racine, v.p.; W. F. Probst, secy.; A. M. Roseler, treas. Kahn is listed as v.p. of new corporation, which will supervise plants of both companies in Chicago and Zanesville, O.

RCA Victor buys ground in Findlay, O., 50 mi. southwest of Toledo, for new 150,000-sq. ft. plant to be built for manufacture of components for TV-radio receivers. It's scheduled for early 1954 completion.

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Rear Adm. Cyril A. Rumble (ret.), 55, regarded as one of Navy's top electronics engineers, and since his retirement in 1950 Washington representative of Erie Resistor Co., died June 9 at his home in Washington.

Financial & Trade Notes: Raytheon reports record sales of about \$179,000,000 for fiscal year ended May 31, compared with \$111,287,000 preceding year. Previous peak was \$173,017,934 in fiscal 1945. President Charles F. Adams Jr. estimated company's earnings before taxes, subject to year-end adjustments, would be about double last year's \$5,947,898. Last year's profits after taxes were \$2,047,898 (\$2.64 a share). Excess profits taxes for latest fiscal year were more than \$2,000,000, he said, compared with \$600,000 year ago. For 9 months ended Feb. 28, Raytheon had net profit of \$3,267,000 (\$1.48 a share) vs. \$1,250,000 (44¢) preceding year. Adams said govt. work accounts for about 70% of company's total business, and order backlog currently is about \$180,000,000, compared with peak of \$200,000,000 last November. He revealed management is considering raising additional capital through sale of stock, possibly in August, on basis of one new share for each 5 shares of the 2,174,942 outstanding common shares.

Indiana Steel Products Co. new pres. Robert F. Smith in report to stockholders June 10, with dividend checks raising quarterly rate from 25¢ to 37½¢, said company earned net profit of \$104,639 (74¢ per share) in quarter ended March 31 compared with \$60,652 (43¢) same period last year and that working capital increased by \$100,805, with \$224,000 (\$1.58 per share) set aside for Federal taxes. Second quarter results, he stated, will compare favorably with first with sales and production continuing "at high levels."

General Instrument Corp. reports record sales of more than \$10,000,000 for quarter ended May 31, compared with \$6,230,200 for last year's period. Earnings for quarter hit new high of \$450,000 (75¢ share), more than 4 times greater than the \$102,487 (17¢) in same 1952 period. Chairman Abraham Blumenkrantz attributed high sales to demand for GI's 82-channel tuning units.

IT&T, which plans to absorb its 5 domestic manufacturing subsidiaries to make it "the General Motors of the communications field" (Vol. 9:22), reports increase in earnings for first quarter to \$4,832,540 (67¢ a share) from \$4,735,255 (65¢) in last year's comparable period. Net sales for period rose to \$88,087,669 from \$72,681,742 in 1952 period.

Reeves-Ely Laboratories Inc. (electronic computers, military & aviation equipment, quartz crystals) reports 1952 consolidated net income of \$1,262,281 (\$1.18 on 711,486 shares) on sales of \$34,936,297 vs. \$873,361 (\$1.21 on 600,865 shares) on \$20,218,691 for 1951.

Standard Coil Products Co. expects sales for first half of 1953 to total \$50,000,000, and for all of 1953 about \$100,000,000, compared with last year's record \$65,990,000, exec. v.p. R. E. Peterson told stockholders June 10 in Chicago.

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Directory of about 4000 manufacturers in electronics fields, said to be most complete ever published, is contained in 400-p. June edition of Caldwell-Clements Inc.'s *Tele-Tech & Electronic Industries*. Caldwell-Clements this week announced that its *Television Retailing* in September will be succeeded by 2 new magazines, *Mart* and *Technician*—*Mart* to appear in 9x12-in. newspaper format edited for the TV-appliance retailer, and *Technician* as 7x10-in. magazine edited for servicemen and featuring schematics and circuit digests of TV sets.

International Resistance Co. has purchased Gorman Mfg. Corp., Los Angeles, maker of "Encapsulated" wire-wound resistors, which will continue present products under management of Henry C. Gordon.

Telecasting Notes: Acrimonious aftermath of June 2 Coronation found BBC ready to crown CBS & NBC, and vice versa, BBC charging its films were "marred" in U. S. by too many interruptions for commercials. CBS & NBC promptly retorted they had lived up to pre-Coronation agreement to use commercials on any part of 2-hour spectacle except Abbey ceremony . . . Many newspapers on both sides of ocean were sharp in their criticism of networks' policy, exemplified perhaps by June 10 *New York Herald Tribune* editorial, which commented: "One hopes that the British will make allowances, as most Americans do, for TV's youth, and share the hope that its manners will improve as it grows up" . . . Praise for BBC coverage, by contrast, was plentiful, June 15 *Time Magazine* calling it "a triumph of taste as well as technique" . . . Sequel to the Great Coronation Film Race: Kelly Maddox, program mgr. of Amarillo's KGNC-TV, and 2 deputy sheriffs, injured June 4 in auto accident as deputy's car sped coronation films from Amarillo airport to TV station; despite shock and chest injury, Maddox got films to station on time . . . Mountain climbing via TV: NBC-TV has signed contract with American group which will attempt to climb world's second highest mountain, "K-2" in Pakistan's Karakoran range (28,250 ft.); group will record expedition on film and tape, to be presented as series on NBC-TV next fall . . . Originator of NARTB's highly successful "register and vote" crusade of last autumn, pres. Joseph P. Wilkins, KFBB, Great Falls, Mont., this week was given "outstanding performance" award by the assn. . . . Unity Television Corp. reports acquiring new package of 80 name-star feature films never before available to TV . . . "Eins Zwei Drei" is title of new 6-week experimental course begun this week by Iowa State College's commercial WOI-TV, Ames, to teach German to children, primarily in 10-12 age group, by means of rhymes, jingles & demonstrations . . . Alan Young, the comedian, quitting CBS-TV, will reactivate his own Alan Young Productions with Alan Dinehart as film director.

Baseball TV-radio restrictions may get Senate approval this session after Commerce Committee reported favorably June 10 on Sen. Johnson's bill (S. 1396) permitting major leagues to ban TV-radio coverage of their games in minor league territory. Only major opposition during hearings was letter from NARTB pres. Harold Fellows warning that bill would set dangerous precedent in exempting baseball from anti-trust laws (Vol. 9:19). But even if it gets by Senate, bill will have tough going in House where Rep. Celler (D-N. Y.), former Judiciary Committee chairman, has urged baseball in past to "clean its own house" if it expects legislative help from Congress.

Birmingham's WAFM-TV (Ch. 13) this week was approved by FCC for transfer, along with leasehold on 10-kw WAPI (CBS), from Edward L. Norton (75%) and Thad Holt (25%) to purchaser Birmingham News Co., conditional on newspaper's divestment of its WSGN (ABC). Comrs. Walker and Hennock dissented. Deal involved payment of \$2,400,000 (Vol. 9:15)—same price paid by Storer Broadcasting Co. for WBRC-TV (Ch. 4) with WBRC, Birmingham, for which FCC approval was also granted (Vol. 9:13, 21). Henry P. Johnston, exec. v.p. of publishing firm, will manage its new TV-radio operations.

"Up to now no greatly talented demagogue in the U. S. has had access to TV," said *Christian Science Monitor's* editor Erwin D. Canham to Congress of International Federation of Newspaper Publishers meeting in Paris. Referring to Senator McCarthy, Canham stated his "skills and tactics do not televise particularly well, but one can readily imagine that a person with a hypnotic voice and personality could play tricks with the whole nation."

Five applications for new TV stations were filed with FCC this week, bringing total pending to 619 (209 of them withdrawn) as 7 more were dismissed. Applications were for Modesto, Cal., Ch. 14, by KRTB; Evanston, Ill., Ch. 32, by WNMP owner Angus Pfaff and scientific glassware manufacturer Howard S. Martin; Cincinnati, Ch. 74, by company headed by Sherwood R. Gordon, New York laundry and real estate man; Toledo, Ch. 11, by Willye-Overland unit of UAW-CIO with other union interests; Houston, Ch. 13, by company with 15 business men as stockholders headed by adman Lloyd J. Gregory. [For further details about these applications, see *TV Addenda 16-W* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Three-way fight over allocation of Ch. 10 to Parma or Onondaga, Mich. or Logansport, Ind., requested in petitions filed last week (Vol. 9:23), is free of Canadian complications; Canadians have agreed to permit use of Ch. 10 in Parma or Onondaga even though they're less than 250 mi. from London, Ont., which has Ch. 10. Logansport, of course, is well beyond 250 mi. There are very few cross-the-border co-channel allocations under 250 mi., in deference to Canada's plans for much greater spacing than ours. Four additional petitions for channel changes were filed this week: (1) Add Ch. 5 to Weston, W. Va., shift Ch. 32 from Weston to Glenville, filed by WCYB, Bristol, Va. (2) Delete Ch. 36 from Harlan, Ky., to be replaced by Ch. 22, 73, 75, 76, 79, 81, 82 or 83, by WAYS-TV, Charlotte, N. C. (3) Delete Ch. 26 from Springfield, Ill., to be replaced by Ch. 66, 72 or 78, by WTVH-TV, Peoria. (4) Add Ch. 6 to Bluefield, substitute Ch. 4 for 6 in Beckley, include all of West Virginia in Zone I, by WHIS, Bluefield.

Ch. 13 grant to Eugene TV Inc., Eugene, Ore., was protested this week by KTVF, Eugene (Ch. 20). KTVF asserts that C. H. Fisher, 30% owner of Eugene TV Inc., failed to comply with terms of his grant, which required that he sell interest in KUGN, when he sold it to his son, C. O. Fisher. KTVF claims that the two are so closely associated in various businesses that the transfer of control is meaningless.

TV is no rival of reading for children's attention—and parents shouldn't try to keep youngsters away from TV receivers in hope they'll read more books. That opinion was expressed recently by Mrs. Frances Lander Spain, new supt. of children's activities, New York Public Library, who said her policy at home was to place 2 or 3 books alongside TV set. "Children will find there are many things in books they do not get from TV," she said. "It's a marvelous thing and it's here to stay—but so are books."

Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each full-service subscriber. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 25

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JUN 22 1953

June 20, 1953

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TV FORCING CHANGES IN OLD RADIO ORDER: Changes in the U.S. broadcasting structure being wrought by TV, oft predicted or otherwise remarked upon in these columns over last half dozen years, are epitomized not only by Norfolk developments (see below) but by 2 unusual deals revealed this week. Both involve acquisitions of AM stations by TV enterprisers -- somewhat unusual in light of fact that of the 189 TV stations now on air, all but 15 are owned by AM enterprisers, local or otherwise. This week:

(1) Storer Broadcasting Co., which in 1951 bought KEYL, San Antonio (Ch. 5) for \$1,050,000, concluded deal with Texas State Network to buy its KABC there (ABC) for \$700,000 -- so that it can have companion radio outlet to TV. Incidentally, TSN group headed by Gene Cagle and Charles Jordon, angeled by oilman Sid Richardson, now reports projected deal for acquisition of Wm. Pape's WALA-TV, Mobile, Ala. (Ch. 10), along with WALA, for \$2,000,000 (Vol. 9:23), has been called off.

(2) Holder of CP for KGBS-TV, Harlingen, Tex. (Ch. 4), which is destined to become Rio Grande Valley's first competition for Mexican-licensed border outlet XETV (Ch. 6), this week concluded deal with Roy Hofheinz, now mayor of Houston and one-time ardent tub-thumper for FM, whereby TV operator will purchase Hofheinz's KSOX, Harlingen (10-kw N, 50-kw D on 1530-kc) for \$225,000. KGBS's 250-w on 1240-kc would be abandoned, as would its application for 5-kw on 850-kc; one of KGBS-TV owners, who operates KURV in nearby Edinburg, Tex. (250-w D on 710-kc) would also turn in his license. The new TV owners simply want a more powerful AM counterpart.

These are only a few of the "parlays" in process, involving AMs along with TVs, which over the next few years will change the whole face of the broadcasting industry. Noteworthy, too, is the way national rep lineups are changing with advent of more TV -- to such extent that the Directory of National Sales Representatives of TV Stations being prepared for our July Factbook will reveal some new top runners.

FULL HEAD OF STEAM FOR UHF IN NORFOLK: Uhf enterprisers everywhere will watch, with undoubted relish, the terrific drive that NBC-TV intends to put behind its affiliation, as of next Sept. 1, with new uhf station WVEC-TV (Ch. 15), chosen this week as the basic outlet for Norfolk area to replace WTAR-TV (Ch. 4) when it "secedes" to join CBS (Vol. 9:20-21). Not since Portland's KPTV (Ch. 27) went on the air last autumn as the country's first uhf station -- first to prove the efficacy of the new channels, in fact -- has uhf won such strong support.

Fact that an obscure AM independent, holding CP for uhf in one-station vhf territory, is zoomed into big-league company lends flavor to the situation.

Resources of whole RCA family are behind drive to convert area's 170,000-odd vhf sets to uhf, promising accustomed NBC-TV programs as competitive bait. It's axiomatic in the trade that second and third stations in any market stimulate sales, and support of all manufacturers, distributors and dealers is foregone certainty.

No matter that it's making a virtue of necessity, fact is that NBC topside orders are that the heavily populated naval area, though already 70% "saturated"

with vhf, must be converted to uhf -- and quickly. Every possible promotion will be put behind forced draft to push uhf; there's even a project to bank conversions (costing \$25-\$75 per set) on basis of \$2 down and as little as 50¢ a week.

RCA and NBC advance men are already on the ground, holding dealer meetings, laying campaign plans with servicemen and with WVEC-TV pres. Tom Chisman. Terrain is ideal for uhf propagation and, with receiver manufacturers wholeheartedly behind uhf, it could be only matter of time before program service will rival vhf.

Chisman's avowed goal is 75,000 sets capable of tuning in Ch. 15 by Oct. 1. He has firm promise of July 15 delivery of 12-kw transmitter, has 500-ft. Stainless tower already on way up, will have new transmitter building ready by mid-July, plans first test patterns Aug. 1, commercial operation Sept. 1. Two GPL cameras already are on hand, being used for dealer displays ("see yourself on TV").

New station is licensed to Hampton, but will have offices and studios in Norfolk, will identify itself with Norfolk area as a whole, competing with WTAR-TV.

And unless sponsor Gillette dictates otherwise, WVEC-TV may be only station in area to get NBC exclusive of World Series, which would give station tremendous impetus in its inceptive stages. So bitter is network rivalry, that NBC-TV makes no secret that it would prefer to pipe baseball classic to own affiliate exclusively rather than to WTAR-TV, which CBS-TV weaned away in recent "raids" (Vol. 9:21). In fact, WTAR-TV mgr. Campbell Arnoux asserts he offered NBC-TV more time clearances than CBS-TV, pending transition, but has been told NBC proposes to make the break complete as of Sept. 1 -- this, he says, despite protests of some network sponsors.

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There are several little ironies in the Norfolk situation. For one thing, transmitter is GE, not RCA. For another, WVEC-TV promotion will lean heavily on all area newspapers, which includes Norfolk's Virginian-Pilot & Ledger-Dispatch, whose owners operate rival WTAR-TV. The uhf station itself, to say nothing of set makers and dealers, says its is already reserving splash space.

WVEC-TV's companion radio WVEC isn't going to get NBC radio affiliation because it's not powerful enough (250-w on 1310-kc). Radio network shift from WTAR, though not yet decided by NBC, will be either to WCAV, Norfolk (1-kw on 850-kc), an independent recently purchased by Larus & Bro., Richmond tobacco firm owning the 50-kw WRVA there (CBS); or WGH, Newport News (5-kw on 1310-kc), owned by local newspaper and now ABC; or WSAP, Portsmouth (5-kw on 1350-kc), also an independent, said to be optioned to one of 4 applicants for area's only other vhf, stymied Ch. 10.

NEW MARKETS OPEN AS 3 MORE START: Two brand new vhf markets are opened up, and a second uhf gets under way in Harrisburg, Pa., as result of this week's addition to log of stations now operating. At week's end, total on air was 189. Latest starters:

WCSC-TV, Charleston, S.C. (Ch. 5) began testing DuMont transmitter June 17, started commercial operation June 19 with kine service from all 4 networks pending interconnections due in fall. Station is owned and managed by veteran broadcaster John M. Rivers. National sales rep is Free & Peters.

KSWS-TV, Roswell, N.M. (Ch. 8) began tests of video with Federal transmitter and 8-bay antenna on June 18, starts programming June 24, joins ABC-TV, gets Federal's first 16-bay antenna later. Federal reports good picture over 100-mi. radius of state's southwest corner. Station is owned by oilman John Barnett, managed by J.C. Porter. Rep is Meeker, with Melville Co., Dallas, handling Southwest sales.

WTPA, Harrisburg, Pa. (Ch. 71) was driving dummy load on RCA transmitter on Friday, expected full patterns by that evening or morning of Sat., June 20, so we're counting it as on the air. It's city's second uhf, the first being WHP-TV (Ch. 55), which started April 5 (Vol. 9:14). It has no local AM affiliate, is owned by Donald Newhouse of newspaper family (Harrisburg Citizen-Patriot), managed by David Bennett. It starts with \$300 base rate, with 30,000 converted sets already claimed for area thanks to cluster of other nearby uhf stations. Headley-Reed is rep.

Note: Our Special Report listing all stations in operation as of June 13, accompanying last week's Newsletter, erroneously noted 148 vhf, 38 uhf. It should have read 146 vhf, 40 uhf. With this week's additions, count is 148 vhf, 41 uhf.

9 CPs, FCC SOCKS 'STRIKE' APPLICANT: FCC spewed out grants and decisions of all kinds this week, most of them made possible by dropouts and deals. Nine CPs and 4 initial decisions were produced.

Commission got tougher, too. It dismissed a "strike" application and granted its opponent, and it openly questioned one grantee's intentions to build (see below). Commission also got another CP returned to it -- KRIO-TV, McAllen, Tex. (Ch. 20), which is worried over vhf competition. Week's actions:

Vhf grants: Little Rock, Ark., KARK, Ch. 4; Pine Bluff, Ark., Central-South Sales Co., Ch. 7; Bakersfield, Cal., KERO, Ch. 10; Quincy, Ill., WGEM, Ch. 10; Albuquerque, N.M., Ch. 7.

Uhf CPs: San Jose, Cal., John A. Vietor Jr., Ch. 48; Worcester, Mass., Salisbury Bcstg. Corp., Ch. 65; Cleveland, WERE, Ch. 65; Houston, KXYZ, Ch. 29.

Little Rock grant became possible when Arkansas TV Co. amended to Ch. 11. Pine Bluff CP resulted from dismissal of strike application (see below). All other grants, except San Jose, came when opposition dismissed voluntarily. In Worcester case, it came via final decision made possible by dropout. Initial decisions:

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(1) One of week's initial decisions came "easy" way; KOIN, Portland, Ore., got Examiner Elizabeth Smith's nod for Ch. 6 after KGW agreed to drop its application and join KOIN. Other 3 initial decisions came the hard way, after examiners weighed qualifications of competitors.

(2) One of hottest cases was fight between KOA & KMYR for Denver's Ch. 7. Examiner Cunningham favored KOA, with condition that the station furnish "concrete proof of the removal of all presently existing conditions under which NBC has an ownership interest and a controlling status therein."

When actor Bob Hope and a Denver group (including Mayor Quigg Newton) bought KOA from NBC for \$2,250,000 last year, it paid \$1,000,000, gave NBC 5-year note for \$1,250,000 (Vol. 8:26). Cunningham said this gives NBC control. However, he said, KOA made it clear from the start it was ready to settle ownership problem to FCC's satisfaction if Commission finally decided NBC really controls station.

Ownership question aside, Cunningham said KOA looked as if it could do a better job of programming -- having record of greater community activity, assurance of NBC-TV affiliation, superior studio facilities, etc.

(3) In Portland-Vancouver fight for Ch. 21, Examiner Smith decided Vancouver needed a local station more than Portland needed another, therefore favored Vancouver's KVAN over KGON, Oregon City, which proposed Portland station. Examiner Smith rejected contention of KGON that KVAN is kidding Commission, really intends to put main studios in Portland.

(4) In Harrisburg case, Examiner Butts chose WCMB over WHGB for Ch. 27. Reasons were WCMB's 100% local ownership (vs. 50% ownership of WHGB by Philadelphia Inquirer), local management, diversified local interests, integration of ownership and management, "diversification of media of mass communications," etc.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

WEEDING OUT STRIKE FILINGS, LAGGARDS: One unusually clumsy "strike" applicant got it in the neck from FCC this week -- Gaylord Shaw, tr/as Arkansas TV Co., applying for Ch. 7 in Pine Bluff, Ark. In another clampdown case, FCC pointblank asked KIRV, Denver (Ch. 20), whether it really intends to build.

In Pine Bluff case, first of its kind, Commission wrote Shaw long letter, telling him bluntly that it thought his application was phoney, got no response in 10 days, dismissed application, granted Ch. 7 to Central-South Sales. Following are the principal allegations of letter to Shaw:

(1) Central-South filed on Dec. 9, 1952. Dallas contractor Burnett Estes filed on Dec. 29, using engineering data obtained by Dallas attorney Ross Prescott via Ft. Smith broadcaster Donald Reynolds, whose associate R. C. Butz obtained site by "casual inspection" of area, didn't even talk to site owners.

(2) Pine Bluff Chamber of Commerce asked Estes to drop out, so as to give

city quick TV service. According to C-of-C representatives, Estes said he would -- for \$25,000. Later on, he did dismiss his application, "apparently because he had been told by his bankers to do so."

(3) Estes' partner Shaw filed for the channel same day Estes dismissed -- using "an exact duplicate" of Estes application as far as financial, engineering and programming information was concerned.

(4) Shaw application says he's worth \$1,000,000, has net income of more than \$100,000 annually after taxes. FCC investigators seriously doubt it.

