

L. Brown

# Television Digest

with **ELECTRONICS REPORTS**

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**QUICKENING PACE OF COLOR TV ACTIVITY:** Commercial availability of tri-color tubes was announced by RCA Dec. 30 when it disclosed that in Nov. it had converted entire black-&-white facilities and personnel of huge Lancaster, Pa. plant to color tubes. First tube is 15-in. planar-mask type (model 15GP22) which RCA has been sampling to its customers for some time. Larger sizes probably aren't too far off.

Price wasn't announced, though it may be given out next week -- and thereon will depend to large extent the price of color receivers. Nor did RCA indicate rate of production -- though it's fair to assume it's well ahead of the 2000-a-month RCA said it would produce 6-9 months after FCC decision (Vol. 9:26).

Tube prices historically have always been high on developmental models, then come down as commercial production starts. Hence it's reasonable to assume price will be lower than the \$200 RCA has charged for samples supplied its customers up to now, but higher than the \$125 recently announced by CBS-Hytron (Vol. 9:47). Good guess is about half-way between. Big cost factor is high rejection rate at factory -- about 50%, as compared with 10-15% for mass-produced black-&-white.

All RCA black-&-white tubes are now made at its Marion, Ind. plant. Widely published newsphotos of Lancaster assembly line this week tend to lend credence to trade scuttlebutt that RCA began stockpiling color tubes even before FCC decision, which indicates it may be looking forward to market for even more than the 200,000 outside figure "guesstimated" by industry leaders for all of this year.

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RCA announcement climaxed preparations of manufacturers for winter marts in Chicago Jan. 4-15, where apparently every set maker who can will show what he has.

To feed color sets at marts, RCA and some others are aiming to bring programs from New York via microwave. Motorola will give first public demonstration of its flying-spot scanner for 16mm color film, feeding color and black-&-white receivers. Hazeltine has set up flying-spot scanner in its Chicago labs, will deliver pictures of slides to Admiral, perhaps others, via AT&T circuits. DuMont has shipped color equipment from its New York experimental uhf station, will use its new "Colorvision" scanner to display slides on 2 color sets in Chicago.

After seeing color sets at marts, dealers will get together with the manufacturers at NARDA convention Jan. 12 at Chicago's Conrad Hilton for panel discussion on what comes next. For subjects and panelists, see p. 13.

Manufacturers are using all media, meanwhile, to inform public about costs, availability, etc. of color sets. A natural, of course, is TV itself. After FCC decision, RCA and CBS took to air immediately, putting top executives before the cameras. This week, more joined in, including Westinghouse and Motorola -- both of which had excellent presentations. On Jan. 14, DuMont will use "What's the Story" program for purpose, with panel comprising Kenneth B. Willson, pres. of National Better Business Bureau, Dr. Allen B. DuMont, Dr. T.T. Goldsmith.

Admiral was first major manufacturer to set price on color set -- \$1175. Its pres. Ross Siragusa reiterated expectations of producing 30,000 of the 200,000 he estimates industry will build in 1954. He predicted that the industry will produce 21-24-in. color sets to sell for \$600 within 5-6 years.

Sylvania announced start of pilot production at Buffalo plant, and TV-radio gen. mgr. John K. McDonough said he hopes to have saleable quantities of sets in hands of distributors by March 1. First color service school for Sylvania's 18 district service managers will be conducted in Buffalo, starting Jan. 8.

More manufacturers announced color shipments to distributors in time for the Jan. 1 Tournament of Roses parade colorcast. There's no change in the city-station lineup from list published here last week (Vol. 9:52).

New circuits for use with Lawrence tube were demonstrated to patent licensees by Hazeltine last week, sessions continuing this week and next. Method of "processing" signal, says research v.p. Arthur V. Loughren, permits Lawrence tube itself to act as decoder -- offering potentially simpler and cheaper production.

New method doesn't produce quite as good a picture as mask-type tube with conventional circuits, Loughren says, but he believes more work will bring results just as good. Advantages in cost, he adds, should be particularly evident in pictures of same size -- because cost of set with larger mask-type tube is likely to rise sharply. But, he adds, it's up to set makers to judge value of new techniques.

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Summing up job of color production, while fending off impatient distributors clamoring for sets, a leading tycoon told us this:

"Color is still in the engineering stage and won't reach the production line for at least 6 months. We're making a few hundred sets for loan and demonstration, but that's all. By mid-July, our tooling should be complete, and by end of 1954 we will have 21-in. color sets, with tubes available not only from RCA but a lot of other companies." Sets recently built, he said, "are already outmoded."

**COMMISSION'S 1953 RECORD—346 GRANTS:** FCC closed old year with 2 TV CPs and one initial decision, for total of 346 TV grants in 1953 -- about double the 175 in 1952.

This week's grants: Alexandria, La., KALB, Ch. 5; Erie, Pa., Commodore Perry Bestg. Service, Ch. 66, final decision. Initial decision favored WKDN, Camden, N.J., for Ch. 17 (allocated to Philadelphia) after competing applicant WJMJ dropped out.

Alexandria grantee's owners interlock with grantees KPLC-TV, Lake Charles, La. (Ch. 7); WSLI-TV, Jackson, Miss. (Ch. 12), and applicant KRMD, Shreveport, La., one of 3 applicants now temporarily combined in operation of interim KSLA (Ch. 12). Grant resulted when KALB agreed to let competing KSYL buy 49% of grantee.