FCC manifestly felt it had Shaw dead to rights, so didn't hesitate to throw out his application so summarily and to publicize the details when he failed to respond to its letter. It's regarded as first big object lesson.

Most "strike" applications -- and there are a lot of them, no doubt of it -- are far subtler. Commission doesn't have enough investigators to nail them. But as time nears for hearing, and strike application principals know they must face some fierce cross-examination, they begin to get cold feet.

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In Denver "laggard" case, KIRV got CP last Dec. 2, was supposed to complete construction by May 17. Commission wrote grantee June 17, pointing out: (1) No construction was started, no equipment ordered; (2) KIRV's application for more time to build says it will sell stock which would result in transfer of control; (3) Principals, who say they've had to attend to other business, comprise Mrs. Irving Jacobs, whose husband died shortly after CP was issued, Sam & Morris Sigman.

Whether KIRV has been dilatory or not, anyone would hesitate about building uhf station in Denver. City has 2 vhf on air, 2 more coming after hearing decisions, plus an educational vhf allocation (applied for), plus another uhf grant.

STEPPED-UP PACE OF COLOR PREPARATIONS: Next week is another important period in color -- what with Sen. Tobey's Commerce Committee due to see RCA's latest color pictures June 22 and NTSC's main committee holding meeting June 24. Also contributing to the quickening tempo was this week's action by FCC, waiving rules to permit NBC to feed compatible color to entire network during any sustaining program.

RCA expects almost all Senate committee members, with their wives, to attend demonstration in Washington's Sheraton Park Hotel, with program fed closed-circuit from New York. Senators will undoubtedly follow pattern of everyone else, including House Commerce Committee members (Vol. 9:16), and come out singing glories of color.

NTSC meeting will have draft of final standards before it, but members are likely to want week or two for study before taking final vote. As of today, we can find no one who dissents from the technical standards proposed; approval, when it comes, is expected to be unanimous or nearly so.

Question of when to petition FCC with set of compatible standards appears much less controversial than it once did (Vol. 9:22). Though RCA plans to file by July 1, and NTSC chairman Dr. W. R. G. Baker once thought NTSC would need 3-4 months more, it now looks as if only a few weeks separate the two. Dr. Baker says that he was deliberately conservative in his last estimate but that field tests have gone so beautifully that everything should be wrapped up by July or August.

Regardless how many corners FCC cuts in conducting color hearing, no one sees how it can come up with final decision short of 5-6 months. Thus, differences between RCA and NTSC are expected to become insignificant.

Whether whole affair will take more than 5-6 months depends on nature of opposition to new standards, if any. If opponents do appear, they'll have tough time persuading FCC to conduct long hearings.

NBC is stepping up color promotion on all fronts, its executives stressing color in virtually all speeches, statements, etc. Now that FCC has given it permission to route color through entire network, campaign will be intensified. In addition to the 26 affiliates who have signed "color clauses" (Vol. 9:22-23), 13 more were reported this week, bringing total to 42. With NBC's 5 owned-and-operated stations, they include virtually all major affiliates. For this week's, see p. 14.

PUSHING HARD to make up for lost time in getting out transmitter shipments, the manufacturers nevertheless are confronted with further delays by reason of summer vacation shutdowns soon to begin. DuMont's starts soon—July 3-20; GE's runs July 6-20, RCA's July 17-Aug. 2.

DuMont this week reported order for 5-kw equipment from KFBB-TV, Great Falls, Mont. (Ch. 5) and newly granted WGEM-TV, Quincy, Ill. (Ch. 10) and said transmitter of KMMT, Austin, Minn. (Ch. 6) was due to arrive there June 22. Shipment to KIVA, Yuma, Ariz. (Ch. 11) has been delayed for 3 weeks, so it's not likely to be on air before latter July or early August. Shipment to WMAZ-TV, Macon, Ga. (Ch. 13) was also held up this week. Three more prototypes of DuMont's first uhf, which has been shipped (Vol. 9:24) to WGLV, Easton, Pa. (Ch. 57), are in final test stage but priority of deliveries hasn't yet been set.

Federal, now going after transmitter business more aggressively, this week reported 2 more vhf orders—from new WWTW, Cadillac, Mich. (Ch. 13) and XETC, Tijuana, Mexico (Ch. 12), projected by the O'Farrill interests. They're for fall delivery, the Cadillac station (owned by Sparton) destined to get 16-bay antenna. In uhf, Federal revealed these orders, in addition to the 3 reported last week: WACH, Newport News, Va. (Ch. 33); KHTV, Baton Rouge, La. (Ch. 40); KFAZ-TV, Monroe, La. (Ch. 43). Latter has antenna and studio equipment already on hand, transmitter to go out later.

RCA this week shipped 10-kw transmitter to KFEQ-TV, St. Joseph, Mo. (Ch. 2) and next week one goes to KYTV, Springfield, Mo. (Ch. 3)—latter previously called KGBX-TV. Uhf destined for WILS-TV, Lansing, Mich. (Ch. 54) was delayed for week, and one was shipped this week instead to KAFY-TV, Bakersfield, Cal. (Ch. 29). Going out week of June 22, in addition to WILS-TV, are WKNA-TV, Charleston, W. Va. (Ch. 49) and WICS, Springfield, Ill. (Ch. 20).

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In our continuing survey of upcoming new stations, these were the reports received this week:

KGBS-TV, Harlingen, Tex. (Ch. 4), building and tower ready, has ordered GE equipment and plans November debut, reports pres. McHenry Tichenor. Pearson will be rep.

KXLF-TV, Butte, Mont. (Ch. 6), has ordered RCA equipment, plans to begin test patterns Aug. 10 coinciding with big TV trade show in Civic Center. Commercial debut is scheduled Sept. 1, reports Ed Craney, who heads grantee Television Montana and is half owner (with Bing Crosby) of KXLY-TV, Spokane (Ch. 4). Rep will be Walker.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, plans Sept. 1 debut with NBC affiliation, according to joint announcement by the university's pres. Frederick A. Middlebush and NBC station relations v.p. Harry Bannister. Construction of GE transmitter house is now under way, and already on duty are university TV director Dr. Edward C. Lambert, station mgr. George J. Kapel, chief engineer Duane Weise, program director Wm. A. Vaughn, and promotion director Wm. D. Stiles. News director Philip E. Berk reports Aug. 15. Milton E. Gross, of school of journalism, continues as promotion consultant. H-R Television will be rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29), last planning June debut (Vol. 9:20), now reports first test patterns due "early in July" with RCA equipment. Hour rate is \$250; Forjoe will be rep.

WEHT, Henderson, Ky. (Ch. 50), previously reporting construction delay (Vol. 9:14), now has RCA equipment promised for delivery before Aug. 1 and plans test patterns by Sept. 1, reports pres. Hecht S. Lackey. Meeker is rep.

WTRI, Schenectady, N. Y. (Ch. 35), just granted week ago, hasn't yet ordered equipment, thinks it may be on the air in "6-12 months," reports Harry C. Wilder. Grant came after 4-way deal was filed with FCC. Ch. 35 applicant WXXKW, Albany, dismissed application and sold its physical assets for \$300,000 to Van Curler Bestg. Corp. (Fabian Theatres), WPTR (Schine theatres) and WTRY. WTRY then bought 50% of Van Curler and dropped its Ch. 23 application, permitting WPTR to get Ch. 23 grant. WXXKW, which long had trouble with 6-element AM directional antenna, goes off air and owner Stephen Rintoul becomes mgr. of WPTR.

WATR-TV Waterbury, Conn. (Ch. 53), planning test patterns about July 15 and official debut Aug. 1 with RCA equipment. Rambeau will be rep.

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One more vhf grant in Canada has been recommended by CBC—Ch. 2 to Calgary Television Ltd., Calgary, Alta. That makes 10 privately owned stations now awaiting final approval of Ministry of Transport (Vol. 9:14, 24).

CFPL-TV, London, Ont. (Ch. 10), owned by *London Free Press*, has ordered various equipment from RCA, GE and DuMont for delivery by Sept. 1 when new building will be ready. Test patterns are scheduled for Oct. 15 and programming Dec. 1, reports pres. W. J. Blackburn. Weed will be rep for U.S.; All-Canada Radio Facilities for Canada.

George Storer's Havana station CMTV (Ch. 11), now aims for August start. CBS this week asked FCC for permission (under rules Sec. 1.327) to send programs to CMTV starting "on or about Aug. 11." Layman Cameron, ex-WICU, Erie, Pa., is working as consultant with Al Shropshire, Storer executive. Adam Young will be rep.

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Increase of power maximum, from 100 kw to 146 kw, was requested of FCC this week by KXLY-TV, Spokane (E. B. Craney & Bing Crosby). Station says that sparse population will get TV no other way and that allocation plan won't be affected, now or in future, because of great co-channel separations in area. With 146 kw, station says Grade A signal would reach 65 mi., Grade B 100 mi.

KMTV, Omaha, June 17 increased power from 16.7 kw to full 100 kw. RCA has scheduled for shipment next week 10-kw driver unit to WBAY-TV, Green Bay, Wis., in addition to transmitter and amplifier shipments previously announced (Vol. 9:23-24).

Canadian Broadcasting Corp. moving headquarters of top executives to Ottawa this summer, acquiring new office space and expanding present quarters in Victoria Bldg.

Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each *full-service* subscriber, including newly enlarged 43x31-in. map insert. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.

Personal Notes: Earl Gammons, CBS Washington v.p., called at White House June 17 with Gene Autry, cowboy actor, who was reported merely to have "chatted" with President Eisenhower "about golf and mutual friends" . . . FCC Comr. Edward Webster returned June 19 from international telegraph conference in Arnhem, Holland . . . C. Nicholas Priaulx, ABC v.p. & treas., resigns as of June 24, will vacation in Europe before going into business . . . Theodore C. Streibert, ex-pres. of WOR-TV & WOR and chairman of MBS, assigned by Dr. James B. Conant, U. S. high commissioner for Germany, to go to Germany for several months as consultant on public affairs program; he's onetime asst. dean of Harvard business school . . . Carl Haverlin, BMI pres. and a noted Lincoln scholar and collector of Lincolnia, elected to board of trustees of Lincoln Memorial U, Harrogate, Tenn. . . . Maurice B. Mitchell, v.p. of Muzak Inc. and gen. mgr. of its AMP transcription library service, named president of ex-Sen. William Benton's Encyclopedia Britannica Films, will move to Chicago . . . Mack Ward named mgr. of CBS-TV film sales office in Atlanta, Wm. Parkinson promoted to supervisor of Chicago office . . . Wade H. Alley promoted to business mgr., WHIO-TV & WHIO, Dayton . . . Everett Wren promoted to production mgr., KBTW, Denver . . . Bob Heiss promoted to sports director, WTMJ-TV, Milwaukee . . . Jean Desey retires July 15 as chief of Canadian Broadcasting Corp. international service . . . Reginald Clough, editor, promoted to publisher of *Tide Magazine* under new Billboard Publishing Co. ownership (Vol. 9:24) . . . Thomas D'Arcy Brophy, Kenyon & Eckhardt chairman, elected life member of Massachusetts Institute of Technology Corp. . . . Ben Alcock, in charge of TV commercial production dept., and Roy Winsor, director of creative programming for TV-radio, promoted to Biow v.p.'s . . . Carroll Newton, v.p. on U. S. Steel show, named by BBDO as exec. asst. to pres. Ben Duffy on TV-radio matters . . . Bernard H. Ober, ex-ABC, named media and sales research supervisor, Wm. Esty Co. . . Donald R. Mayer appointed TV-radio director, Goad & Tierney Inc., New York . . . Gordon Williamson, ex-WTTG, named TV-radio director, of Ver Standig Adv., Washington . . . Fred Eames Jr., ex-WLWD, Dayton, joins new WENS, Pittsburgh (Ch. 15), due in August, as chief engineer.

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 "Television is the cocklebur under the saddle that will keep newspapers on their toes from here on out. They aren't sitting still in TV. They aren't satisfied with what they have. Let us, as newspapermen, be frank and a little ashamed. What revolutionary improvements have we made in our mechanical departments in 5 years, or 40 years, for that matter? I can think of no great or fundamental mechanical change since I broke into the business 43 years ago."—George C. Biggers, pres., American Newspapers Publishers Assn. and pres. of *Atlanta Journal and Constitution* (WSB-TV), addressing ANPA mechanical conference in Milwaukee, June 16.

Station Films Inc. is new TV film buying service set up by Katz Agency, biggest TV rep firm, to service its client stations with filmed programming. New corporation will be headed by Robert H. Salk, ex-TV program mgr. for Katz, and will begin operations Aug. 1 with offices at 30 Rockefeller Plaza, N. Y. Station Films will operate on non-profit basis, costs being borne by member stations.

Baltimore's WAAM is underwriting entire cost of African expedition to obtain animals for new Mammal House in Baltimore Zoo, says mgr. Kenneth Carter. Promotion-minded station, winner of numerous public service awards, will even pay for acquisition of animals. One of its popular programs is weekly *This Is Your Zoo*.

Telecasting Notes: Hollywood may be in production doldrums at moment, blamed on "The TV revolution" and "3-dementia"—but Republic Pictures is building 4 new sound stages at cost of about \$400,000 (making 18 in all) so as to provide "better service for TV movie production"; its Consolidated Film Industries Div., which develops and prints films for movie makers, has just completed \$2,000,000 expansion which added 775,000 ft. daily to 16mm capacity and is ready for color TV film. Republic will cut own movie production in half, eliminating all B pictures, making only 18-20 A pictures next year . . . Walt Disney plans expansion into TV film production, but denies plans to release any old films to TV . . . Film titled *Geisha Girl* played WPIX, New York, one night this week at same time it was being shown in Times Sq. Rialto Theatre; under title *Trouble in Tokyo* it also played Washington's WNBW while being shown at local Pix Theatre. Feature was filmed in Japan last year, is distributed by Broder Productions, Hollywood . . . "Completely invalid" and "basically wrong" were among the more polite reactions of network research men to the Alfred Politz study for *Life Magazine*, purporting to compare accumulative and repeat audiences of magazines to those of TV & radio; naturally, *Life* got best break, and network researchers claimed major flaw in survey was fact it compared entire issues of magazines with individual TV & radio programs . . . Stanford TV-Radio Institute, which begins 8-week summer session June 22, given \$400 by KPIX's Philip G. Lasky, who will be on faculty, for 4 scholarships of \$100 each; KPIX and KNBC cooperating with Prof. Stanley T. Donner's speech & drama dept. in staging 11th annual session . . . William Morris Agency, donating \$25,000, and \$7500 from Samuel A. Frommer, Miami, are enabling Columbia U's Graduate School of Journalism to expand its TV-radio writing and programming courses, including resumption of students' *News-O-Rama* program on WPIX . . . Arthur Godfrey will telecast from his farm home near Leesburg, Va. during convalescence there next month, via special 40-mi. microwave relay which AT&T is installing for feeding into CBS-TV lines out of Washington . . . Margaret Truman signs one-year renewal contract with NBC for 9 guest appearances, at terms said to be slight increase over the \$4000 per TV and \$2500 per radio shows paid under last contract . . . Tadeusz Danielewski, NBC studio supervisor in New York, wins \$6000 WAAM television fellowship for graduate study at Johns Hopkins U . . . CBS has sold 740-seat Avon Theatre on W. 54th St., N. Y. to hotelman Abraham Dreier . . . New KCTY, Kansas City (Ch. 25), owned by Empire Coil Co., has appointed Avery-Knodel as national rep . . . Katz reports these CP holders added to its rep list: KFSD-TV, San Diego; WTOC-TV, Savannah; KCMO-TV, Kansas City.

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 U. S. networks' coronation coverage was given clean bill of health this week by high British officials, who disputed last week's statement by BBC that commercials "marred" telecasts of the films (Vol. 9:24)—but opponents of commercial TV in Britain seized upon criticism of American TV as weapon to help kill proposal for private TV stations in England. Foreign Undersecretary Anthony Nutting told House of Commons June 17 that British Ambassador to U. S. Sir Roger Makins had reported the American telecasts "were marked by exceptional restraint and propriety [and] the treatment of the coronation was a most profound manifestation of sympathy and goodwill toward Britain." Nevertheless a rift was developing in Britain's ruling Conservative Party over proposal to introduce sponsored TV—to such extent that outcome of measure, once believed certain of passage, is now in doubt. Influential and conservative *London Times* came out this week against sponsored TV as "unthinkable."

Station Accounts: National Assn. of Retail Clothiers & Furnishers, 1006 Munsey Bldg., Washington, D. C., reporting on ad practices of 72 men's wear stores when TV entered their trading areas, states that 17 are now using TV, 38 radio; that the arrival of TV cut down use of radio by 21 stores; that in 27 communities without TV as yet, 20 stores use radio . . . Florida Citrus Commission allocates \$620,000 of new \$2,500,000 budget for TV, \$120,000 for radio, \$770,000 magazines, \$703,000 newspapers . . . F. C. Russell Co. (Rusco metal windows) using TV-radio along with newspapers in dealer cooperative campaign, featuring contest for letters starting "I like Rusco because . . ." and pegged to celebration of its 10,000,000th window, going to baseball Hall of Fame at Cooperstown, N. Y. . . Arrow Utilities Stores, N. Y. chain, to promote Fedders air conditioners and GE appliances, sponsoring *Sunday Surprise Party* on WABD, Sun. 11-midnight, with Hal Block as m.c. of comedy, music, fashions, quiz show . . . Regal-Amber Brewing Co. sponsoring *Frosty Frolics*, ice show, on 8 western stations, thru Guild, Bascom & Bonfigli, San Francisco . . . Among other advertisers reported using or preparing to use TV: Barberette Co. (home hair trimmer), thru Smith, Hagel & Snyder, N. Y.; Skinner & Eddy Corp. (Icy Point salmon), thru Paris & Peart, N. Y.; Blueberry Cooperative Assn. (fresh blueberries), thru Charles W. Hoyt Co., N. Y.; F. O. Pierce Co. (Pierce paints), thru S. R. Leon Co., N. Y.; Pepperidge Farm Inc. (Pepperidge Farm bread), thru Kenyon & Eckhardt, N. Y.; International Latex Corp. (Playtex baby products), thru Foote, Cone & Belding, N. Y.; Casco Co. (Casco sun-tan oil), thru Ted Witter, Canton, O.; Hairguard Co. (Hairguard hair treatment), thru John Shrager Inc., N. Y.; Reddi-Spred Corp. (Reddi-Spred for bread), thru Abner J. Gelula & Assoc., Philadelphia; Vaporette Inc. (bug killer), thru H. G. Sample Adv., Atlanta.

FOOTBALL schedule on NBC-TV's *Game of the Week* next fall, as announced by sponsor General Motors, comprises 11 complete games and parts of 8 others, to be telecast over 12-week period starting Sept. 19. Schedule, arranged in cooperation with National Collegiate Athletic Assn., features "panoramic" telecasts Oct. 24 and Nov. 7, when portions of 4 games played in different sections of country will be seen. In addition to full nationwide schedule, GM also announced it's prepared to sponsor one-station telecasts of important sell-out games as they come up during season. Full schedule:

Sept. 19, Nebraska vs. Oregon at Lincoln, Neb.; Sept. 26, Dartmouth vs. Holy Cross at Lynn, Mass.; Oct. 3, California vs. Ohio State at Berkeley, Cal.; Oct. 10, Texas vs. Oklahoma at Dallas; Oct. 17, Alabama vs. Tennessee at Birmingham; Oct. 24 (panoramic), Princeton vs. Cornell at Princeton, Mississippi vs. Arkansas at Memphis, Illinois vs. Syracuse at Champaign, Ill., Iowa vs. Indiana at Iowa City, Ia.; Oct. 31, Minnesota vs. Pitt at Minneapolis.

Nov. 7 (panoramic), Florida vs. Georgia at Jacksonville, South Carolina vs. North Carolina at Columbia, S. C., Northwestern vs. Wisconsin at Evanston, Ill., Kansas vs. Kansas State at Lawrence; Nov. 14, Michigan State vs. Michigan at East Lansing; Nov. 21, Southern California vs. UCLA at Los Angeles; Nov. 26 (Thanksgiving), Utah vs. Brigham Young at Salt Lake City; Nov. 28, Army vs. Navy at Philadelphia; Dec. 5, Notre Dame vs. Southern Methodist at South Bend, Ind.

More blame on TV: Bus company owner complains TV is forcing him out of business in Cumberland, Md. by keeping patrons home at night, adds he's lost money last 4 years. TV's impact on evening transit revenues is common lament in many larger cities, London transportation officials recently asking fare boost because of it.

Network Accounts: Ford Motor Co.'s spectacular 2-hr. anniversary *American Road* show June 15 was one of TV's milestones—*Variety's* George Rosen calling it "a dream show," typical of many rave notices—which automatically evokes question why networks don't repeat such patently outstanding programs for benefit of millions who weren't able to catch it first time around. Networks traditionally shy away from kine repeats, citing costs of talent, difficulties of clearing time, doubts about size of audience on re-runs, etc. but fact remains that cost problems have been overcome before, labor contracts have been amended, and millions of viewers would be eternally grateful for opportunity to enjoy one of TV's treats. (Consider, for example, how often old films are unreeled.) June 15 show cost Ford \$500,000, of which \$210,000 went into time costs on NBC-TV & CBS-TV (114 stations combined) and Trendex came up with preliminary rating of 57.7 (38.2 on CBS-TV, 19.5 on NBC-TV), estimating 92.5% of sets-in-use were tuned to show . . . General Foods (Post Cereals) to sponsor *Rod Brown of the Rocket Rangers* beginning Sept. 12 on CBS-TV, Sat. 11:30 a.m.-12, thru Young & Rubicam . . . Ozite (rug underlay) reported buying 5 participations per week for 13 weeks on *Today*, starting in October, on NBC-TV, Mon.-Fri. 7-9 a.m., thru Krupnick & Assoc. . . Pressed Steel Car Co., after testing ex-Sen. Blair Moody's filmed *Meet Your Congress* for 7 weeks in 4 markets, to start DuMont schedule July 7, Tue. 8:30-9 p.m., thru Albert Frank-Guenther Law, N. Y. . . Lucky Strike replaces *Your Hit Parade* in summer with *Private Secretary* film series, starting June 27 on NBC-TV, Sat. 10:30-11 p.m., thru BBDO . . . Bristol-Myers Co. replaces *Ken Murray Show* during summer with *Arthur Murray Party*, starting June 28 on CBS-TV, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield . . . General Foods (Swans Down flour) sponsors *Footlights Theatre* as summer replacement for *Our Miss Brooks*, beginning July 3 on CBS-TV, Fri. 9:30-10 p.m. thru Young & Rubicam.

ABC-TV has closed deal with Motion Picture Assn. of America (Eric Johnston office) to carry *Hollywood Parade*, weekly half-hour excerpts from new movies with appearances of screen stars provided by 10 major producers—Allied Artists, Columbia, MGM, Paramount, RKO, Republic, 20th Century, United Artists, Universal, Warner Bros. Pilot production is already planned for fall or winter start, with ABC western div. program director Cecil Barker having overall supervision. Arrangements permit series to be carried either commercial or sustaining. The big movie firms, some heretofore holding back on TV, aim to take advantage of exploitation value of TV.

Colorado Sen. Ed Johnson's bill (S. 1396) to allow major league baseball teams to bar telecasts and broadcasts of games within 50 miles of their cities (Vol. 9:24), ran aground temporarily in Senate this week when Sen. Dirksen (R-Ill.) objected to its passage by unanimous consent. It now will have to take its chances along with other legislation in summer rush for adjournment. NARTB renewed its opposition (Vol. 9:19) when board adopted resolution saying "it would be tragic" if bill passed. On other side of Capitol, Rep. Herlong (D-Fla.), who like Johnson is minor league official, introduced companion bill in House.

TV's "sound track" is becoming important part of Mutual's business. In addition to carrying the audio of Bishop Fulton Sheen's DuMont telecasts, it now also has *Eddie Fisher Show*, which originates on NBC-TV and is rebroadcast on NBC-Radio and then on MBS; beginning Aug. 31, Mutual will also carry CBS-TV's 3-times-weekly *Perry Como Show* on simulcast basis.

REPORTS from new uhf areas are always interesting, usually glowing—but of course the first weeks of uhf in any area are too early for any definitive appraisal of receptivity or receiver circulation. In this week's batch of uhf reports are several noteworthy items:

Case of Kansas City's KCTY (Ch. 25), owned by uhf pioneer Herbert Mayer (KPTV, Portland), should provide fascinating study of what happens when uhf comes into a vhf city whose TV has suddenly been cut off. Kansas City's WDAF-TV was closed down from May 22 to June 19 by AFTRA strike. KCTY was rushed to completion, went on air June 6 with network, film and live shows from transmitter building, pending completion of studios in Pickwick Hotel next month (Vol. 9:23). Response to new station reportedly has been very good, and a phenomenon reminiscent of TV's early days sprung up in Kansas City—group viewing. People with uhf receivers found that plenty of neighbors and friends, whose vhf screens were temporarily blank, "dropped in to watch TV."

Akron's WAKR-TV (Ch. 49), which took the air June 7, reports preliminary spot check shows extremely good coverage of entire area "without difficulty". Interesting angle of Akron situation is that antenna is located atop Tower bldg., in geographic center of city. All of Akron is within 5-mi. radius, and 2 main suburbs, Barberton and Cuyahoga Falls, are within 8 mi. of building. It's first station to use special uhf antenna designed by Dr. Frank Kear and RCA to eliminate nulls in close-in area. Station also claims to be first uhf with transmitter off the ground, keeping transmission line to 135 ft., although antenna is nearly 500-ft. above ground.

From Duluth, where WFTV (Ch. 38) began operation May 31 (Vol. 9:23), come continued reports of exceptional reception—both from station and independent sources. Tower is said to be in especially good location, atop hill 600 ft. above downtown section. Duluth—150 mi. from nearest vhf stations in Minneapolis-St. Paul—already has its "fringe area", with reports of reception 50-60 mi. in several directions. City coverage is said to be good, with very few nulls, despite hilly terrain.

Week's petitions for channel changes included 4 oppositions to proposal of WSAL, Logansport, Ind., to put Ch. 10 in Logansport (Vol. 9:23). Objectors: WTHI and John R. Figg, Terre Haute; WVJS, Owensboro, Ky.; Evansville TV Inc., Evansville. Other petitions filed: (1) Add. Ch. 30 to Washington, D. C., submitted by Lawrence A. Harvey, Los Angeles. (2) Shift Ch. 40 from Elizabethton, Tenn. to Anderson, S. C., add Ch. 22 to Elizabethton, by WAIM, Anderson. (3) Add Ch. 24 to St. Louis, filed by Metropolitan Telecasting Co., through one of 3 methods—(a) substitute Ch. 65 for Ch. 24 in Cairo, Ill. and Ch. 51 for Ch. 24 in Fulton, Mo.; (b) substitute Ch. 15 for Ch. 24 in Cairo, Ch. 51 for Ch. 24 in Fulton, Ch. 17 for Ch. 15 in Poplar Bluff, Mo.; (c) substitute Ch. 15 for Ch. 24 in Cairo, Ch. 35 for Ch. 24 in Fulton, Ch. 17 for Ch. 15 in Poplar Bluff, Ch. 51 for Ch. 35 in Moberley, Mo. Triad TV Assn., seeking Ch. 10 for Onondaga, Mich., amended petition to ask the channel for Onondaga, Parma or Onondaga-Parma combined.

Debut of uhf station will bring big boom in Buffalo TV business, Motorola dealers there were told at recent sales rally. With WBUF-TV (Ch. 17) planning on debut next month and WBES-TV (Ch. 59) slated for fall, Motorola gen. merchandising mgr. E. A. Holsten predicted area will do approximately \$36,500,000 in retail TV business during 1953. He forecast sale of 60,000 replacement sets plus 3000 sets to new owners at total retail value of \$23,000,000. Added to that will be sale of some 150,000 uhf converters at \$7,500,000, and nearly \$6,000,000 worth of antennas and accessories, he said.

FUTURE OF TV—vhf, uhf and color—was sketched out for Advertising Federation of America convention June 17 in Cleveland by NBC research & planning director Hugh M. Beville Jr., and capped with "conservative forecast" that some 38,000,000 homes will be equipped with TV by end of 1955. Pointing out that TV has penetrated 54% of all U. S. homes in 6 years "with one hand tied behind its back" by the freeze, Beville said: "It took 12 years for radio to reach this figure and 30 years for electrical refrigeration." With 78% of nation's homes now within reach of TV, he predicted this figure would rise to 85% by year's end.

Expressing NBC-RCA's confidence in uhf (see story, p. 1), Beville said: "On the basis of performance to date, there's no question about the quality of picture rendered by uhf." Pattern of uhf's growth he said—citing Portland's 100,000 sets-in-use—is "comparable to that of any other post-freeze single station market."

In Wilkes-Barre and Peoria, where there is some vhf service in addition to uhf, he pointed out that 85% of the TV sets could receive uhf within 3 months after local stations went on air. With improvement in physical coverage and development of strong local programming, "we can expect the distinction of U vs. V to disappear."

"By end of 1953 the number of uhf stations will nearly equal the number of vhf stations."

Dwelling extensively on color, he promised advertisers an opportunity to "experiment in the presentation of color commercials" (Vol. 9:22) before there is any substantial audience equipped with color receivers. Latest count of NBC stations signed up for RCA network color gear is 42, and "before the year is out, your local NBC station may be telecasting some regular network shows in color each week."

TV's impact and low-cost-per-thousand make unbeatable combination, according to appliance sales promotion mgr. J. Gilbert Baird of Westinghouse, long-time sponsor of *Studio One* drama series on CBS-TV, Mon. 10-11 p.m. Addressing Advertising Federation of America convention in Cleveland June 18, he revealed the one-hour show costs \$70,000 per week, everything included, and he cited these results of recent survey conducted for Westinghouse by Daniel Starch research: Westinghouse ad in national magazine was seen by 3,246,940 readers; cost \$6.10 per thousand. *Studio One* reaches 19,704,000 people in 8,215,000 homes; cost \$1.15 per thousand. Figuring on basis of number of families reached (2.4 viewers per set), "the total cost is only \$2.76 per thousand, so we have a very favorable cost comparison with our magazine ad." Pointing out that each show contains 6 minutes of Westinghouse identification and product demonstration by Betty Furness, Baird said: "If we were to replace her with 100 salesmen to make the same number of calls and do the same demonstrations that Betty does each week, it would take these 100 men 90 years, 11 months, 22 days, 2 hours, 39 minutes and 11 seconds."

The uhf DX sweepstakes: President Charles W. Pittman of WCOS-TV, Columbia, S. C. (Ch. 25) sends us copy of letter from viewer R. J. Walker, Daytona Beach, Fla.,—330 air mi. away—reporting reception of Ch. 25 picture 2 nights in row. Walker used Mallory converter "souped up" for Ch. 25, rhombic antenna cut for Ch. 2, Radio Craftsmen receiver, no booster. On May 26, he says, he held Columbia station's picture for about an hour, "but the audio was terrific, not fading once all night." Comments Pittman: "Let's see if there is another uhf that can beat this."

Licensed TV receivers in Britain totaled 2,142,452 at end of March, up 69,472 for month.

PRICE CONSCIOUS TRADE GOES TO MARKET: Threat of new round of price increases hovers over TV industry as nation's manufacturers, distributors and dealers gather at the Chicago marts next week to see and order new merchandise. Steel price increase this week forced GE to announce boost in prices of appliances, though TV wasn't specified, and Raytheon v.p. William Dunn flatly predicted TV prices would go up in August.

What effect steel hike would have on TV prices was anybody's guess. It's a basic commodity whose price fluctuations affect almost the entire American economy. With TV manufacturers walking a price tightrope as parts and labor costs rise, steel price increase might well touch off another general price rise such as followed OPS removal of price controls last year (Vol. 8:39-42).

GE action was revealed by Roy W. Johnson, v.p. in charge of appliances and electronics, in response to newsmen's queries. He didn't spell out increase by commodities or when it would go into effect, but it's expected heavy equipment and to some extent white goods will be affected. Johnson was closeted with GE president Ralph Cordiner day his comments appeared in press, wasn't available for elucidation. Subordinates said they hadn't been notified of any anticipated TV price increases.

Dunn's prediction of price increases was based on recent hikes in component prices and ever-rising labor costs. Capacitors were recently boosted 10% and picture tubes have also gone up, he pointed out.

GE has never been a bellwether in TV, of course, and Raytheon isn't one of the bigger producers, but other major manufacturers have repeatedly told us they're running on "tight price schedules" but "will try to hold the price line." Whether they will be able to do so, in light of ever-increasing costs, was something they preferred not to comment on publicly at this juncture.

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Mere mention of price increases is likely to send jittery dealers fleeing to aspirin bottles. As one dealer was quoted in June 19 New York Times: "I can say that any substantial increases will chase the few customers I have out of my store." You can couple that with statement attributed this week to Irving Sarnoff, exec. v.p. of Bruno-New York, that TV-appliance dealers are going out of business at the rate of a dozen a week in the New York area.

It all adds up to fact that dealers will be going to Chicago in skeptical mood. Though they're not all from Missouri, they'll all want to be shown that TV business is as good as manufacturers say it is. They're the toughest guys in the world to convince, these TV dealers, but if optimistic statements will help, this week should have been quite an asset. Consider:

(1) J. B. Elliott, RCA Victor consumer products v.p., predicted in talk to RTMA convention in Chicago that TV output in first 6 months would exceed previous record for any first half year -- the 3,457,519 in first 6 months of 1951. [For news of RTMA convention, new officers, reorganization, etc., see pp. 10, 12.]

(2) M. Frank Darling, IBEW president, said in statement that employment in TV plants in vital Chicago area was comparable to last year and that seasonal drop-off from first quarter was not nearly as bad as in 1951.

(3) E. F. Peterson, GE TV-radio marketing mgr., said on eve of unveiling new line that "our factory inventory of TV receivers is at an absolute minimum. Orders for TV are at such a level that it has become necessary to continue full operation of our assembly lines through the normal vacation shutdown period." (GE's 8-week strike has just ended.) And CBS-Columbia pres. David Cogan, in unveiling new line, said budget for year beginning July 1 anticipates 50% sales increase.

[For full lines of CBS-Columbia, Crosley & DuMont, see p. 11.]

(4) Henry G. Baker, RCA Victor home instrument v.p., said following intro-

duction of RCA's new line that strengthening of distributor-dealer merchandising relations will keep sales at equally high level in second half.

Mr. Baker later elaborated on his remarks in special article written for June 18 Retailing Daily. Deprecating fear of saturation in TV markets, he said more than 2,250,000 sets will be sold this year for first time in pre-freeze markets. Fringe areas offer still greater opportunities for increased sales, he said adding that 30-40 stations will increase powers this year.

As for color talk hurting business, Baker called it nonsense. He said retailer was in best position to dispel unwarranted fears of consumers, adding it'll take from 9 to 12 months to tool up for color production once it's authorized by FCC. After that, production will be very slow, he added.

More playing down of color came from Crosley v.p. Leonard F. Cramer, who said first color sets will sell for at least \$750-to-\$800 for open-face console with picture of approximately 14-in. Today, he said, an average 17-in. black-&-white console sells for about \$250.

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TV production totaled 115,469 (8828 private label) week ended June 12, up from 97,920 preceding week and 99,580 week ended May 29. It was year's 23rd week, and compared with production of 77,381 in corresponding week last year.

Radio production totaled 261,609 (133,560 private), down from 270,398 week ended June 5 and 267,744 week before. Week's radios: 56,209 home sets, 53,561 portables, 29,473 clock, 122,366 auto.

Trade Personals: E. Finley Carter appointed Sylvania v.p. & technical director, Howard L. Richardson taking over as v.p. in charge of engineering . . . Harry McCullough promoted to Crosley gen. sales mgr. for TV-radio, succeeding E. W. Gaughan, transferred to staff of W. A. Bles, Avco v.p. in charge of Crosley div. sales . . . A. B. Hunt, mgr. of Northern Electric Co.'s communications div., re-elected pres. of RTMA of Canada at annual meeting at Bigwin Inn, Ont., June 19 . . . Dr. Allen B. DuMont receives annual achievement award of N. Y. chapter, New York State Society of Professional Engineers . . . Frank Folsom, RCA pres., recovering from abdominal operation in Roosevelt Hospital, N. Y. . . Gen. David Sarnoff, RCA chairman, awarded honorary degree of Doctor of Engineering by Drexel Institute . . . James McMurphy, recently Philco TV district mgr. for South and Texas, heads new Capital div. in charge of TV-radio distribution, with offices at 744 Jackson Pl., Washington . . . Frank A. Creaser promoted to asst. sales mgr. of Philco Tech-Rep div., succeeded as mgr. of Washington office by George A. Swaney . . . Lane D. Stoudt, Miami branch mgr., named by Muntz TV to asst. national sales mgr. for west coast, succeeded at Miami by Clifford Kelley, from Jacksonville branch, where David Ickes is now in charge . . . Berkeley L. Fuller now Hoffman Radio district mgr. for northern California; Charles Clarke, ex-TV sales mgr. for area, resigns to join Ray Thomas Co., L.A. distributor . . . George E. Dittman, ex-New York renewal field sales rep, appointed mgr. of RCA Victor tube dept.'s east central district, Cleveland, replacing J. J. Kearney, now product sales mgr. for radio batteries . . . Dale Radar, ex-United TV Labs, named asst. to R. Edwin Gray, Stromberg-Carlson's Dallas sales engineering mgr. . . John W. Barren named Raytheon Providence district sales mgr., James L. Thompson Cincinnati mgr., Ralph Bloom to Minneapolis . . . Hamilton Corey, ex-Charlotte mgr., named Atlanta district sales mgr., Graybar . . . Jack Frohlich resigns as western regional mgr., Hallicrafters.

Percy L. Schoenen, 61, who retired in April as president of Olympic Radio, died June 14 at his home in New York City.

GLEN McDANIEL, 41-year-old first paid president of RTMA, who resigned last October to return to private law practice in New York (Vol. 8:26), was elected temporary RTMA president this week pending selection of paid successor, at undetermined salary. He'll also continue as RTMA gen. counsel. McDaniel succeeds A. D. Plamondon, who continues as a director.

Succeeding Plamondon as chairman is Robert C. Sprague, Sprague Electric Co., whose election came after board approved plan for reorganization of RTMA to give greater voice to electronics manufacturers (Vol. 9:6, 17, 22). A plan to change RTMA's name to the Radio-Electronics-Television Manufacturers Assn. will be submitted to membership for ratification at proxy meeting in Washington July 27. Its approval is considered a near-certainty.

Other officers reelected: James D. Secrest, exec. v.p. & secy.; Leslie F. Muter, Muter Co., treas.; Dr. W. R. G. Baker, GE, engineering director; John W. Van Allen, Buffalo, general counsel emeritus.

New directors elected: Leonard F. Cramer, Crosley; Gen. Harold George, Hughes Aircraft; Floyd W. Bell, Bell Sound Systems.

New division chairmen are Robert S. Alexander, Wells-Gardner, set div., succeeding John W. Craig, Crosley; John Q. Adams, Hytron, tube div., replacing R. E. Carlson, Tung-Sol; Floyd W. Bell, Bell Sound Systems, amplifier & sound equipment div., succeeding A. K. Ward, RCA. Reelected were Matt Little, Quam-Nichols, parts div.; Carlyle W. Miller, Westinghouse, technical products.

McDaniel plans to continue residence in New York and retain his partnership in law firm of Ludgren, Lincoln, Peterson & McDaniel, 63 Wall St., commuting to Washington as business requires. Other convention gleanings:

GE's Dr. W. R. G. Baker was presented Medal of Honor by retiring president A. D. Plamondon, who praised him as "an outstanding example of an executive of 'big business' who has given freely of his time and talents for the benefits of all, especially the small manufacturer."

Board accepted invitation from RTMA of Canada to hold joint conference at General Brock Hotel, Niagara Falls, Ont., April 29-30, 1954.

Topics & Trends of TV Trade: Pitch for summer sales, already evidenced by introduction of summer-only TV models by Admiral (Vol. 9:23) and Raytheon (Vol. 9:19), was intensified this week when RCA Victor relaxed credit requirements for its distributors, who in turn are expected to pass on benefits to dealers.

RCA's liberalized plan gives distributors 90 days to pay for TV sets ordered from factory during summer, instead of customary 30 days. Though each distributor is authorized to prescribe his own "dating plan" with dealers, arrangement revealed this week by Irving Sarnoff, exec. v.p. of Bruno-New York, biggest RCA distributor, is expected to set nationwide pattern. It gives dealers either or both of 2 credit plans:

(1) For merchandise purchased in summer, dealers will get 90 days to pay, instead of customary 45, with distributor assuming all bank finance charges. If dealer wishes an open account, merchandise is payable one-third each in August, September and October; if merchandise is shipped in August, half will be due in September, balance in October.

(2) For TV sets purchased for display purposes, dealer will have until Sept. 10 to pay, provided he displays minimum of 10 models on showroom floor. Dealers heretofore were required to pay for all sample merchandise within 45 days of shipment, partial payment within 30 days.

At week's end, DuMont New York factory branch also came up with relaxed credit requirement plan for New York area dealers. On low-end models, dealers may defer payment until Sept. 15; for payment within 10 days, 2% cash discount is offered.

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Crosley unveiled 30-model line featuring optional all-channel tuning, anti-interference "picture sentry" circuit using improved "noise-gate," and local-distant switch permitting adjustment for signal strength. Most sets have aluminized tubes, custom models have "fade eliminator" and illuminated tuning dials.

Prices range from 17-in. mahogany plastic table model at \$190 to 27-in. remote-control mahogany combination at about \$1000, exact price to be fixed later. Full line:

De Luxe: 17-in. mahogany veneer table model \$190, limed oak \$200; 21-in. mahogany veneer table \$250, limed oak \$260; 21-in. mahogany veneer console \$300, limed oak \$320; 21-in. full-door mahogany console \$390, limed oak \$410; 24-in. open-face mahogany console \$400, limed oak \$420.

Custom: 17-in. mahogany veneer table model \$250, limed oak \$260; 17-in. open-face mahogany veneer console \$270, limed oak \$290; 21-in. mahogany table \$320, limed oak \$330; 21-in. open-face mahogany console \$370, limed oak \$390; 21-in. full-door Chippendale mahogany console \$450, limed oak \$460; 21-in. AM-FM 3-speed phono mahogany combination \$595, limed oak \$625; 24-in. full-door mahogany console \$575, limed oak \$600; 24-in. AM-FM 3-speed phono mahogany combination \$695, limed oak \$725; 27-in. open-face mahogany console \$595, limed oak \$625; 27-in. remote-control AM-FM 3-speed phono mahogany combination, about \$1000.

IUE has accepted GE's offer of one-year contract calling for 5¢ hourly wage increase, bringing average hourly pay of GE production workers to \$1.90. Action formally ended months-long negotiations interrupted by costly 8-week strike at GE's 2 electronics plants in Syracuse (Vol. 9:22-24). On another labor front, Sparton TV-radio employees returned to their jobs under union authority, as end of strike at 3 Sparks-Withington plants in Jackson, Mich. appeared imminent.

CBS-Columbia's new line, introduced at New York's Waldorf-Astoria June 15-16, features "Columbia 360" high-fidelity sound at top of line. All sets have 2 speakers at sides of cabinet rather than in front. Line includes first 24-in. sets. Prices range from 17-in. metal table model at \$180 to 27-in. mahogany full-door console at \$700. Price differential for optional all-channel tuner is \$40 on low-end sets, \$50 on all others. Full line:

Table Models: 17-in. metal \$180, ebony metal \$200, mahogany metal \$210, mahogany wood \$230; 21-in. ebony metal \$240, mahogany metal \$250, mahogany wood \$270, blonde wood \$280, mahogany \$340.

Consoles: 21-in. mahogany open-face \$250, \$280, \$300, \$340 & \$400, blonde \$320, \$360 & \$420; 21-in. mahogany 2/3-door \$370 & \$400; 21-in. mahogany full-door \$430, \$450, \$470, blonde \$450, \$460, \$480; 24-in. mahogany open-face \$500, blonde \$520; 27-in. mahogany open-face \$600, blonde \$620, mahogany full-door \$700.

Combinations: 21-in. mahogany full-door AM-phono \$470; 21-in. mahogany full-door AM & FM-phono \$680.

Also introduced were 3 radios ranging from 5-tube portable at \$35 to clock at \$40, and combination in mahogany at \$300, blonde \$320.

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DuMont added 6 new sets, carried over 10 more, in line unveiled to dealers at New York's Park Sheraton Hotel June 17. Line was all 17-in. and 21-in., except for 30-in. promotional console at \$1795. All sets have all-channel tuners, optional at \$50 extra. Other features: automatic Selfocus picture tube, improved circuitry and illuminated dials.

Additions: Sutton, 17-in. table model, walnut or mahogany finish \$200 & \$210; Walton, 21-in. table, mahogany or limed oak finish \$280 & \$290; Warwick, 21-in. table, mahogany or limed oak \$300 & \$310; Bradford, 21-in. open-face mahogany console \$380; Windsor, 21-in. half-door mahogany console \$400; Hartford, 21-in. full-door mahogany or limed oak console \$420 & \$440.

Carried over: Chatham, 17-in. table, mahogany or limed oak finish \$250 & \$260; Beverly, 21-in. open-face mahogany console \$350, limed oak \$360; Lynwood, 21-in. open-face mahogany console \$370, limed oak \$380; Ridge-wood, 21-in. half-door mahogany console \$400, limed oak \$410; Wakefield, 21-in. full-door mahogany console \$410, limed oak \$430; Essex, 21-in. full-door mahogany console \$425; Somerset II, 21-in. full-door mahogany console \$485, blonde \$515; Newbury II, 21-in. full-door mahogany console \$495, limed oak \$525; Hanover II, 21-in. full-door mahogany console \$525, blonde \$545; Royal Sovereign II, 30-in. full-door mahogany console \$1795.

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TV will take spotlight of NARDA June 28-30 convention's final day, with Magnavox pres. Frank Freimann addressing luncheon meeting on "The Manufacturer's Responsibility to the Dealer." Afternoon audience-participation sessions include speeches by past NARDA pres. Mort Farr on "Advice to the New TV Dealer"; Allan B. Mills, merchandise mgr., RCA Victor home instrument dept., on "Our Prospects in TV"; NARDA director Don Gabbert, on "Educational TV Today"; Harry Alter, pres. of Harry Alter Co., Chicago, on "Dealer-Distributor Relations."

Stewart-Warner unveiled 34 new TVs, 17 of them equipped with all-channel tuner, at distributors meeting in Chicago's Drake Hotel, June 20. Prices range from 21-in. mahogany plastic table model at \$230 to 27-in. open-face console at \$565.

New GE line will be shown at Chicago Furniture Mart June 22, instead of NAIM convention at Chicago's Palmer House July 13-16, as originally announced.

Electronics Reports: Future of electronics industry "was never more promising despite a seasonal lull in sets sales and an approaching decline in military procurement." So RTMA president A. D. Plamondon Jr. told members June 18 at annual meeting in Chicago's Palmer House. His annual report pointed out that more than \$5.5 billion worth of electronic products have been delivered to armed forces since start of Korean war—more than two-thirds as much as industry delivered throughout World War II, when there was no civilian production at all.

"While reductions in military procurement are both inevitable and desirable from the national economic point of view, it seems unlikely that our country will turn to the disastrous disarmament policy which followed World War II," said Plamondon. "Moreover, the growing importance of electronics in all aspects of military operations indicates that our industry, like the aircraft industry, will be heavily engaged in military production so long as there is any threat to our national security." Deliveries of electronic equipment and components to the military in 1953 are expected to total \$3 billion, he added.

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Session on color TV, featuring NTSC chairman Dr. W. R. G. Baker (GE) and Panel 12 chairman Donald G. Fink (Philco), will be one of highlights of Western Electronic Show & Convention in San Francisco, Aug. 19-21. Sponsored by IRE & West Coast Electronic Mfrs. Assn. (WCEMA), convention will also hear papers on beam-shaping to extend uhf coverage with better power utilization, uhf-vhf propagation, high-power klystrons and transistors. More than 325 manufacturers are slated to display wares.

Annual audio-visual convention & trade show will be held at Chicago's Hotel Sherman Aug. 1-5, with 5 national organizations participating: National Audio-Visual Assn., Educational Film Library Assn., Catholic Audio-Visual Educators, Film Council of America, Industrial Audio-Visual Assn. In addition, more than 25 audio-visual equipment suppliers will hold their national sales meetings during convention.

New edition of *Radiotron Designer's Handbook*—12 years in preparation by F. Langford-Smith (Amalgamated Wireless Valve Co., Sydney, Australia) and 33 engineer-authors—will be printed and distributed in U. S. by RCA tube dept. Containing more than 1500 pages and 1000 illustrations, it lists at \$7.

"A Study of Transistor Circuits for Television" titles paper in June issue of *Proceedings of the IRE* by RCA Labs' G. C. Sziklai, R. D. Loman & G. B. Herzog, describing transistorized TV set displayed last year by RCA (Vol. 8:47).

Sylvania purchases 50-acre site in Warsaw, N. Y. (near Buffalo) for new plant, with construction tentatively set to begin in 1955.

Sprague Electric Co. plans 50,000-sq. ft. plant at West Jefferson, N. C. (near Elizabethton, Tenn.) for manufacture of capacitors for TVs, radios, air conditioners, etc.

Magnavox acquires 22-acre tract at Urbana, Ill. as site for new plant.



GE tube dept. has created 3 new subdepartments under gen. mgr. J. Milton Lang, each headed by a gen. mgr. as follows: Robert E. Lee, cathode ray, Syracuse; L. Berkley Davis, receiving tube, Owensboro, Ky.; Robert O. Bullard, industrial & transmitting tube, Schenectady.

Glenn D. Montgomery, Bell Labs air defense systems engineer, succeeds Herbert J. Schroll, retiring, as military communications mgr., AT&T Long Lines Dept.,

Distributor Notes: Morley Bros., Saginaw, Mich. (R. C. Morley Jr., pres.) drops RCA Victor franchise for Michigan "by mutual agreement," will distribute DuMont line throughout state, except in Wayne (Detroit), Lenawee, Macomb, Monroe, Oakland, St. Clair & Washington counties, where Specialties Distributing Co., Detroit, will continue to function. Letter from Morley to its dealers said it was relinquishing RCA franchise in protest against latter's policy of "package-type" merchandising, in which distributor is required to sell all products of single manufacturer, and that split-up stemmed from RCA purchase of Estate ranges. Morley will continue with Magic Chef ranges, letter added . . . DuMont appoints Eastern Co., Providence (Alan Steinert, pres.); names Philip Manetti district sales mgr. of New Jersey factory branch . . . Southwestern Television & Appliance Distributors, Little Rock (Raytheon) appoints James W. Sprague gen. mgr. . . . Nash-Kelvinator Sales Corp., Oakland, Cal. (Stromberg-Carlson) appoints Earle Fittinger San Francisco TV sales mgr. . . . GE Supply Co., Los Angeles, opens San Bernardino branch (V. S. Cooper, mgr.) . . . CBS-Columbia Distributors Inc., New York, appoints Harry Schecter, ex-Motorola-New York, as gen. mgr. . . . Emerson appoints Keefe Auto Supply Co., Billings, Mont. (J. A. Keefe, pres.) . . . Emerson of Washington Inc. now 100% owned by Herman Goodman, pres.

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Business failures were reported by 16 TV-radio-electronics manufacturers and 8 parts distributors during year ended May 30, according to annual report of RTMA credit committee. Of failures, 4 made TV-radios, 5 parts, 3 military equipment, 2 sound equipment and phonographs, one test equipment, one hearing aids. Improper accounting methods were blamed by committee chairman H. A. Pope, National Union Radio Corp., for many of the failures. "Others had accepted defense contracts at too low a price, or the contract called for work too difficult in terms of their production or engineering experience," report added. As for distributors, Pope said because of higher unit costs of TV items and necessity to carry large inventories, "an investment of less than \$20,000 for a new distributing company jeopardizes the possibility of a successful operation."

RTMA service committee disclosed this week that more than 500,000 copies of its booklet *Things You Should Know About the Purchase and Servicing of Television Sets* have been ordered by set manufacturers, local Better Business Bureaus, dealers and civic organizations. Committee chairman Ray Yeranko, Magnavox, said in annual report that subcommittee headed by H. J. Schulman, DuMont Labs, is working on revision of booklet as well as on 15-min. film for use by civic and commercial organizations, explaining necessity for periodic servicing of TV-radio sets and why certain charges must be made.

Predictions for 1954 are beginning to come in, although 1953 isn't quite 6 months old. GE's tube dept. marketing mgr. Grady Roark, at ceremonies dedicating big new Chicago tube warehouse, forecast TV-radio sales will be down somewhat next year—between 6-7,000,000 TVs, about 11,500,000 radios. At same ceremonies, GE tube dept. mgr. J. Milton Lang did a little predicting, too. He gave 1961 as the year when total volume of tube industry will pass \$1 billion. He estimated 1953 volume at \$600,000,000.

Sylvania CR tube production passed 2,000,000 mark this week, according to W. C. Tone, mgr. of plant at Seneca Falls, N. Y.

Corning Glass announces price cut of about 25¢ on 17 & 21-in. tube blanks.

Financial & Trade Notes: RTMA added its voice this week to clamor to let excess profits tax expire June 30, with letter from retiring pres. A. D. Plamondon to House Ways & Means Committee Chairman Reed (R-N. Y.) declaring "the experience of our industry under the present excess profits tax shows it to be greatly discriminatory."

Supporting and amplifying earlier testimony of Walter E. Ditmars, president of Gray Mfg. Co. as to its effect on small postwar-born companies (Vol. 9:23), Plamondon's letter pointed out that about 72% of TV-radio-electronics manufacturers have fewer than 500 employees; that as result of its recent development, industry was forced to bear overall tax rate of 60.7% last year, compared to 54.5% for all manufacturing concerns.

TV's normal growth pattern was "throttled" by FCC freeze, Plamondon wrote, and "on top of this artificial restriction of the scope of the market for sets, the ban on color TV curtailed the replacement market in established reception areas."

RTMA letter said TV manufacturers haven't benefited much from "growth formula" under excess profits tax because: (1) Many companies could not meet the rigid qualification provisions since their growth did not occur specifically as required in formula. (2) Use of any past period as base for measuring excess profits tax liability particularly penalizes youthful industries.

Fate of Administration's bill to extend tax for 6 months appeared to hinge on its ability to heal growing rift in its ranks, with House Speaker Martin (R-Mass.) predicting bill will pass, as opposed to Reed's contention it will expire. Time was crucial, with only little more than week to go before expiration date.

* * * *

TV-radio-phono makers showed average profit of 60% more in first quarter than corresponding period year ago, well above average national industrial earnings gain of 9%, according to *New York Times* survey of 585 manufacturing concerns. The unidentified 14 companies in TV-radio-records category showed profit of \$29,609,000, up from \$18,522,000 year ago—all but one company showing gain. Thirteen manufacturers of electrical supplies and equipment showed increase of 37% (\$66,790,000 vs. \$48,866,000) which survey attributed largely to GE's 59% gain. Home appliances (12 companies) gained 40% (\$10,580,000 vs. \$7,583,000).

Muntz TV reports net profit of \$691,658 (62¢ a share) on sales of \$50,606,082 in fiscal year ended March 31 compared to \$898,004 (80½¢) on \$33,276,351 in preceding fiscal year—pres. Earl W. Muntz attributing lower earnings to non-recurring expenditures in connection with acquisition of new plant facilities and opening of new branch stores. He said, in annual report, that 25 branch stores were opened during year, bringing total outlets to 61. A total of 175,140 TV sets was produced, compared to 118,653 manufactured in preceding year.

Dividends: American Broadcasting-Paramount Theatres, 25¢ payable July 20 to stockholders of record June 26; General Instrument Co., 25¢ July 15 to holders July 2; Davega Stores, 15¢ July 1 to holders June 22; Motorola, 37½¢ July 15 to holders June 30; Aircraft Radio, 10¢ Aug. 15 to holders July 24; Audio Devices, 3¢ June 30 to holders June 22.

Oak Mfg. Co. sales for first quarter totaled \$5,384,243, net income \$397,578 (76¢ a share), vs. \$3,905,525 and \$286,770 (55¢) same quarter last year.

Sightmaster Corp. reports net profit of \$71,393 on sales of \$682,875 for 7 months to April 30 vs. net loss of \$6000 on \$251,000 in same period year ago.

Most TV owners would willingly pay to see top sports events on subscription TV, but not on theatre TV. That was one conclusion drawn from ninth "Tele-Census" conducted by Woodbury College, Los Angeles. Cities used for survey—Los Angeles, San Francisco, Salt Lake City, Ames, Ia.—showed very few significant differences in answers to survey questions. In Los Angeles, 54.8% said they would pay \$1 per game to see World Series on TV if not otherwise available, but only 10% said they'd pay to see game at theatre if not available on home TV. Only 8.8% would pay \$1 to see championship fights on theatre TV, while 60.7% said they'd pay \$1 to see first quality movie on home TV. Some 60.7% said they'd rather pay \$1 for home subscription TV than for theatre TV, while 4.5% preferred theatre TV. Other survey questions showed: (1) 15.5% are attending more movies today than year ago. Of these, 50% gave "better pictures" as reason, 15.2% "poor TV programs," 2.6% "lower prices." (2) 39.7% found TV commercials "irritating," 25.4% "dull," 11.6% "interesting," 15.8% "entertaining." (3) More than 85% favored educational courses via TV, their favorite subjects being history, psychology, and music, in that order. More than half said they'd pay 25¢ a week via subscription TV to learn such subjects.

How much does a theatre-TV hookup cost? Some interesting examples are given in new booklet, *Closed Circuit Television*, just issued by Closed Circuit Television Co. 20 E. 53rd St., New York (Harold Azine, pres.), which specializes in arranging theatre-TV hookups for business meetings, sales conventions, etc. Booklet gives these cost estimates for circuit of theatres in 23 big cities with total seating capacity of 63,350—including theatre and long lines rental, studio & production, technical coordination and 2-way communication (so that members of audience may ask questions): one hour program, \$48,240 (76¢ per seat); 2 hours, \$56,580 (89¢); 3 hours, \$64,740 (\$1.02). Note: Our upcoming *TV Factbook No. 17*, due off the presses next month, will list all theatre-TV installations together with pertinent information about theatre-TV producers and syndicators.

Roundup on community antennas, lead story in June 13 *Editor & Publisher*, concludes newspapers have everything to gain when community systems come to town. Key paragraph: "System promoters don't stress one point in newspaper relationships, but they count on publishers seeing the obvious: to wit, if local reception of TV programs from afar is good at a reasonable cost, there is not such pressure of public demand for local station service. Hence, local advertising dollars which would be tapped to support the community outlet remains available for newspaper space." Article also points out that community systems have sold about \$30,000,000 worth of TV sets and that newspaper advertising got healthy cut. June 17 *New York Journal of Commerce* also devoted considerable space to subject.

Musing over pay-as-you-look TV in June 14 *New York Times*, TV-radio editor Jack Gould concludes: "Despite all its immediate headaches and problems, subscription TV seems well worth a try. The FCC should not wait too long before looking into the whole matter because box-office TV conceivably could solve many economic and qualitative problems in programming." But, he says to Commission: "Please, fellas, don't say we've got to pay and still listen to the commercials." This week, Skiatron finally got permission of 3 film producers—MGM, RKO, Disney—to use some of their old features during last few days of 9-day demonstration of its Subscriber-Vision ending June 17 (Vol. 9:24).

Kemtron Laboratories Inc., Salem, Mass., electronics parts, buys new plant at Newburyport, Mass.

Who will fill FCC vacancy being created by retirement of Comr. Paul A. Walker, was subject of usual "guessing game" this week as the venerable Mr. Walker, who served for 19 years, was honored by NARTB board, newsmen and others at luncheon June 19. Political sources aren't saying anything definite but here's the current speculative crop of candidates for the Republican vacancy: Charles Garland, gen. mgr. of Gene Autry's KOOL, Phoenix, who came to Washington again this week to confer with GOP bigwigs; Robert J. Dean, pres., KOTA, Rapid City, S. D., said to be backed by S. D. Sen. Case; Glenn D. Gillett, retired consulting engineer, who lives in Virginia, and is an avowed candidate; Julius N. Cahn, youthful aide to Wisconsin Sen. Wiley and a 1942 graduate of N. Y. City College; Ralph A. Winter, of the Ohio Public Utilities Commission, ex-state senator; Lt. Col. Wm. B. Campbell, a communications officer in the Defense Dept. More names are sure to be "mentioned" until President Eisenhower makes choice. Meanwhile, there's speculation also about FCC gen. counselship recently vacated by Ben Cottone. Mentioned, in addition to FCC staffers, are Ray Donaldson, ex-RTMA counsel and now staff director of Sen. Caphart's Banking & Currency Committee; Robert L'Heureux, chief counsel of Sen. Tobey's Commerce Committee and longtime Tobey aide; Stephen McMahon, ex-ECA asst. gen. counsel, now practicing in Washington and said to have strong Pennsylvania backing.

A reliable sets-in-use formula, backed by preponderance of industry (Vol. 9:6-7), was pursued further by NARTB board during meeting in Washington this week. It decided to enlarge 3-man TV Circulation Study Committee to gather more information from networks, research organizations, advertisers, agencies; also voted to form a committee to study organizational setup needed to provide set circulation figures on regular basis. Committee studying project comprises: Campbell Arnoux, WTAR-TV, Norfolk, chairman; Clair McCollough, WGAL-TV, Lancaster; Kenneth Carter, WAAM, Baltimore. Other board actions: (1) Objected to S. 1396 which would restrict baseball coverage. (2) Authorized formation of Public Events Committee to combat discrimination against coverage of news events. (3) Adopted uniform tower insurance plan, details going to members in 2 weeks. (4) Started study of uniform policy on libel, slander and liability. (5) Picked Chicago and week of May 23, 1954 for next annual convention and tentatively decided on Washington for 1955, Chicago for 1956 & 1957.

Mock TV hearing conference, to be conducted June 29 by FCC and Federal Communications Bar Assn. (Vol. 9:23), will feature cute switch—FCC lawyers acting as counsel for hypothetical applicants, FCBA members performing as FCC examiner and Broadcast Bureau counsel. Dramatis personae: examiner, Henry G. Fischer; counsel for applicants, Frederick W. Ford, Benito Gaguine, Max Paglin; counsel for Broadcast Bureau, Wm. J. Dempsey. Mythical applicants are Alpha TV Co., Bravo Bestg. Co., Coca TV Co., competing for Ch. 4 in Metropolis. Session is set for 7:30 in Hearing Room A, ICC Bldg. A repeat is scheduled for convention of the American Bar Association in Boston Aug. 24. E. Blythe Stason, dean of U of Michigan law school, handling arrangements for ABA, is so enthusiastic about idea that he's thinking of filming conference for showings at law schools, etc.

Injunction against TV hater Arthur Anderson, to prevent his wrecking TV set, was obtained this week from Chicago circuit court Judge Charles I. Fleming by Anderson's wife Ruby. She told court he dislikes TV so much that he has already ruined 2 sets bought with her own money. She's suing for separate maintenance.

Jurisdictional war in Hollywood between talent unions threatens to spread east. American Federation of TV-Radio Artists (AFTRA) has decreed that all members of American Federation of Musicians (AFM) who perform on TV as m.c.'s, singers or dancers must join AFTRA—but AFM boss James Petrillo has banned all AFM members from joining AFTRA. Already AFTRA has pulled its members out of at least one local show on which AFM members perform m.c. and singing chores. Meanwhile, newly formed Television Writers of America won NLRB election, 165-140, from combined Authors League of America & Screen Writers Guild for bargaining rights for writers employed on live TV network shows by ABC, CBS & NBC.

Three applications filed with FCC this week, together with 7 dismissals, bring total pending to 606. New applications were for Boston, Ch. 5, by 3 stockholders in WWLP (TV), Springfield, Mass., headed by WWLP pres. James F. Fitzgerald; Tulsa, Ch. 2, 50% by John C. Mullins, who once held controlling interest in Phoenix's KPHO-TV & KPHO, and 50% by oilman John E. Mabee; Hot Springs, Ark., Ch. 9, by local *Sentinel Record* and *New Era*. [For further details about these applications, see *TV Addenda 16-X* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

NBC affiliates signing "color clause" now total 42 with addition of following 13 to previous 29 (Vol. 9:22-23): KFEL-TV, Denver; WFAA-TV, Dallas; KTSM-TV, El Paso; WOOD-TV, Grand Rapids; WEEU-TV, Reading; WSB-TV, Atlanta; KSD-TV, St. Louis; KOTV, Tulsa; WDAF-TV, Kansas City; WALA-TV, Mobile; KTBC-TV, Austin; WBTW, Charlotte; WBRC-TV, Birmingham. An NBC spokesman this week also stated: "All of our affiliates are remaining with us and we are now in the process of writing contracts, including one with WHAM-TV, Rochester, which is definitely staying with us despite rumors to the contrary."

Strike against WDAF-TV & WDAF, Kansas City, ended June 19 with signing of 18-month contract with AFTRA, though terms haven't been disclosed. Effects of 28-day walkout and blackout over fee plan for announcers (Vol. 9:22) were widespread, according to press reports—radio stations, night clubs and theatres experiencing increases in patronage, and hastening conversion of sets to receive city's new uhf KCTY. It was difficult to attribute it all to strike, however, since nearly all businessmen quoted admitted unusually hot weather forced a great number to seek entertainment outdoors or in air-conditioned establishments.

Lewis Allen Weiss, 60, ex-president of Don Lee and chairman of MBS board, a veteran of 25 years in radio, shot and killed himself June 16 at his home in Beverly Hills, Cal. He had been suffering from high blood pressure and progressive muscular atrophy. He headed Don Lee until the Thomas Lee estate sold it in 1949, and at one time his \$140,000 salary was said to be the highest of any executive in broadcasting. In 1951 he served as NPA chief of office of civilian requirements and last year he was a candidate for the FCC. He is survived by his widow and a daughter, Mrs. Patricia Armitage, wife of a State Dept. official.

Orrin E. Dunlap, 92, father of the RCA adv. & publicity v.p. and for 70 years *New York Times* correspondent in Niagara Falls, N. Y., died June 14 at his home there. He was the "grand old man" of journalism in the Niagara Falls area, covered some of its greatest stories, was once editor of the *Niagara Falls Gazette* and *News*. His avocation was TV and radio, of which he was a keen student.

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Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 9: No. 26

MARTB LIBRARY JUN 29 1953 June 27, 1953

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RCA-NBC FILE FOR COLOR, NTSC DUE IN MONTH: Salient fact to bear in mind about color TV situation, now that RCA-NBC have filed with FCC (on June 25) their petition for approval of compatible system, is that all responsible elements of industry agree on same system. Or, to put it another way, no one claims to have something better.

Since NTSC expects to file its petition in about a month, specifying same system, the matter will be entirely up to FCC. Then, regardless what flaws, if any, Commission finds in system, it can scarcely withhold approval because: (1) Compatible system offers sole prospect for color. (2) Set-owning public has everything to gain, nothing to lose, because of system's compatibility.

Some companies aren't particularly pleased that RCA chose to file alone, asking approval of "The RCA Color Television System" without waiting for rest of NTSC -- but it's not because of any disagreement on technical standards. Patents, pride, prestige, commercial advantage -- all are involved.

But these are of little or no concern to FCC in choosing a system -- as it said in its color decision of 1950 (for full text, see Special Color Report, Oct. 2, 1950). Therefore, these matters aren't likely to confuse or delay the hearing.

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RCA really threw the book at Commission -- 697 pages, carefully printed on heavy, glossy paper, weight 3¼ lbs. Every conceivable document is included, down to verbatim reprint of color program scripts.

Nothing startling is stated, as far as we've been able to discern in the limited time for study. Basically, RCA says system is right and ripe, has approval of whole industry, RCA & NBC have specific plans for bringing it to public, CBS's incompatible system is "sterile" -- so let's go.

FCC's famous 7 criteria for a satisfactory color system, stated in its 1951 decision, are taken up point-by-point by v.p.-technical director Dr. C. B. Jolliffe. System meets all of them, he says. He states that current receiving and transmitting apparatus sometimes produces such things as minor misregistration, but he emphasizes that these are temporary, not inherent in system. Color is slightly more susceptible to some types of interference, but not significantly so, he says.

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Commissioners were busy with other matters for balance of week after petition arrived Thursday a.m., therefore hadn't studied it. Some of staff had leafed through it, and all had questions about one factor -- Washington demonstrations.

Petition asks waiver of requirement that system be demonstrated in Washington as part of hearing. FCC had stated on July 11, 1951, when it held door open to compatible color, that system must be shown in Washington. As recently as a few weeks ago, this requirement was reiterated by some at Commission (Vol. 9:21).

RCA gives 3 reasons to justify waiver: (1) No Washington studios are now equipped for color; moving would entail delay and expense. (2) Vagaries of network facilities, over which RCA has no control, may affect quality of picture; furthermore, regular network transmissions would be expensive and disrupt commercial schedules. (4) NBC is now in throes of modifying equipment of WNBW, Washington, making power-height increases, and color can't be shown at best under those conditions.

Further explanation is needed, some at Commission feel. They concede that RCA has some good arguments, but they ask: If there are vagaries in networking, shouldn't FCC know about them? If it's difficult to equip a station for color, isn't that important? As for expense, wouldn't the cost of Washington demonstrations be insignificant compared to the millions RCA has already spent on color?

* * * *

Coincident with filing petition, RCA chairman David Sarnoff stated company will have spent \$25,000,000 on color development by year's end, and stands ready to spend up to \$15,000,000 more in first commercial year. Beside the hundreds of RCA engineers on project, NBC has 100 programming personnel on color, he said.

Production of all necessary receiving and transmitting equipment will get under way immediately after FCC approval, petition says. Some 2000 tri-color tubes could be produced monthly 6-9 months after decision. If decision comes by end of summer, color receivers will begin to come off the line next spring (see story on p. 3). Transmitting equipment for more stations would become available early next year, RCA promises (see story on p. 10).

Petition is replete with technical detail, including reprints of papers written by RCA engineers for technical journals. Many surveys of public reaction to color and compatible black-&-white rendition of color signals are included, conducted by George Gallup's Opinion Research Corp., Princeton. Surveys show, of course, overwhelming approval of picture quality.

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Reaction of RCA's NTSC colleagues was limited, publicly. Chairman Dr. W.R.G. Baker said that June 24 meeting of full committee cleared up last two problems -- gamma standards and amateur interference. He expects final approval at July 21 meeting, filing of petition with FCC a few days thereafter. He said it will then take 30-45 days to file voluminous panel reports.

If there are any dissents from NTSC's final report, Dr. Baker believes they will be very minor. As for signal specifications themselves, he expects only very slight changes in figures, though wording and arrangement may differ considerably from last document (text of which we published Feb. 14 as Supplement No. 75-A). RCA officials say they expect to endorse NTSC's final report without difficulty.

There's plenty of controversy over who contributed what to the system. RCA feels system is almost entirely its own development, giving credit only to Hazeltine for "constant-luminance" contribution. Some NTSC members feel that RCA is deliberately ignoring major contributions by others.

This may well presage long and bitter court fight over patents, the opening gun of which was fired recently by GE (Vol. 9:24), of which Dr. Baker is a v.p. At this stage of game, however, all major principals vow patents won't be brought into FCC hearing -- which will be conducted "on paper" if majority of industry and of the Commission itself get their way.

* * * *

As far as Congress is concerned, way is completely clear for adoption of the new system. RCA's careful plans for showing color to Senate Commerce Committee June 22 were disrupted by urgent vote on Senate floor. Only one Senator -- but the main prize, Chairman Tobey -- showed up with his wife and with wives of several other Senators, plus Senatorial assistants. Big contingent of RCA-NBC brass attended.

Sen. Tobey, deeply impressed, declared he'd witnessed "a marvelous development -- I'm very much enthused over it." Mrs. Tobey remarked: "It's perfect now. It doesn't need perfecting." Sen. Tobey was in mellow mood, congratulated Gen. Sarnoff on his contributions through the years "after rising from humble beginnings."

Tobey's long-time assistant Robert L'Heureux, now committee chief counsel, couldn't repress himself, saying: "It's marvelous. It's ready for the public right now. They say it will improve, but even without a single improvement it's ready."

Prime Senatorial color booster, Colorado's Sen. Johnson, who once seemed to consider RCA arch villain delaying color, had this to say about petition:

"I'm pleased as a little boy with a red wagon on Christmas morning. I'm sure it's the forerunner of compatible color at an early date. I don't think the FCC ought to wait very long for anyone now. There may be some professional jealousies, but I don't foresee any fights out in the open. I'm no expert on patents, but as I read the petition, everyone can use the system. I don't think a battle over patents should delay things."

COLOR TV RECEIVER PLANS—RCA ESTIMATES: RCA's plans for color receiver production were reiterated and amplified in its petition (see story above). Included was history of color receiver development from first 3-kinescope set with 108 receiving tubes to today's 35-tube set employing tri-color tube.

First sets will sell for \$800-\$1000, employ 16-in. envelope, tune vhf-uhf, according to RCA document. Picture size will be equivalent of that produced by 14-in. tube because of space occupied by mask assembly. Included was full description of color Model No. 4, prototype of first commercial sets to be produced.

Dr. C. B. Jolliffe, v.p.-technical director, said that though initial price appears high, it compares favorably with price of black-&-white sets when introduced in 1939. He pointed out that 12-in. set then sold for \$650. When adjusted to BLS Index jump from 99.4 then to 188.8 now, price would be \$1050.

Though tri-color tubes will cost manufacturers \$175-\$200 initially, Dr. Jolliffe stated prices can be expected to drop just as they did for black-&-white (see p. 10). He said it's too early to estimate cost of tri-color tubes larger than 16-in. Like RCA Labs v.p. Dr. Elmer Engstrom, Dr. Jolliffe is more optimistic than some other manufacturers about eventual prices. He cited Dr. Engstrom's Congressional testimony that color sets may cost 50% more than black-&-white when mass production starts, then eventually come down to 25% more (Vol. 9:13).

[For estimates of other manufacturers, see Vol. 9:19,22,24.]

Dr. Jolliffe reported sales of 477 sample tri-color tubes to 177 companies. Initial pilot production will be about 2000 monthly, 6-9 months after FCC decision, but production could expand to use black-&-white facilities at Lancaster plant.

8 CPs INCLUDE KANSAS CITY SHARED-TIME: Eight CPs, 3 of them via final decisions, and an initial decision comprised FCC's output this week. Included were shared-time grants on Ch. 9 in Kansas City to KMBC & WHB. The two decided to call off vigorous fight for channel, settle for half each. FCC also moved fast in proposing the first changes to allocation plan since one-year moratorium on changes ran out on June 2. Proposals are based on requests which have been uncontested. For list, see p. 9 and Addenda 16-Y herewith. This week's CPs:

Via routine grants: New Haven, Conn., WELI, Ch. 59; Kansas City, KMBC & WHB, Ch. 9 (shared); Marshall, Tex., Marshall TV Corp., Ch. 16; Beckley, W. Va., Appalachian Television Corp., Ch. 21.

Via final decisions, after contestants dropped out: Sacramento, Cal., John Poole, Ch. 46; Savannah, Ga., WTOG, Ch. 11; Lebanon, Pa., WLBR, Ch. 15.

Non-AM grantees in Marshall and Beckley are both owned by same New York group, with broker Albin J. May as president and attorney George Becker as largest single stockholder (22%). Pioneer uhf enthusiast John Poole also holds CP for uhf KPIK (Ch. 22) due on air in Los Angeles soon, is uhf applicant for Fresno.

Favored in initial decision was WTTM, Trenton, N.J., for Ch. 41, after competing WBUD, Morrisville, N. J., dropped out (Vol. 9:24).

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Kansas City grants, second vhf there within month, signals race between rival new enterprisers to get on air. KCMO-TV (Ch. 5), granted June 3, has set Oct. 1 target date, deliberately conservative because of current local building

trades strike. WHB & KMBC are aiming for "Sept. 1 or earlier" -- with DuMont 5-kw transmitter and RCA 6-bay turnstile already available for interim installation atop 499-ft. Power & Light Bldg. downtown. Joint \$500,000 enterprise plans 1079-ft. tower next spring at 23rd & Topping Sts. KMBC-TV pres. Arthur Church and WHB-TV pres. Don Davis were in New York day of grant to sign on basic CBS-TV.

Empire Coil's new uhf KCTY (Ch. 25) in Kansas City is working feverishly, meanwhile, to build up sizeable uhf audience (Vol. 9:25) before new vhf stations come on to supplement city's sole pre-freeze station WDAF-TV.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

5 MORE STATIONS UNDER WAY, TOTAL NOW 194: This week's crop of new starters, all vhf, added some brand new coverage areas to TV's "circulation" and brought log of operating stations to 194 -- of which 153 are vhf, 41 uhf. Latest to begin testing:

TXL-TV, San Angelo, Tex. (Ch. 8) turned on first patterns June 26-27, plans to go commercial from July 6. Transmitter is DuMont, network CBS-TV, rep is Taylor. Armistead Rust, a rancher, mayor of town, is station president, Walton Foster mgr. Ch. 3 grantee KGKL-TV in same town recently relinquished its CP (Vol. 9:14).

KTVH, Hutchinson, Kan. (Ch. 12) began testing RCA transmitter June 22. It's located halfway between Hutchinson and Wichita, 41 mi. apart, reports good results over 75 mi. Ownership is interlocking with KFBI, Wichita (AM). Station starts with CBS-TV affiliation, \$400 base rate. Howard O. Peterson is mgr., H-R Television is rep.

KFXD-TV, Nampa, Ida. (Ch. 6), with transmitter only 8 mi. north of Boise, this week was continuing about 5 hours of test patterns daily that began June 18, is to go commercial between July 1-15. It's Boise area's first, having beaten KIDO-TV (Ch. 7) to the start; KIDO-TV is promised first week in July, KTVI (Ch. 9) not until spring of 1954. KFXD-TV is using first transmitter made by Gates Radio, 500 watts. Manager is Edward Hurt, rep is Hollingbery.

KCSJ-TV, Pueblo, Colo. (Ch. 5) has been testing on dummy load, awaiting some parts, was all set for on-air tests at week's end with RCA equipment. It will get NBC-TV service, is owned-&-managed by Douglas Kahle, represented by Avery-Knodel. It is city's second, KDZA-TV (Ch. 3) having started last March (Vol. 9:12); area also has had service from nearby KKTU, Colorado Springs (Ch. 11) since last December.

WROM-TV, Rome, Ga. (Ch. 9), located 55 mi. northwest of Atlanta, got going on irregular schedule of DuMont equipment tests June 15, plans regular programming by July 1, reports "service area in excess of predictions" and signals as far away as Montgomery, Ala., 185 mi. It has no network. Ed McKay is mgr., Weed is rep.

Note: Honolulu's KONA (Ch. 11), silent since March 12 pending FCC approval of transfer (Vol. 9:11,23) on June 24 resumed schedule under new ownership, with NBC affiliation and NBC Spot Sales as national rep. Chairman of new company taking over is Lorrin Thurston, publisher, Honolulu Advertiser (KGU); president is John Keating, v.p. J. Elroy McCaw. Thurston owns 50%, Keating-McCaw 50%; latter must sell KPOA.

ROANOKE UHF STATION TO THROW IN SPONGE: Word that Roanoke's WROV-TV (Ch. 27) is in financial trouble reached FCC ears this week, causing deep concern--not because "uhf can't do the job," as station suggests, but because of the serious effect the news itself may have on the position of uhf.

There's considerable fear that this first failure may dampen the enthusiasm of uhf grantees and applicants, and increase reluctance of advertisers and networks to accept uhf stations -- especially in cities also served by vhf.

Actually, lack of network commercial programming and national spot probably were biggest contributing factors in WROV-TV's decision that it couldn't continue in uhf. Roanoke's other station, vhf WSLS-TV (Ch. 10), preceding it on air by about 2 months (Vol. 9:12), is affiliated with CBS, NBC & DuMont. WROV-TV is ABC affiliate, went on the air last February as first uhf station in a city which already had vhf.

WROV-TV this week applied for Roanoke's vhf Ch. 7, at same time petitioned Commission to waive rules and permit it to continue uhf operations "as long as the resources of the corporation will permit or until a CP is issued to any applicant for Ch. 7." If FCC denies request, the station said it "will surrender its CP for Ch. 27 in order that its application for Ch. 7 may be considered."

WROV was applicant for Ch. 7 once before. But after freeze, when conflict arose for 7, it switched to Ch. 27, received early grant. Now it once again seeks to get in running for Ch. 7, contested by local newspaper-owned WDBJ and by Polan Industries (holding CPs for WUTV, Youngstown; WPTV, Ashland, Ky.; WLTV, Wheeling).

Petition tells bitter story of complete lack of network revenue, virtually no national spot and rapidly dwindling local accounts. Station's loss for first 3 months totaled \$11,476.

This doesn't compare with the tremendous losses incurred by vhf pioneers in 1947 & 1948, TV old-timers are quick to point out. And some other uhf stations are operating right now with greater losses -- but their financial structure and outlook are such that they feel they can hold out until accepted by public and advertisers.

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There are now 41 uhf stations on the air -- many operating quite successfully, one of them (first and only outlet yet in Portland, Ore.) well up in earning brackets. And another uhf in a city without vhf, showed \$16,900 net profit for its first full month of operation, including provision for depreciation, payments on its equipment, etc. Even in tight Harrisburg, mgr. A. K. Redmond of WHP-TV, on air only since April, reports that Ch. 55 station will achieve break-even by Sept. 1.

And electronics industry is fast surmounting the technical obstacles of uhf -- much faster than it conquered early barriers to vhf transmission and reception. The big problem for most uhf operators in vhf-served communities is "sticking it out" until most existing sets are converted and uhf becomes a regular viewing habit. But it's not unreasonable to expect distress among a few more uhf operators in vhf-served communities before uhf gets "over the hump."

It's evident that "upstairs TV" is here to stay if nationwide competitive service is to be had (see FCC Comr. Sterling's letter on p. 11).

Wherever uhf cannot supply new and needed program service, there's no incentive to convert sets -- and there's where you can look for trouble.

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In WROV-TV's case, city was flooded with vhf-only receivers just 2 scant months before uhf station went on air. With vhf station providing top network programs, there was no incentive to convert. Roanoke station's petition dwells at some length on uhf's transmission problems; nevertheless, other uhf stations are providing good coverage in terrain just as rugged.

WROV-TV's balance sheet shows this 3-month picture: March -- income \$6629, expenses \$9068, loss \$2239. April -- income \$4771, expenses \$8731, loss \$3560. May -- income \$3970, expenses \$9247, loss \$5278. Total loss -- \$11,476. Of the income received by station in 3 months, pres. Leo F. Henebry said in petition: "None was from a network and approximately 5% from national spot advertisers. Approximately 95% of the revenue came from approximately 70 local advertisers, only 10 of which remain as WROV-TV sponsors."

Accounts receivable were listed as \$33,957, liabilities \$188,614, fixed assets \$260,000 (including AM). Company had earned surplus of \$89,893 to Jan. 1. Net income for 1951 was \$24,091; for 1952 it was \$18,502. RCA 1-kw uhf transmitter and associated equipment cost \$92,336; it proposes to sell it for "\$75,000 or more" to help finance vhf equipment -- if it gets grant.

WROV-TV's tribulations are told in letter to FCC from Henebry, in which he said station's efforts to obtain public acceptance resulted in some 50% conversion in the immediate Roanoke area. And he added:

"Although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and since has dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with the competitive vhf Ch. 10."

Published figures show over 80,000 vhf sets in a wide area covered by Ch. 10 in Roanoke [from much higher transmitter site] against less than 20,000 uhf sets in a limited area. Indifference of some set manufacturers, distributors, dealers, service people and the general public toward a uhf station with relatively poor pic-

tures in a city and area served by a vhf station with excellent pictures from 3 national networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures, indicates that uhf is not acceptable nor financially feasible in a city where vhf service is available.

"The fact that a station operates on uhf appears to preclude its obtaining the best network programs where vhf facilities are or will become available. In purchasing film programs for a uhf station, the same rates are charged as for vhf, disadvantages notwithstanding."

FCC RIDS ITSELF OF THEATRE-TV PROBLEM: Everybody is now nicely off the hook on the once-thorny question of theatre TV.

This week's FCC decision relieves commissioners of having to go through more weeks of lengthy hearings -- at least, for some time. And it lets theatre folk say "we got what we wanted", although it was a far cry from what they originally asked.

Not long ago theatre TV was movie industry's prize baby -- "the answer to home TV". Now filmdom's attention, funds and hopes are being lavished on the new-born twins, 3-D and wide-screen, and theatre TV is off in the corner sucking its thumb and all but forgotten, for the moment anyway.

There may some day be revival of interest in theatre-TV -- but in the last 6 months the number of TV-equipped theatres has increased by exactly 2. Apparently the theatres are now spending their money on adapting screens and projectors to the new-type films. (We'll carry complete and up-to-date list of all theatre-TV installations in our forthcoming TV Factbook No. 17.)

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Commission ruled that theatre-TV transmission qualifies as a common carrier service, and any theatre-TV licensee would be a "specialized common carrier" (FCC Notice 53-767, Mimeo 89717). As to other questions involved, it said in effect, "we'll wait till somebody applies." Commission felt there was no need to pass on merits of theatre TV in general. "We recognize it as an existing service which will continue to expand or not depending upon public acceptance and support," it said.

Theatre-TV people were forced to revamp their proposals in midstream. From late 1949 through early 1953 they were asking for a special band of frequencies all their own. After several weeks of hearings, FCC suspended proceedings Feb. 9 until it could determine "whether further hearings would serve any useful purpose". Faced with almost certain rejection of their proposals for exclusive frequencies, theatre proponents then petitioned Commission to declare theatre TV eligible as a "limited or restricted common carrier" (Vol. 9:9).

They also asked Commission: (1) To direct existing common carriers to cooperate in eliminating frequency conflicts. (2) To order interconnection with existing common carriers where frequency conflicts can't be eliminated. (3) To direct common carriers to provide proper wide-band equipment (for high-definition, color or 3-D TV, if desired) in interconnection cases.

In this week's ruling, FCC said it "expects there will be cooperation among common carriers in resolving frequency conflicts," but added that interconnection problems will be tackled "if and when they might arise, upon specific petitions". Although AT&T opposed theatre attorneys' request to classify the service as common carrier, there are clear indications AT&T won't object to Commission decision.

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Comr. Hennock dissented, charging majority tacitly agreed that theatre TV is in public interest, urged completion of hearing to make proponents justify service.

Thus gauntlet has been thrown down to the theatre folk. If they actually "got what they wanted", someone should apply in next few months to set up a theatre-TV common carrier -- 3-D and wide-screen notwithstanding. At week's end, we could learn of no one preparing to make application, though it is too soon after decision to find out if any plans are in the works. If someone does apply, he can expect a battle royal from AT&T.

Personal Notes: John K. West, NBC western div. v.p., returns to Hollywood immediately after July 10 NBC board meeting; he has been on duty in New York during absence of pres. Frank White, who returned June 16 from Europe . . . Geraldine B. Zorbaugh, acting ABC gen. attorney, promoted to general counsel June 24 . . . Walter Compton has resigned as mgr. of DuMont's WTTG, Washington, succeeded this week by Leslie G. Arries Jr., asst. program director of the network in N. Y. . . . E. P. H. (Jimmy) James, ex-Mutual v.p. and onetime NBC promotion director, appointed coordinator of TV planning for KVOA-TV, Tucson, Ariz. (Ch. 4), originally planned for February start but now slated for Sept.; he has been residing in Tucson for last few years due to children's health . . . Guy Cunningham, gen. mgr. of WBNF-TV & WBNF, Binghamton, has been taken seriously ill, isn't expected to return, and v.p. Cecil D. Mastin has assumed his duties; Stanley Heslop now sales mgr. . . . Thomas E. Martin elected exec. v.p., WEEU-TV & WEEU, Reading, succeeding James E. Keller, resigned . . . R. Hill Carruth, ex-WBKB, Chicago, and KTTV, Los Angeles, named regional sales mgr. of new KEYT, Santa Barbara, Cal., due on air in July . . . Herbert Rice appointed Mutual v.p. in charge of programs, Julius Seebach continuing in charge of program operations and production; Bertram Houser named MBS v.p. in charge of co-op programming . . . Dave Murray, ex-WDTV, named program mgr. of new WENS, Pittsburgh (Ch. 16), due in August . . . Morton E. Grossman, ex-Washington Post, joins WOAI-TV & WOAI, San Antonio, as promotion mgr. . . . Ken McClure, ex-WAYS, Charlotte, named promotion mgr., KROD-TV, El Paso . . . Edwin H. Ezzes, sales mgr. of Motion Pictures for TV Inc., elected v.p. . . . John L. Moore, adv. mgr. of Longines-Wittnauer Watch Co., onetime v.p. of WAAT, Newark, joins BAB under Wm. B. Ryan . . . Harold B. Day, WABC, New York, reelected president of Colgate Alumni Corp. . . . Harry L. Smith, ex-Alfred Politz, new chief of research, TV-radio dept., N.W. Ayer, N. Y.; Ira Rothbaum, ex-RCA, joins copy dept. . . . Charles Lewin, ex-David D. Polon Co., named TV-radio v.p., Rockmore Co. . . . Diane Fairbrother, ex-KSTP, named TV-radio director, David Inc. Adv., St. Paul . . . William Lauten resigns as NBC-TV business publicity mgr. . . . Wm. A. Gildersleeve, ex-WNAC-TV, July 1 joins new WPMT, Portland, Me. (Ch. 53), due on air in August, as program director . . . Leavitt J. Pope named operations mgr., WPIX, N. Y. . . . Martin L. Henry, ex-Free & Peters controller, opens own firm at 444 Madison Ave., N. Y., specializing in tax & accounting problems of TV-radio stations.

A. Prose Walker, FCC engineer for 13 years, most recently eastern supervisor of Conelrad, becomes NARTB engineering mgr. July 20, succeeding Neal McNaughten, who joined RCA (Vol. 9:23). He has extensive background in TV, AM, FM, Conelrad and international conferences, speaks Spanish and French. He's 43, native Ohioan, graduate of Denison U, took graduate work at Ohio State, taught physics and mathematics at upstate New York high schools 1932-40. He's a widower, with daughter who is a sophomore at Denison.

Two of Chicago radio's noted old-timers passed away this week—Norman Ross, 57, WMAQ disc jockey known as "Uncle Normie," who was an Olympic swimming champion of the '20s; and Harry Geise, 53, first announcer for *Amos 'n' Andy*, known as the "Golden Voice of the Midwest" on WMAQ in the '20s and later on KSTP, who died in Burbank, Cal. June 22.

Uhf clinics for TV servicemen will be held June 29-30 and July 1-2 at Ames, Ia. by Iowa State College, which operates commercial vhf station WOI-TV.

Network Accounts: Overwhelming majority of network TV advertisers—all but 23 out of 139 major sponsors—are remaining on air in some form during summer, according to summary in *Factuary*, published this week by Executives Radio-TV Service, 2 East Ave., Larchmont, N. Y. Sponsored network programs remaining on air during summer total 121, with 16 replacements bringing overall total to 137. Of these, dramas lead with 44, and food & food products (26) make up largest single category of sponsors . . . Gillette sponsors annual All-Star baseball game at Cincinnati July 14 on NBC-TV for 4th straight year, thru Maxon Inc. . . . Aveco (Crosley div.) will be alt. sponsor with Lucky Strike of *Your Hit Parade*, beginning in fall, on NBC-TV, Fri. 10:30-11 p.m., thru Benton & Bowles . . . Shwayder Bros. (Samsonite luggage) buys 10-min. segment of *Show of Shows*, beginning in fall, on NBC-TV, 9-10:30 p.m., thru Grey Adv. . . . James Lees & Sons (rugs) renews weekly 3:30-3:45 p.m. segment of *Kate Smith Hour*, beginning in fall, on NBC-TV, Mon.-thru-Fri. 3-4 p.m., thru D'Arcy Adv. . . . Masland Co. (rugs) buys 1:30-1:45 p.m. segment of *Garry Moore Show* beginning Sept. 14 on CBS-TV, 1:30-2 p.m., thru Anderson & Cairns . . . Speidel (watch bands) reported buying co-sponsorship with Philip Morris of *Pentagon Confidential*, beginning Aug. 6 on CBS-TV, Thu. 10-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Schick Co. (electric razors) reported buying *This Is Show Business*, on CBS-TV, Tue. 9-9:30 p.m., thru Kudner . . . Carter Products (liver pills) replaces *City Hospital* with *Anyone Can Win*, audience participation quiz, beginning July 14 alt. weeks on CBS-TV, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . American Tobacco Co. buys upcoming Danny Thomas 30-min. filmed show from Hollywood, starting in fall on ABC-TV.

Companies contemplating use of theatre TV for business meetings, according to director Victor M. Ratner of Theatre Network TV's Tele-Sessions div., writing in May-June issue of *Harvard Business Review*: (1) An automobile manufacturer, planning to use theatre TV to bring "top management" to distributors and dealers simultaneously with special advance showing of new models. (2) A major appliance company, contemplating 4-hour meeting to introduce new models and advertising plans and to conduct "training session" for salesmen. (3) "A major company, with many thousands of stockholders, is considering telecasting part of its regular annual stockholders' meeting to theatres in a number of key cities." TNT's most recent project was special closed-circuit telecast in which President Eisenhower, from White House, addressed 700 guests at dedication ceremonies of Ford Research & Engineering Center in Dearborn, Mich. Telecast drew kudos from Henry Ford Jr. as "a superb technical accomplishment."

Playwright at FCC is examiner H. Gifford Irion, whose pageant *A Free People* will be presented July 4 at Gunston Hall, 13 mi. from Alexandria, Va. Pageant is built around life of George Mason, who wrote Virginia Bill of Rights, predecessor of Declaration of Independence and Bill of Rights. Gunston Hall was Mason's home, is now maintained as shrine by Virginia. Top producer is Armistead Boothe, delegate to Virginia Assembly from Alexandria. Irion has written several plays for Alexandria Little Theatre group.

Mock TV hearing conference, to be conducted Monday, June 29 by FCC and Federal Communications Bar Assn. (Vol. 9:25), has sparked so much interest—since it's pioneer example of all-Govt. efforts to speed administrative proceedings—that it's being moved to larger room, Dept. of Commerce Auditorium; it starts 7:30 p.m.

TO CATCH UP on delayed deliveries, caused by 8-week strike at Syracuse plant, GE transmitter production will continue through usual vacation shutdown July 6-20—though broadcast sales mgr. Frank Barnes is taking 3-week vacation to visit mother in Wrangell, Alaska. Besides its vhf orders and shipments reported last week (Vol. 9:24), GE this week reports July delivery planned for new Ch. 7 station in Pine Bluff, Ark. (no call letters yet) and early August for WVA-TV, Harrisonburg, Va. (Ch. 3), as well as early July delivery of antenna for KCMC-TV, Texarkana, Tex. (Ch. 6) which already has transmitter.

Calendar of upcoming uhf shipments by GE has been up-dated to include 12-kw in June to WENS, Pittsburgh (Ch. 16); 12-kw in July to WVEC-TV, Hampton-Norfolk (Ch. 15) and WILK-TV, Wilkes-Barre (Ch. 34); also, a 100-watter to KETX, Tyler, Tex. (Ch. 19), with 12-kw to go there in August. In August, also, GE will ship 12-kw to WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22); and 1-kw to WPPA-TV, Pensacola (Ch. 15) and KTAG-TV, Lake Charles, La. (Ch. 25).

GE's September delivery calendar includes these 12-kw: WUTV, Youngstown (Ch. 21); WKJG-TV, Ft. Wayne (Ch. 33); KTVQ, Oklahoma City (Ch. 25); KLPR-TV, Oklahoma City (Ch. 19); KACY, Festus, Mo.-St. Louis (Ch. 14); WCOC-TV, Meridian, Miss. (Ch. 30), and possibly WBES-TV, Buffalo (Ch. 59). September 1-kw deliveries include KTVE, Longview, Tex. (Ch. 22); WCOK-TV, Tulare, Cal. (Ch. 27); WMAC-TV, Massillon, O. (Ch. 23); KQTV, Ft. Dodge, Ia. (Ch. 21).

RCA this week completed deliveries of 2-kw transmitter to KRDO-TV, Colorado Springs (Ch. 13) and 10-kw to KIDO-TV, Boise, Ida. (Ch. 7), and during week of June 29 has scheduled 10-kw shipment to WIS-TV, Columbia, S. C. (Ch. 10) and 2-kw to KHSL-TV, Chico, Cal. (Ch. 12). This week, it got uhf jobs off to WTAC-TV, Flint, Mich. (Ch. 16); WTOB-TV, Winston-Salem, N. C. (Ch. 26); KAFY-TV, Bakersfield, Cal. (Ch. 29); WILS-TV, Lansing, Mich. (Ch. 54); WKNA-TV, Charleston, W. Va. (Ch. 49). Week of June 29, it ships uhf to WICS, Springfield, Ill. (Ch. 20); WGVL, Greenville, S. C. (Ch. 23); KEDD, Wichita, Kan. (Ch. 16); WCHA-TV, Chambersburg, Pa. (Ch. 46).

From Federal this week, there was no word of new orders or shipments; its only news was that transmitter div. mgr. Martin Silver has resigned, to be succeeded by Gordon Knight (see Trade Personals).

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In our continuing survey of upcoming new stations, these were the reports received this week:

WFEQ-TV, St. Joseph, Mo. (Ch. 2), last reporting July start (Vol. 9:17), won't be on the air until August, has ordered RCA equipment, reports promotion mgr. J. Ted Branson. Hour rate is \$400; Headley-Reed will be rep.

WKAQ-TV, San Juan, P. R. (Ch. 2) has ordered GE equipment for November delivery and begins test patterns next January, programming in February, reports owner Angel Ramos, publisher of *El Mundo*. Inter-American Publications Inc. (New York City) will function as rep.

KEYT, Santa Barbara, Cal. (Ch. 3), previously reporting mid-July start (Vol. 9:22), got its RCA transmitter week of June 8, antenna and tower June 18, now plans July 25 target, reports president & gen. mgr. Colin M. Selph. Hollingbery will be rep.

KARK-TV, Little Rock, Ark. (Ch. 4) has contingent order for RCA equipment and plans to start next January or February, according to v.p. & gen. mgr. T. K. Barton. Rep not yet chosen.

KBES-TV, Medford, Ore. (Ch. 5) has GE transmitter on way, aims at July 15 target, reports v.p. Everett A. Faber. Blair will be rep.

New Ch. 7 grantee for Pine Bluff, Ark., Central-South Sales Co., has GE equipment due in July, plans to start "latter part of September," reports John Esau, administrative v.p. for principals who control KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Ft. Smith, Ark. Rep will be Avery-Knodel.

KZTV, Reno, Nev. (Ch. 8) has not reported on type of equipment, now is rescheduling announced debut to mid-September from first reported June date (Vol. 9:4), according to gen. mgr. Harry Huey. Rep not chosen yet.

KLAS-TV, Las Vegas, Nev. (Ch. 8), with GE transmitter on the way, plans to begin test patterns "during the first few days of July," goes commercial July 20, reports mgr. Alex Struthers. Eddie O'Dwyer has been named commercial mgr.; John Ryken, program director; Gregg Gelhart, chief engineer. Weed will be rep.

KERO-TV, Bakersfield, Cal. (Ch. 10) has ordered RCA equipment, will build atop the 7600-ft. Breckenridge Mountain, 22 mi. east of city and plans Sept. 26 debut, reports gen. mgr. Albert E. DeYoung, partner in the project with Paul R. Bartlett. Station will probably start later than uhf grantee KAFY-TV (Ch. 29) due on air in early July. Avery-Knodel will be rep.

KROC-TV, Rochester, Minn. (Ch. 10) has RCA equipment on hand and plans July 2 tests, July 5 commercial start, according to v.p. G. David Gentling. Rep will be Meeker.

WJHL-TV, Johnson City, Tenn. (Ch. 11) plans July 20 test pattern with GE equipment, programming "around Aug. 1," reports gen. mgr. W. H. Lancaster Jr. Rep will be Pearson.

WREX-TV call letters assigned Greater Rockford Television Inc., Rockford, Ill. (Ch. 13), were requested by grantee in memory of Rex Caster, son of pres. L. E. Caster, killed in action in France during World War II. WREX-TV recently ordered DuMont's first 50-kw transmitter (Vol. 9:23), now plans to change site to intersection of Auburn & Winnebago Rds., west of city, to permit erection of higher tower, reports gen. mgr. Soren Munkhof, ex-WOW-TV program director. Starting date not set as yet; H-R Television will be rep.

KMO-TV, Tacoma, Wash. (Ch. 13) has RCA transmitter due first week in July, began erecting RCA 12-bay antenna June 22, plans July 15 test patterns and programming Aug. 1, according to owner Carl E. Haymond. It will be second vhf in Tacoma, KTNT-TV (Ch. 11) having begun last Feb. 22. Other Haymond grant, KIT-TV, Yakima (Ch. 23), is scheduled to begin tests Oct. 1, also with RCA equipment. Branham will be rep for both stations.

KRDO-TV, Colorado Springs (Ch. 13), with RCA equipment on hand, will debut Aug. 1, reports mgr. Joe Rohrer. Hour rate will be \$125; McGillvra will be rep.

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WACA-TV, Camden, S. C. (Ch. 14) has placed contingent order for DuMont equipment, plans test patterns next January and programming in February, reports v.p. & gen. mgr. Tom Richards. Former schoolhouse is to be converted for TV operations by Sept. 1. Rep not yet chosen.

WENS, Pittsburgh (Ch. 16) still plans debut in latter August (Vol. 9:8) with GE equipment, reports Larry Israel. Dave Murray, ex-WDTV and WLW-D, has been named program manager. Petry will be rep.

KUSC-TV, Los Angeles (Ch. 28) looks like next educational TV station to take the air (first having been KUHT, Houston) but it's meeting difficulties with county authorities regarding Mt. Wilson tower structure and height restrictions and will be delayed to July 15, new test target date, reports operations mgr. Ivan M. Campbell. Financed by oil-rich Allen Hancock Foundation, it's go-

ing to change call letters so as to be less identified with U of So. California and more with all educational institutions in area, which will participate in its operation.

KPIK, Los Angeles (Ch. 22), with GE equipment delivered, now plans September start instead of previously announced July (Vol. 9:11), reports owner-chief engineer John H. Poole. Rep not yet chosen. It will be first uhf commercial station for Los Angeles, should follow educational KUSC-TV by about a month.

WBUF-TV, Buffalo (Ch. 17) last reported for July 15 debut (Vol. 9:21) now plans August start with DuMont equipment, reports exec. v.p. Gary L. Cohen. However, DuMont isn't sure of having transmitter ready by then—so delay until Sept. 1-15 is probable. Hour rate will be \$200; H-R Television will be rep.

KETX, Tyler, Tex. (Ch. 19), previously reporting July 15 date (9:24), has been delayed by weather and now plans test patterns with GE equipment between July 20-28, reports owner Jacob A. Newborn. Hour rate is \$200; rep not yet chosen.

WIFE, Dayton, O. (Ch. 22) has ordered GE equipment and begun construction of \$150,000 building to house two large studios at 380 W. First St., and has rescheduled target to Sept. 15 from last-reported August (Vol. 9:8), according to pres. Ronald B. Woodyard. Headley-Reed will be rep.

WGVL, Greenville, S. C. (Ch. 23) with RCA transmitter shipped June 25, has moved up target date to July 15 from Aug. 1 (Vol. 9:15). WGVL has signed with ABC & DuMont nets, on Aug. 1 expects to be interconnected by AT&T. Hour rate will be \$200. H-R Television will be rep.

WMGT, North Adams, Mass. (Ch. 74) plans to order GE transmitter and RCA antenna for fall delivery, will begin construction soon, plans test pattern this fall, writes gen. mgr. John T. Parsons. Grantee Greylock Bcstg. Co., controlled by Leon Podolsky, of Sprague Electric Co., is also applicant for Pittsfield, Mass., where it operates radio WRK. Walker will be rep.

WTOB-TV, Winston-Salem, N. C. (Ch. 26), first reporting July 15 or Aug. 1 target (Vol. 9:19), now sets date "sometime in September," according to gen. mgr. John G. Johnson. RCA shipped transmitter June 22. H-R Television will be rep.

WKNA-TV, Charleston, W. Va. (Ch. 49), with RCA equipment on order, has set Aug. 1 target in lieu of previous "early summer" date (Vol. 9:11), according to gen. mgr. George J. Gray. Weed will be rep.

WNAO-TV, Raleigh, N. C. (Ch. 28), last reported as "indefinite" (Vol. 9:19), now plans test patterns July 8 with Federal equipment, according to gen. mgr. Charles W. Stone. It expects AT&T interconnection for all 4 networks by Oct. 1. Avery-Knodel will be rep.

KIMA-TV, Yakima, Wash. (Ch. 29), has GE transmitter on way and plans test patterns "sometime the last week in June," reports v.p. Tom C. Bostic. Commercial debut is set for July 19. Weed will be rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46), last reporting July date (Vol. 9:12), now plans Sept. 15 debut with RCA equipment scheduled for early July delivery, reports gen. mgr. John S. Booth. He and pres. C. M. Cassel also operate WTVE, Elmira, N. Y., which began June 1. Forjoe is rep for both stations.

KJEO, Fresno, Cal. (Ch. 47) has ordered RCA equipment for late July delivery, will begin test patterns in September, go commercial Oct. 1, writes sales director Edgar L. Deatherage. It's second uhf for Fresno; KMJ-TV (Ch. 24) began operation last May 26. Hollingbery will be rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) plans debut week of July 21, with GE equipment all in hand, reports program director Clark Hogan. Hour rate is \$150; Headley-Reed will be rep.

WKJF-TV, Pittsburgh (Ch. 53), last reported for latter July (Vol. 9:21), has changed to RCA antenna, expects to be on the air by July 10, according to mgr. F. G. Raese. Rep has not been announced.

WFIE, Evansville, Ind. (Ch. 62) has ordered RCA equipment, expects to debut in December, reports pres. Jesse D. Fine. Rep not yet chosen.

WCAN-TV, Milwaukee (Ch. 25) is scheduled to begin July 20 with RCA equipment, reports pres. Lou Poller. Hour rate will be \$300; Taylor will be rep. It will be Milwaukee's first uhf.

WILK-TV, Wilkes-Barre (Ch. 34), after several changes in on-air date (Vol. 9:21), has GE equipment due for June shipment and plans to begin "latter part of August," writes managing director Thomas P. Shelburne. Hour rate will be \$250; Avery-Knodel will be rep. City's other station WBRE-TV (Ch. 28) began last Dec. 30.

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Quebec City Ch. 4 grantee Television de Quebec Ltee. has ordered transmitter from DuMont, is reported readying for tests by November, programming by Christmas, at which time it expects to link via microwave with CBC U. S. networks. It's jointly owned by Famous Players Canadian Corp. with AM stations CHRC, CJOC, CKCV.

Channel shifts and power increases: Shift of WBBM-TV, Chicago, from Ch. 4 to Ch. 2 was authorized by FCC this week, and station expects to make it by July 5. Move of WTMJ-TV, Milwaukee, from Ch. 3 to Ch. 4, interdependent with Chicago shift, is expected by mid-July, along with hike from 16 to 100 kw; it's now on equipment tests. WLWC, Columbus, is slated to shift from Ch. 3 to Ch. 4 next week, and Huntington's WSAZ-TV now has authorization to radiate circular pattern—100 kw in all directions—on Ch. 3. It previously had been "protecting" Columbus with low power to north and south. RCA this week shipped 25-kw amplifier to WKY-TV, Oklahoma City; it's scheduled to ship 10-kw driver next week to WBAY-TV, Green Bay, Wis. GE reports: June 29 week—35-kw unit to KPIX, San Francisco; 20-kw to WBKB, Chicago. July—12-kw uhf amplifier to WEEU-TV, Reading; 35-kw units to WMBR-TV, Jacksonville, and KEYL, San Antonio; 20-kw to WCPO-TV, Cincinnati. August—1-kw uhf units to WLOK-TV, Lima, O. & KRTV, Little Rock; 35-kw to WJBK-TV, Detroit, and KING-TV, Seattle; 20-kw to KGO-TV, San Francisco.

Changes to allocation plan—the first proposed by FCC since June 2 (see p. 3): (1) Add Ch. 5 to Lake Placid, N. Y. (2) Substitute Ch. 73 for Ch. 36 in Harlan, Ky. (3) Substitute educational Ch. 66 for educational Ch. 26 in Springfield, Ill. (4) Move Ch. 4 from North Platte to Holdrege, Neb. (5) Move Ch. 4 from Medford to Roseburg, Ore. (6) Add Ch. 12 to Ada, Okla., substituting Ch. 26 for Ch. 12 in Elk City, Okla. (7) Add Ch. 40 to Anderson, S. C., substituting Ch. 22 for Ch. 40 in Elizabethton, Tenn. (8) Add Ch. 37 to Melbourne, Fla. Comments on proposals must be filed by July 20. Three more proposals for channel changes were filed this week: (1) Add Ch. 10 to Parma, Mich., requested by WKHM, Jackson. (2) Add Ch. 6 to High Point, N. C.; substitute Ch. 4 for Ch. 6 in Beckley, W. Va.; substitute Ch. 3 for Ch. 6 in Wilmington, N. C.; include all West Virginia in Zone I—all by WHPE, High Point.

New Orleans-Baton Rouge microwave, comprising 3 towers, will be completed by next February, reports AT&T.

Telecasting Notes: Trend to live shows late evenings, and away from feature films, is discerned in New York area by *Billboard*, noting that m.c. Steve Allen is starting 11:20-midnight show on WNBT; that WOR-TV already has all-Negro variety show 11:30-midnight on top of live musical *Inside Times Square*, 11-11:30; WABC-TV has *Talk of the Town* variety, 11-midnight; WABD has live *Mono-Drama Theatre*, 11:10-11:30, and *Bill Silbert Show*, 11:30-midnight . . . Ruppert Beer, which has been sponsoring *Talk of the Town*, is taking 3 nights of Steve Allen, which is being tried out for possible networking to NBC-owned stations, while Chockful-o-Nuts will sponsor *Morey Amsterdam's* live variety show on WNBT, Sat. 11:20-midnight . . . NBC-TV Stations Planning & Advisory Committee (SPAC) has virtually been disbanded in favor of affiliates' independent group (Walter Damm, WTMJ-TV, chairman)—and network expects radio affiliates to form own group, too; they're organizing under Robt. Swezey (WDSU-TV, New Orleans) with view to meeting in Chicago in latter July, then meeting with NBC hierarchy in N. Y. in October . . . "De-integration" of at least TV and radio sales into entirely separate units, functioning as do the TV and radio divisions of CBS, each of which has own president, is being urged by many NBC radio affiliates, backed by some TV . . . New camera technique, in which one camera does the work of 3, makes debut next fall on WOR-TV; program dir. Larry Menkin says single camera will handle pan shots, dissolves, fades, etc., cutting production costs by one-third or more and improving quality . . . Edward Lamb Enterprises, operating WICU, Erie, and radio WIKK there, and publishing *Erie Dispatch*, hires J. Lacey Reynolds, Washington correspondent for *Toledo Blade* and *Pittsburgh Post-Gazette* (Block Newspapers) as Washington representative; Lamb also operates radio WTOD, Toledo; WHOO, Orlando, Fla., holds CP for WMAC-TV, Massillon, O. . . . Crosley stations were hosts to 35 NBC executives—headed by v.p.'s Wm. Fineshriber, George Frey, Harry Bannister—at 2-day meeting in Cincinnati this week . . . U of Detroit's Summer TV Institute runs July 13-31 coordinated by Wm. J. Murphy, assisted by Patrick H. Murphy; both are ex-NBC . . . KSD-TV & KSD, *St. Louis Post-Dispatch* stations, to be represented by NBC Spot Sales (in lieu of Free & Peters) after Oct. 1 . . . WHBF, Rock Island, Ill., whose TV counterpart carries ABC, CBS & DuMont shows, July 1 switches AM affiliation from ABC to CBS.

Third TV station to use German-originated Styroflex transmission line now made by Phelps Dodge (Vol. 8:3, 25) will be WPTZ, Philadelphia, planning power increase. Others are KPIX, San Francisco, and WFBG-TV, Altoona. Company now makes all sizes from ½-in. to 3½-in., is soliciting orders for 6½-in. which it will produce if demand warrants. Phelps Dodge is also making pitch for community antenna systems, reports sales to International Telemeter, Palm Springs, Cal., and Service Electric Co., Mahonoy City, Pa. Advantages claimed for Styroflex for community service are low loss (about half that of RG series) and no deterioration with age.

Ft. Worth's WBAP-TV has built own completely equipped weather station right in studios; it's handiwork of Bob Denny, American Airlines meteorologist, who helped originate program *Weather Telefacts* in 1949—sponsored by Fair Dept. Store & Frontier Pontiac. Bendix-Frieze, instrument manufacturer, made equipment which may be prototype for other stations.

WHAM-TV, Rochester, announced it was remaining with NBC-TV by formally stating June 25 that it has signed color TV supplement to its affiliation contract and hailing color as "the next major advance in the art [yet] involving no obsolescence for all current sets."

PRICES and delivery dates of color transmitting equipment, disclosed by RCA for first time in petition filed with FCC (see p. 1), contemplate 4 stages of development: rebroadcast of network pickups only; network and local slide originations; network, slides and film originations; network, slides, film and live local originations. Following are equipment specified for each stage, plus estimated prices and start of deliveries:

(1) Network only: Two color stabilizing amplifiers, tri-color monitor, low frequency phase equalizer, high frequency phase equalizer, transmitter conversion kit, demodulator kit—\$11,500. Additional standard stock items, such as power supplies, racks, hardware—\$3000. Recommended test equipment—up to \$10,000. Thus, total for color via network only is \$14,500-\$24,500. Deliveries—first quarter 1954.

(2) Slides: Slide camera, frequency standard, burst flag generator, modification for RCA sync generator, colorplexer, tri-color monitor, master monitor with auxiliary unit, color bar generator—\$29,750. Standard stock items—\$13,500. Total for slides—\$43,250. Total for network and slides—\$57,750-\$67,750. Deliveries of slide equipment—first quarter 1954.

(3) Film: 16mm film chain, colorplexer, tri-color monitor, master monitor with auxiliary unit—\$43,000. Standard stock items—\$7600. Total for film—\$50,600. Total for network, slides & film—\$108,350-\$118,350. Deliveries of film equipment—second quarter 1954.

(4) Live: 3-tube color camera, view-finder and hood, camera control equipment, master monitor with auxiliary equipment, colorplexer, tri-color monitor—\$56,500. Standard stock items—\$13,000. Total for live—\$69,500. Total for network, slides, film, live—\$177,850-\$187,850. Deliveries of live equipment—first quarter 1954.

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These appear to be minimum figures. For example, stations aren't likely to try programming regularly with one live camera chain. Matter of fact, RCA reports it has one order for \$317,000 worth of equipment.

RCA emphasizes orders will be filled on first-come-first-served basis. Since many NBC affiliates jumped gun years ago, frequently giving RCA almost carte blanche on color equipment, chances are NBC affiliates will get lion's share of first deliveries. Network "color clauses" have already been signed by 41 (Vol. 9:25). NBC itself has ordered 20 color chains to equip 5 studios. CBS has already placed an order—exactly how large isn't indicated.

RCA's 16-in. picture tube history, in price and number of units produced, was cited by Dr. C. B. Jolliffe, v.p.-technical director, in color petition (see p. 3) to illustrate expected trend in tri-color tubes. RCA introduced 16-in. tube in mid-1948, made 250,000 in 1949. At end of 1949, a new, shorter 16-in. tube was introduced, selling for about two-thirds price of previous tube. In 1950, 1,250,000 units were built, and price came down to half original price. By end of 1951, rectangular 17-in. had almost supplanted 16-in.; nearly 900,000 of these were made in 1951, and by end of year its price was down to one-third that of original 16-in. These price drops, Dr. Jolliffe said, don't take into account changes in BLS Price Index or 10% excise tax added in 1950.

TV takes down the SRO sign: In New York, Building Service Employees International Union Local 32 bought half-hour on WPIX June 28 to show kinescopes of annual award dinner, held preceding night at Commodore Hotel, which can accommodate only 1200 of union's 38,000 members. In Washington, WMAL-TV set up closed-circuit TV equipment from Constitution Hall to Interior Dept. auditorium so that overflow crowds at Red Cross convention June 24 could see and hear principal address by President Eisenhower.

COMR. GEORGE E. STERLING, an engineer and one of uhf's staunchest protagonists, writes us this week not only to commend our reporting of the developments in that field but also to predict 1000-kv ERP on the uhf in the near future. His June 25 letter tells its own story:

"I have followed with considerable interest your investigations and reports on the establishment and operation of uhf TV stations as they have appeared in *Television Digest*. I commend you for the diligent and thorough analysis and factual reporting you have made of this very important subject. I find myself in substantial agreement with your findings and conclusions. There is no doubt, as you say, 'The program's the thing.' It can be expected that at times as new stations commence operation, there will be difficulties, but I am confident that they will be overcome by the contributions of industry and the elements of competition.

"I am certain too that the day will come in the not too distant future when the Commission will be licensing uhf TV stations for the maximum power of 1-megawatt ERP on the uhf channels in accordance with the Standards. It is gratifying to note the progress that has been made in uhf TV service. As we all know it is the only way many communities can ever have a TV service and further it is the only way additional channels can be added to cities allocated vhf channels.

"I hope you will continue with the same vigor in the future as you have in the past investigating and reporting on the progress of uhf TV service."

BOLSTERING CLAIM that radio is better value than ever, networks this week jointly released "conservative estimate" of 110,000,000 radio sets-in-use as of Jan. 1, 1953. That's increase of 5,000,000 over the 105,000,000 estimated year ago by committee representing research departments of ABC, CBS, MBS & NBC (Vol. 8:5). Increase during 1951 was 9,300,000. During 1952, RTMA figures showed radio sales of about 11,000,000, so that 5,000,000 added to radio count allows reasonable factor of obsolescence.

This year's figures aren't quite compatible with those released in previous years, since some categories have been changed. "Personal portables used outside the home," for instance, have been taken out of "extra sets in the home" category, and sets in taxicabs and trucks have been removed from "radio-equipped cars" and placed in "sets in other places." Latter category includes sets in barracks, dormitories, eating places, hotels, offices, business & service establishments, taxis, trucks and personal portables used outside the home. Here's the tabulation for last 3 years:

	No. of Radio Sets as of Jan. 1		
	1953	1952	1951
Total Radio Homes.....	44,800,000	42,800,000	41,900,000
Extra Sets in Homes.....	30,000,000	34,000,000	30,000,000
Sets in Cars.....	26,200,000	23,500,000	19,100,000
Sets in Other Places.....	9,000,000	5,000,000	5,000,000
Total Sets in Working Order	110,000,000	105,300,000	96,000,000

Westinghouse's KYW-FM, Philadelphia, is going off the air, will turn over its FM transmitter and 576-ft. tower suitable for TV to Delaware Valley Educational TV Corp., applicant for non-commercial Ch. 35. On approval by FCC, new call letters will be assigned to educational applicant for operation of FM station. Equipment is valued at \$90,000. Westinghouse will discontinue operations of its international short-wave station WBOS, Hull, Mass., for International Information Administration, which terminates contract for Voice of America programs June 30. Company announced it expects to transfer much of its WBOS technical force "to positions in the company's expanding TV operations."

Financial & Trade Notes: Optimism about movie industry's future is keynote of annual report of Motion Picture Assn. Hollywood can look forward to rosy future, says pres. Eric Johnston, because: (1) Studios are making better pictures, and good films have never suffered box-office doldrums. (2) More children will reach their teens in next 10 years than ever before, and teen-agers have always been most consistent movie patrons. (3) Drive-in theatres continue to increase, now accounting for 20% of total film boxoffice. (4) Technological advances—3-D & wide-screen—will give industry big lift.

Meanwhile, however, lowered earnings reports of the big film producers, most of them currently curtailing Hollywood production, are epitomized by this week's report from Warner Bros. on operations for 6 months ended Feb. 28: Net profit, \$1,875,000 (37¢ a share) vs. \$3,750,000 (66¢) for corresponding period last year. And film-dom's all-industry Council of Motion Picture Organizations (COMPO) continued campaign for elimination of 20% Federal admission tax (Vol. 9:17) by announcing that movie theatres closed their doors at a rate of 10-a-day during week ended June 13, and that 5452 have gone out of business since 1946, with closing rate constantly accelerating.

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Stromberg-Carlson's own TV-radio stations, WHAM-TV & WHAM, representing an investment of \$2,000,000, have proved "very profitable," said pres. Robert C. Tait in June 22 talk before N. Y. Society of Security Analysts—so much so that: "We have looked at other radio stations because our broadcasting personnel is sufficiently well organized at least to consider the possibility of setting up further operations. But to date we have found none that we felt were reasonably priced. I think most existing stations are selling at too fancy prices when you consider the ultimate competition they will encounter. But whether this [broadcasting] division expands into additional operations elsewhere or not, it appears to have sound future earning power."

Tung-Sol Electric reports sales for year ended May 3 totaled \$39,865,652, net earnings \$2,066,016 after \$3,774,606 Federal taxes, in special financial statement required under terms of underwriting agreement in connection with recent offering of cumulative convertible preferred stock. No comparable figures for preceding year are available.

Davega Stores Corp., for fiscal year ended last March 31, reports sales of \$26,381,686 vs. \$26,309,801 for preceding year. Net income after taxes was \$118,998 (2¢ a share) vs. \$63,228 (2¢). Davega chain comprises 28 stores.

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Microwave to serve community antenna systems, proposed by J. E. Belknap & Associates, Poplar Bluff, Mo., for systems in area, still doesn't satisfy FCC. Commission this week wrote group, asking it to go into all legal and economic ramifications to justify proposal. FCC said it can't tell whether Belknap would be "a vendor of program material rather than a common carrier of communications." It asked for legal discussion of who has property rights in TV station signals, whether permission of originating station is required, whether pickups would violate any state or federal law. It also questioned proposed rates, under which Belknap planned to amortize cost in one year, plus 6% interest. Sounds unreasonable, FCC said. It also said it can't understand how Belknap can justify charging community antenna operators on basis of number of subscribers—since it would cost Belknap same to bring signal to a community "whether your customer has 1 subscriber or 500 subscribers." It asked for reply in 30 days.

PRICE HIKES BY FALL SEEM NEAR-CERTAIN: When retailers gather next week at NARDA's convention in Chicago's Conrad Hilton Hotel, they'll have new problem to wrestle with -- the apparently near-certain prospect of new TV price increases by fall.

Our canvass of major manufacturers this week at Chicago summer marts points clearly to some TV price increases, as result of mounting pressure of parts & labor costs and triggered by recent \$4 a ton steel price hike, which June 26 U.S. News & World Report estimated will add 5¢ to cost of producing each TV set. Here are the results of our queries to major manufacturers on subject:

Admiral: Has already informed distributors and dealers of plans to raise prices this fall. Official said company will hold off as long as possible, but did not see how increase could be deferred beyond September.

Motorola: Price policy will be disclosed July 1 when it introduces new line at Chicago's Palmer House. Until then, officials won't comment.

Philco: Price increases by summer or fall a near-certainty, as result of rise in basic materials. Commented spokesman: "Dealers can buy sets now at lower prices than they will be able to get in the future."

RCA Victor: No price rises now anticipated, but spokesman hastily added: "That should not be taken as a commitment that we will not raise prices, however."

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Amid all the talk about price hikes, dealers were caught betwixt & between. They were afraid to order too much on basis of their present volume, which isn't too high, but were afraid not to order because of prospective price increase. Most took former course, keeping traffic and buying at Chicago very light as result.

There were other reasons for light traffic, which is usually characteristic of summer marts. Major manufacturers -- all except Motorola -- had previously shown their new lines (Vol. 9:23,24) and were busy holding distributor-dealer meetings in various parts of the country this week.

Several other manufacturers, led by GE and Magnavox, did introduce new lines at market -- but they don't set pace. (Details of latest new lines are on p. 14.)

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Marts were characterized by 4 main trends: (1) Resurgence of high-fidelity. (2) Increasing reliance on 21-in. set as "volume" item. (3) Simpler, more classic lines in receiver styles. (4) More extensive use of plastic cabinets.

Of "hi-fi," there was plenty of interest. All majors are now in the field feet first, were eager at Chicago to demonstrate the sonic quality of their models to anyone within earshot. So intense has the competition become that Magnavox, an undisputed leader in sound field for years, called press conference to announce plans to concentrate anew on high-fidelity receivers (see Topics & Trends, p. 14).

No doubt about it -- this is the year of the 21-in. set, as we reported at conclusion of winter markets (Vol. 9:2). Every manufacturer is training his big production guns on 21-in. table models and consoles as reports from old and new markets alike continue to reflect its growing popularity. That doesn't mean no attention was paid to 24-in. models, which many dealers were seeing for first time. But their interest was largely curiosity; few expect 24-in. to be big seller this year.

Frills in cabinet styling appeared to be on way out in favor of simpler and more functional lines, reflecting fact that public is more interested in better pictures than fancy cabinetry at fancy prices. Motorola exec. v.p. Bob Galvin commented that TV cabinets are growing larger each year, whereas radios were getting smaller in trend toward miniaturization, added:

"TV is the busiest piece of equipment in the house. Surveys indicate that the average set is in use 5 hours a day. Future TV styling requires the imagination of architect, decorator and stylist, and a continued program of consumer education."

There was considerable talk of the state of the market, of course. And while many manufacturers were cognizant of growing number of dealers going out of business, not all were wearing worried looks about it. As one of them told us:

"There's a mortality rate in every business. Many of the dealers who are going out of business had no right being in the TV business in the first place. They weren't good businessmen, they knew absolutely nothing about TV and, frankly, we're glad to get rid of them."

We shall undoubtedly hear more on the subject of retail business failures at NARDA convention, from a different vantage point. As an indication of how some dealers feel about it, a special article in June 22 Retailing Daily by H.E. Callaway, pres. of National Assn. of Music Merchants, places blame on manufacturer. He wrote:

"[A] serious problem is the manufacturers' disinterest in price maintenance. Although they may be violently opposed to the publicizing of cut prices, gimmicks, discounts, fictitious trade-ins, give-away aerials and such, they are not in the least concerned over what takes place under the counter or openly on the sales floor. As a result, price-cutting is more rampant now than at any time in the history of TV. With new TV areas opening daily, thereby granting set makers new outlets, I do not see any of them concerned with conditions mentioned above."

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TV production continued its upward swing, totaling 122,279 (13,313 private label) week ended June 19, up from 115,469 preceding week and 97,920 week ended June 5. It was year's 24th week and compared with 80,731 corresponding 1952 week.

Radio production also picked up, totaling 271,274 (137,999 private), increase from 261,609 week ended June 12 and 270,398 week before. Week's radios: 66,481 home sets, 60,004 portable, 22,457 clock, 122,331 auto.

Trade Personals: Martin Silver has resigned as mgr. of transmitter div., Federal Telephone & Radio Corp., to become v.p. & managing director of new WTVU, Scranton, Pa. (Ch. 73), due to begin in July; he's succeeded by Gordon Knight, ex-RCA, recently asst. to IT&T pres. Wm. Harrison . . . Gordon G. Hoit, v.p. in charge of finance, elected Stromberg-Carlson exec. v.p.; Charles Pritchard promoted to treas., succeeding Wm. W. Heitzel, retired . . . Dr. Thomas T. Goldsmith, DuMont research director, left June 22 to participate in International Cruiser Race, a predicted log race, from Poulsbo, Wash. to Vancouver, B.C., as crewman aboard 35-ft. *Alida* . . . Philip J. Herbst, technical administrator for standard products engineering at Camden, promoted to head of communications engineering section, RCA Victor engineering products dept. under chief engineer M. C. Batsel . . . G. Harold Metz, ex-personnel mgr., RCA Service Co., named personnel director, RCA Victor, replacing John M. Clifford, now NBC personnel v.p.; Metz is succeeded by Joseph F. Murray, ex-mgr., RCA Service Co. wage & salary administration and services . . . Inwood Smith has resigned as asst. to Crosley gen. mgr. to become a manufacturers' representative . . . Stanley L. Abrams, Emerson director of purchases, promoted to director of material div. . . Donald M. Crawford, ex-treas., Duplan of Canada Ltd., appointed coordinator for RCA International Div. associated companies . . . Roger Somerville, ex-Fairchild Recording, Reeves Instrument and Emerson, joins CBS-Columbia Inc. as mechanical project engineer on govt. assignments . . . Dr. Waldo H. Kliever elected v.p. & director of instrument development, Clevite-Brush Development Co. . . S. M. Fassler, ex-adv. mgr., GE TV-radio dept., Syracuse, transferred to Bridgeport as adv. mgr. of small appliance div., succeeding Paul A. Wassmansdorf, who becomes adv. mgr. of major appliance div., Louisville, replacing John Porter . . . Edward K. Curry, ex-Oregon sales mgr., named Hoffman Radio Denver field rep . . . Charles A. Dickinson appointed Sylvania TV-radio sales mgr. for northwestern states . . . John McGranaghan, from Schenectady, ap-

pointed St. Louis area sales mgr., GE replacement tube sales; Donald G. Reik, from Cleveland office, named Washington, D. C. area sales mgr. . . C. D. (Jim) Pitts named asst. to David Bain on RCA broadcast equipment sales in Washington . . . Maury R. Jungman appointed distributor sales mgr., Brach div., General Bronze Corp., handling expanded jobber program on antennas; he succeeds Jerome Berger, now national TV accounts sales mgr. . . Abraham G. Kalstein promoted to asst. chief engineer, Aerovox; J. Harvey Pickett named chief engineer of capacitor div. . . Jacob J. Repetto promoted to asst. sales mgr., Clarostat . . . Gordon D. Ferrell named Erie Resistor Corp. personnel director, succeeded as employment mgr. by Richard F. Paulsen . . . Ralph Stubbe, ex-Hoffman Radio, Westinghouse & Hazeltine, named asst. chief engineer, General Instrument Corp., in line with plans to expand uhf tuner & converter production . . . C. R. Hammond and O. P. Susmeyan appointed asst. v.p.'s of Raytheon receiving tube div.; W. M. Thompson asst. v.p. power tube div.

Strike against DuMont Labs whenever union finds it "necessary, appropriate and unavoidable" was authorized this week by members of Local 420, IUE, after rejecting offer of 4¢ hourly wage increase, retroactive to March 4, or non-retroactive increase of 6¢. Union had asked for 18¢ boost. On another labor front, 4400 employes of Stromberg-Carlson got 5¢ hourly wage increase, plus 3 weeks paid vacation after 10 years of service, under new 2-year contract, which also continues "escalator" clause tying pay hikes or cuts to cost-of-living index.

Vacancy on RCA board of directors occurs with President Eisenhower's appointment of Lewis L. Strauss, New York banker and rear admiral in USN reserve, as chairman of Atomic Energy Commission on which he served as member until 1950. Next RCA board meeting is July 10.

William E. O'Connor, 66, founder and pres. of Southern Wholesalers, Inc., RCA Victor's distributor in Washington, D. C., died June 25 at Georgetown U Hospital.

Topics & Trends of TV Trade: Magnavox hit back hard this week at growing competition in high-fidelity field—pres. Frank Freimann calling press conference during Chicago marts June 22 to unveil and demonstrate its new high-fidelity TVs and radio-phonograph and to announce that Magnavox will make determined effort to regain its pre-eminent position in sound, even if necessary at expense of placing less emphasis on TV.

Noting recent tremendous upsurge in “hi-fi” among TV-radio manufacturers—nearly all makers having introduced some form of it in lines so far—Freimann asserted Magnavox had earned its reputation in high-fidelity and wasn’t going to abdicate it, even in face of challenging competition from the Big 3 TV-radio manufacturers. He hinted, too, that many rival claims for hi-fi were strictly synthetic—though he named no names.

As one who master-minded installation of the sound system at New York World Fair in 1933, Freimann spoke with obvious pride as he introduced new “Magnasonic” console, a 4-speaker mahogany phonograph listing at \$198, which he described as “the culmination of more than 40 years of research and development in the field of sound dating from the invention of the electrodynamic loud-speaker by our concern in 1915.” Then he added:

“This will faithfully reproduce sound comparable to the range of the human ear, or 12,000 sound waves per second. This makes it possible for the average consumer to receive the full recording range of high-fidelity records and compares with the range of 5000 cycles per second reproduced by mass-market commercial sets.”

Magnavox also introduced 3 new TV sets which incorporate high-fidelity sound, with 10-watt power and 2 large speakers mounted coaxially in cabinet. In addition, its 27-in. set uses a 5-in. speaker with high-frequency sound diffuser.

New models were 24-in. open-face mahogany console \$475, blonde \$495; 24-in. open-face antique fruitwood console \$495, blonde or mahogany \$495; 27-in. full-door mahogany console \$695. Carried over were 21-in. mahogany table model \$290, oak \$300; 21-in. open-face mahogany console \$340, oak \$360; 21-in. full-door mahogany console \$435, French provincial \$445; half-door mahogany, oak & walnut \$495 & \$575; 27-in. full-door blonde \$595.

Magnavox was only one of several manufacturers which showed new lines or additions at Chicago this week. For others, see below.

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Olympic Radio unwrapped 17 TVs, ranging from 17-in. plastic table model at \$180 to 21-in. limed oak combination at \$480. Line is confined to 17 & 21-in. models, all sets being available with 82-channel “Twin Rocket” continuous tuner, optional at \$50 extra. In addition, Olympic introduced mahogany-top AM-phono combination at \$100.

Pacific Mercury showed 11 models, ranging from 17-in. walnut table model at \$170 to 21-in. blonde combination at \$530. Being prepared for production in August is 27-in. combination, said pres. Joseph Benaron. He also disclosed plans to expand distribution to east coast through appointment of exclusive franchised dealers.

Bendix Radio made big pitch at Chicago markets with four 17 & 21-in. coin-operated sets, unpriced as yet, but which will probably sell for \$35 or \$40 more than same-size standard sets. Bendix officials say they foresee a large market for this item, based on pre-production surveys and high interest at Chicago.

Arvin’s 40-model line ranges from 17-in. mahogany marlite table model at \$200 to 27-in. full-door mahogany console, with aluminized tube, at \$700. Line encompasses screen sizes from 17-in. to 27-in., including first 24-in. sets. Optional all-channel tuners are available at \$50 extra.

GENERAL ELECTRIC’S new 24-model line features G’ new “EE” chassis, which it contends is twice as powerful as any used in previous GE lines, plus improved picture detail. Other talking points include aluminized tubes on top-end models, built-in uhf antennas, special blanking circuit to suppress trace lines, darkened safety glass and all-channel tuner featuring click tuning to 3 most frequently used uhf channels in any given area. Full line:

Black Daylite Series: 17-in. mahogany plastic table model \$180, leatherette \$200, mahogany wood finish \$270; 21-in. ebony plastic table model \$240, mahogany plastic \$260, blonde wood finish \$290, mahogany finish \$300.

Black Daylite De Luxe: 21-in. mahogany plastic table \$290; 21-in. open-face mahogany wood console \$350 & \$375, blonde \$365; 21-in. half-door mahogany wood console \$400, blonde \$420.

Ultra-Vision: 21-in. mahogany wood table model \$330, blonde \$350; 21-in. open-face mahogany wood console \$400 & \$420, cherry or blonde \$420; 21-in. half-door mahogany wood console \$460, cherry \$470; 21-in. full-door mahogany wood console \$490, cherry or blonde \$490.

Also introduced were 10 new clock radios ranging from \$27 to \$50, eight new table models from \$18 to \$70.

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Distributor Notes: RCA Victor Distributing Corp., Detroit, will temporarily service dealers in Michigan territory formerly served by Morley Bros., Saginaw, which dropped line last week (Vol. 8:25) . . . David Kaufman’s Sons Inc., Baltimore, drops Zenith franchise “because of differences in merchandising policies,” according to pres. Edgar Kaufman . . . Peninsular Distributing Co., Detroit, gives up Crosley line, replaced by George L. Johnston Co. (Jack M. Barager, gen. mgr.); Seattle factory branch appoints J. Ralph Slonaker sales mgr. . . . Billings Wholesale Co., Fresno, Cal. (Admiral) appoints Allan B. Pontius, ex-Leo J. Meyberg Co. (RCA), as gen. mgr. . . . DuMont appoints Emery Waterhouse Co., Portland, Me. (C. Hildreth, pres.); Specialties Distributing Co., Detroit (DuMont) promotes Louis E. Winn to gen. sales mgr. . . . Sylvania appoints Taylor’s Inc., Dallas (L. M. Taylor, pres.) . . . Hoffman Radio appoints newly-formed Carter-McIlroy-Johnson Inc., 3900 50th St. NE, Seattle (E. S. Carter, pres.) . . . CBS-Columbia Distributors Inc., New York, appoints Ben Z. Kaplan, ex-IT&T Distributing Corp., as adv. mgr., and Gilbert Hoffman, ex-Motorola New York, as controller . . . Bendix Radio names J. H. S. Distributing Co., Atlanta (James Simpson, pres.) . . . John G. Gaines & Co., Kansas City (Hallcrafters) moves to 3006 Holmes St. . . . Raytheon appoints Graybar, San Diego . . . Gross Distributing Corp., Newark (Stromberg-Carlson) opens East Orange, N. J. branch . . . CBS-Columbia appoints Crenshaw-Baine Co., Little Rock.

Capehart-Farnsworth unveiled 12 new TV sets ranging from 17-in. blonde plastic table model at \$240 to 21-in. blonde table at \$330. Optional all-channel tuning is \$50 extra. Pres. Fred D. Wilson said Capehart plans to increase TV-radio production in last half of year by 10-12% over last 6 months of 1952, added that about 40% of third-quarter production will be devoted to sets incorporating uhf tuning.

Sonora unveiled 4 TVs, 5 radios. All TVs were table models, in 17 & 21-in.—from mahogany pyroxylin at \$170 to blonde pyroxylin at \$210, with optional all-channel tuner available at \$40 extra. Radios, all 6-tube, ranged from \$40 to \$85.

Gotham Television Corp., 123 W. 64th St., New York, small private-label manufacturer, has filed Chapter XI bankruptcy petition, showing liabilities of \$161,170 (\$136,143 taxes) and assets of \$30,616. It’s proposed to pay unsecured creditors 15% over 24 months.

Merchandising Notes: TV in the kitchen is feature of new "coronation" home exhibited at National Home Show in Hollywood, in which remote-control set is built cater-cornered into wall, with aim of making kitchen the gathering place of family . . . **Output of blonde TV cabinets** is up nearly 100% over last year, said Motorola exec. v.p. Robert W. Galvin in address before Home Fashions League and Society of Industrial Designers June 23 . . . Westinghouse introduces new line to distributors July 8 on 33-city closed circuit telecast originating from WNBT, New York; program will feature NBC's Ben Grauer and sportscaster Herman Hickman, latter in connection with Westinghouse's pro football sponsorship on DuMont this fall . . . **Raytheon** shows its new 1954 line July 30 at Chicago's Edgewater Beach Hotel, having already introduced supplementary summer line (Vol. 9:19) . . . **Majestic Radio** introduces 3 new 24-in. consoles and 21-in. combination at NAMM show in Chicago July 13-16 . . . **CBS-Columbia** increased discounts by 3% on its four 21-in. table models (Vol. 9:25), with markup to be divided equally between distributors and dealers . . . **Muntz TV Inc.** enters air conditioner field, ships first units July 1—half-ton unit listing at \$230, three-quarter ton at \$270 . . . **Phillip's**, big 4-store Washington TV-appliance chain, went out of business June 20 after insurance company covering large creditors rejected Chapter XI plan to pay unsecured creditors 20% . . . **Los Angeles area TV sales** totaled 16,502 in May, lowest monthly figure in 2 years, bringing total sets-in-use to 1,595,877 as of May 31, according to Los Angeles Electrical League . . . **American Furniture Mart** votes to establish new annual mid-season market, to be held Oct. 19-26 this year; dates of subsequent markets will be determined each year.

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National Electronic Distributors Assn. was given until July 15 to answer complaint of Federal Trade Commission charging it with conspiracy to create monopoly in sale of TV-radio-electronics parts (Vol. 9:16)—trial examiner Frank Hier setting hearing date of Aug. 3 after granting half of 6-point motion for bill of particulars filed by NEDA earlier this month (Vol. 9:24). Hier ordered FTC to specify what "arbitrary rules and standards" NEDA used to restrict membership and what "other preferences" its members gave to manufacturers who refused to sell to non-members. He denied NEDA's request for further information on which members were aided by NEDA in allegedly violating FTC rules or the instances or dates of the alleged violations.

Though it has all-channel tuner in new line (Vol. 9:24), **Zenith** still hasn't forsaken strips, defends latter as most economical method of uhf conversion in one or 2-channel markets. That defense came from sales official who told us at Chicago mart that decision to incorporate all-channel tuning was "simply a result of trying to satisfy the greatest number of people." Zenith also belatedly added 2 sets to line: 17-in. table model in maroon pyroxylin at \$180; 21-in. mahogany table model at \$300, blonde \$310. It also reduced price of its 17-in. "Gladstone" mahogany table model from \$230 to \$220, 17-in. "Bancroft" blonde table model from \$240 to \$230.

TV and radio were credited with stimulating interest in classical music to such an extent that phonograph record sales this year will be well above the \$200,000,000 annual volume last year. This was word from Emanuel Sacks, RCA Victor record dept. v.p., addressing meeting of company's overseas distributors this week in Camden. Other factors in boom cited by Sacks include availability of holiday, industrial and special occasion music, plus jump in number of players in use since 1946 from 8,000,000 to 24,000,000.

Electronics Reports: In event of a sneak attack, would electronics industry be able to maintain vital production and deliveries? That question is getting considerable study by mobilization officials. Govt. plans to form task group from electronics industry to map out coordinated post-attack program. Similar groups are being organized in other industries. Among measures which can be taken by individual plants, according to director Donald S. Parris of NPA Electronics Div., are such preventive actions as dispersal of key plants and departments; deconcentration of production so that a single vital item may be made in any of several plants; plans for storage of "reserve stocks" of important raw materials and items; pre-planning for reconstruction and procurement of key items after attack. Information on electronics industry post-attack program may be obtained from Parris.

Haraden Pratt, one of communications industry's top engineers, stepped down this week after nearly 2 years as Telecommunications Advisor to the President (Vol. 7:31). The former v.p. of American Cable & Radio Co. and director of IT&T's Federal manufacturing and lab subsidiaries, says he has no plans until fall. President Eisenhower, accepting Pratt's resignation, hailed his "signal contribution" in dealing with nation's complex telecommunications problems, as he turned functions of Pratt's office—along with staff of 35—over to ODM, where director Arthur C. Flemming is expected to name new chief with duties somewhat similar to those of Pratt, but on a more limited basis.

New electron gun providing greater concentration of electrons and smaller spot is now being used in National Union's 24-in. picture tubes. Said to improve contrast, small-area detail and brilliance, it will eventually be incorporated in all of NU's picture tubes. New gun is said to produce "over-all apparent brightness which is comparable to that of tubes having an aluminized screen."

NPA dies next Tuesday, June 30. Much of Electronics Div. staff, under Donald S. Parris, is expected to be incorporated into a new Commerce Dept. electronics div.—but Congress hasn't yet appropriated funds for Commerce Dept. reorganization.



RTMA started preparations this week on 3 expansion moves authorized by annual convention last week (Vol. 9:25): (1) Establishment of regional office in Los Angeles. (2) Enlargement of engineering office in New York. (3) Appointment of mgr. of new export dept. (4) Creation of gov't. relations dept., which will report directly to electronics industry committee.

Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each *full-service* subscriber, including newly enlarged 43x31-in. map insert. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.

Eight applications for new TV stations were filed with FCC this week. With 6 applications dismissed this week, total pending comes to exactly 600. Week's applications included 2 for Irwin, Pa., Ch. 4, one by group headed by Edward J. Hirshberg, gen. mgr. of AM stations in McKeesport & Kittanning, Pa. and Weirton, W. Va.; the other by group led by theatre owner Scott Fink. Other applications were for Brockton, Mass., Ch. 62, by clothing manufacturer Harry E. Franks; Grand Rapids, Mich., Ch. 23, by theatre operators John D. Locks & Howard W. Freck, et al.; High Point, N. C., Ch. 6, by *High Point Enterprise*; Valley City, N. D., Ch. 4, by KSJB-TV & KSJB, Minot, N. D. (John Boler); Toledo, Ch. 11, by group including Hulbert & David Taft (WKRC-TV, Cincinnati, & WTVN, Columbus); Orangeburg, S. C., Ch. 44, by local WTND. [For further details about these applications, see *TV Addenda 16-Y* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Purchase of KDYL-TV & KDYL by Time Inc. (Vol. 9:14) was approved by FCC June 25, Comr. Henneck not participating. Sidney Fox group will be paid \$2,100,000 for the Salt Lake City properties, including assets totaling about \$720,000. G. Bennett Larson, ex-WPIX mgr., native of Salt Lake, will assume management of the stations, will become 25% stockholder in operating company. Staff will remain virtually same, with Mr. Fox continuing in consulting capacity for 2 years at \$40,000 salary and \$10,000 expenses per year. It's *Time-Life* group's second purchase; early in 1952. they bought KOB-TV with KOB, Albuquerque, N. M., for \$900,000, then sold half interest in operating company to resigned FCC chairman Wayne Coy, who became mgr. FCC this week also approved sales of WSGN, Birmingham, along with CP for WSGN-TV (Ch. 42), to Jemison Bcstg. Co. for \$375,000; this sale results from Birmingham News Co.'s acquisition of WAFM-TV (Ch. 13) with WAPI (Vol. 9:15, 24).

Novelist Erskine Caldwell acquires control of Catalina Broadcasting Co., operating KCNA, Tucson, Ariz., holder of CP for KCNA-TV (Ch. 9), with FCC approval this week of his purchase for \$39,148 of the stock held by Wm. H. Johnson, 13.66%; Wm. A. Small, 16.1%; Clare Ellinwood 14.04%. Mr. Caldwell, president of company, already held 32.8%. Although Tucson already has one TV station in operation, KOPO-TV (Ch. 13), and another promised for next September, KVOA-TV (Ch. 4), KCNA mgr. Wayne Sanders has reported that KCNA-TV expects to get on air next Dec. 18 (Vol. 9:17).

Way was cleared for Storer acquisition of San Antonio's KABC (AM) for \$700,000 as adjunct to KEYL-TV by sale this week, through Howard Stark brokerage office, of Storer-owned WMMN, Fairmount, W. Va. That means Storer group now comprises allowable limit of 5 TV stations, each with AM adjunct, plus 50-kw AMs WWVA, Wheeling, W. Va. and WGBS, Miami. making allowable limit of 7 AM stations. Buyer of WMMN, CBS outlet with 5-kw on 920 kc, paying \$350,000 cash, was Peoples Broadcasting Co., subsidiary of Farm Bureau Automobile Insurance Co., of Columbus, also operator of AMs WOL, Washington; WTTM, Trenton; WRFD, Columbus.

Involuntary bankruptcy petition was filed this week against Preview Television Corp., 80 E. Jackson Blvd., Chicago, distributor of "Previewer" device which gives prospective customer free 4-minute peek at programs on coin-operated TV sets (Vol. 8:40). Petition charges liabilities of more than \$150,000, assets of \$50,000 or less. "Previewer" is intended for use in motels, hotels, etc., and has been manufactured by Transvision Inc., New Rochelle, N. Y., under contract with Preview Corp.

Network TV-Radio Billings

May 1953 and January-May 1953

(For April report see *Television Digest*, Vol. 9:22)

NBC-TV REGAINED lead over CBS-TV in May network billings, after losing it for first time in April, according to Publishers Information Bureau's monthly report released this week. NBC-TV's May billings (network only) attained record high of \$8,026,635, while CBS-TV stood at \$7,622,432, ABC-TV \$1,813,985, DuMont \$864,870. Aggregate May billings of \$18,327,922 compared with \$14,704,722 in May 1952; cumulative Jan.-thru-May billings were \$87,530,742 vs. \$75,406,278 for same 1952 period.

Radio continued to hold up well, May network billings aggregating \$14,013,531 vs. \$13,970,339 in May 1952. Aggregate Jan.-thru-May billings ran \$69,352,063, down only slightly from \$70,519,200 for same 1952 months. CBS continued easy leader, with \$5,304,211 as against NBC's \$4,141,070, ABC's \$2,593,923, MBS's \$1,974,327. The detailed PIB figures:

	NETWORK TELEVISION			
	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
NBC	\$ 8,026,635	\$ 6,822,982	\$37,871,123	\$35,162,947
CBS	7,622,432	5,602,634	36,806,449	27,065,274
ABC	1,813,985	1,504,043	8,268,952	9,437,783
DuMont	864,870	775,063	4,584,218	3,740,274
Total	\$18,327,922	\$14,704,722	\$87,530,742	\$75,406,278

	NETWORK RADIO			
	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
CBS	\$ 5,304,211	\$ 4,963,794	\$26,009,035	\$25,011,175
NBC	4,141,070	3,861,882	20,753,318	20,475,920
ABC	2,593,923	3,323,092	13,242,116	16,402,402
MBS	1,974,327	1,821,571	9,347,594	8,629,703
Total	\$14,013,531	\$13,970,339	\$69,352,063	\$70,519,200

	NETWORK TELEVISION—January-May 1953				
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,526,760	17,756,936
May	1,813,985	7,622,432	864,870	8,026,635	18,327,922
Total	\$ 8,268,952	\$36,806,449	\$ 4,584,218	\$37,871,123	\$87,530,742

	NETWORK RADIO—January-May 1953				Total
	ABC	CBS	MBS	NBC	
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360*	1,974,699	4,342,082	14,640,685*
Apr.	2,637,364	5,351,971*	1,974,359	4,196,009	14,159,703*
May	2,593,923	5,304,211	1,974,327	4,141,070	14,013,531
Total	\$13,242,116	\$26,009,035	\$ 9,347,594	\$20,753,318	\$69,352,063

* Revised as of June 23, 1953.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index for comparisons & trends.

Patent on method of making video tape recordings has been applied for by Melvor Parker, engineer with FCC's TV div. Unlike other proposed TV recorders, says Parker, his device requires no fast-moving parts, makes possible compact, easily-stored recordings. It uses tape 10-in. wide, resembling piano roll. Moving at 3-in. per second, it could convey same information as 1-in. tape moving 300-in. per second. Same methods can be used for audio recording, he says, enabling radio station to record 24 hours of programming on easily stored roll size of piano roll. Another possibility would be high-definition kine-scope recordings, using 10-in. film in place of tape. He estimates recording unit need not be much wider than tape itself, and other dimensions can be equally compact. Since Parker did not develop device in course of his gov't. duties, he is entitled to apply for "non-fee patent," which gives Gov't. non-exclusive rights to the development, all other patent rights resting with inventor.