Other mergers and dropouts this week, paving way for early grants: Perkins Bros. dismissed application for Sioux City's Ch. 4, leaving KCOM as sole applicant, in return for option to buy 50% of grant. KXOB, Stockton, Cal. petitioned to withdraw from Ch. 13 hearing with Radio Diablo (TV maker H.L. Hoffman) under option permitting owners Theodore & Joseph Gamble to purchase part of grantee. Also dropping out was Lorain (O.) Journal, leaving WEOL, Elyria only applicant for Ch. 31.

Attacking Commission's haste in scheduling Jan. 8 hearing to sniff out a possible "strike" application in connection with merger of applicants for Buffalo's Ch. 2 (Vol. 9:50), Buffalo's sole uhf station WBUF-TV (since WBES-TV went off air, Vol. 9:51) this week petitioned to intervene in proceedings. WBUF-TV didn't say it would file for Ch. 2, but said the combined applicants, if granted, would provide stiffer competition than a non-AM non-newspaper grantee might -- and added that it had relied on FCC policies which led it to expect longer time to get uhf established before more vhf competition opened up.

In other petitions, Engineer Frank K. Spain, Tupelo, Miss. asked addition of Ch. 9 to Tupelo by substituting 11 for 9 in Jackson, Miss.; KALE, Richland, Wash. asked FCC to shift Ch. 3 from Lewiston, Ida. to Richland.

FCC called another grantee on carpet this week, told KAGR-TV, Yuba City, Cal. (Ch. 52) it isn't convinced it deserves additional time to build.

**ON-AIR TOTAL 356, CLOSE TO ONE-A-DAY:** Only 3 new starters to report as we went to press Thu. afternoon, Dec. 31 -- with remote chance a few more might get going before week is out. For example, Michigan State College's WKAR-TV, Lansing (Ch. 60) was striving desperately to be ready to carry Rose Bowl game Jan. 1, but prospect at this writing seemed dim. And WBTM-TV, Danville, Va. (Ch. 24) was still hoping for New Year's Eve debut, with possibly better chance of making it.

Year thus ends with 356 stations on air commercially or with test patterns, 234 of them vhf, 122 uhf. In other words, 231 starters this year. Of these, 145 got on air in the 153 days since Aug. 1 when we predicted one-a-day for rest of year.

WFBC-TV, Greenville, S.C. (Ch. 4), call letters changed from originally assigned WGCT, began testing 25-kw RCA transmitter (100-kw ERP) on Dec. 26, second station in city -- other being WGVL (Ch. 23) which started last July 15. Telegram from gen. mgr. B.T. (Bevo) Whitmire reports "beautiful coverage of Carolinas and parts of Georgia and Virginia." Tower and 6-bay antenna on Paris Mt. give radiation from 1204 ft. above average terrain. Station is result of 3-way merger, whereby radio WMRC is sold to WAKE. Robert A. Jolley's Textile Bcstg. Co. holds 39% of new operating firm, Roger Peace's Greenville News-Piedmont (WFBC), 39%; Alester G. Furman Jr.'s Carolina Television Inc., 22%. WFBC-TV goes commercial Jan. 1 as NBC primary and with \$325 base rate. Rep is Weed.

KHOL-TV, Kearney, Neb. (Ch. 13), about 125 mi. west of Lincoln and opening up new TV area, began testing Xmas eve with 5-kw GE transmitter and 500-ft. Stainless tower. It's owned by local group headed by Dr. F. Wayne Brewster, has Duane Watts, ex-KHAS, Hastings, Neb. as gen. mgr.; Jack Gilbert, ex-WTTV, Bloomington, Ind., program mgr.; Jack Lewis, ex-KGFW, Kearney, chief engineer. It expects AT&T interconnection for CBS & DuMont service by Feb. 1. Base rate is \$200. Rep is Meeker.

WCOC-TV, Meridian, Miss. (Ch. 30), on the coaxial route between Birmingham and Jackson, Miss. but planning no network interconnection, has begun interim test patterns, reports owner-mgr. Withers Gavin, and will begin testing with full 252-kw ERP from 12-kw GE transmitter shortly. It starts just 3 months after vhf WTOK-TV (Ch. 11) got under way in same community (Vol. 9:40). Mr. Gavin also owns radio WJQS, Jackson, and AMS in Macon, Miss. & Columbus, Miss.; he also publishes religious weekly Clarke County Tribune, Quitman, Miss. TV rate is \$150, no rep.

Note: Canadian Broadcasting Corp.'s second Montreal station CBMT (Ch. 6) did not make it last weekend, as expected (Vol. 9:52), is still waiting for antenna.

**DuMONT TAKES OVER KANSAS CITY UHF:** DuMont became first network to go into uhf when it acquired Kansas City's KCTY (Ch. 25) from uhf pioneer Herbert Mayer's Empire Coil Co. at 12:01 a.m. New Year's Day. DuMont already owns 3 vhf.

Transaction came suddenly, was first broached on Dec. 29, approved by FCC at special meeting Dec. 31. DuMont took over all equipment, full 5-year lease on real estate as well as station's obligations, for nominal cash payment of \$1. Station is well-equipped, even to remote unit, has specialized in local originations, cost its owners some \$750,000 to date in equipment, property and operating losses.

DuMont immediately dispatched Donald McGannon, its asst. director of broadcasting, to supervise the changeover, announced acquisition will put "DuMont network, research & manufacturing divisions in a position to study at firsthand the problems, both financial and commercial, faced by [uhf] station owners." KCTY staff will be retained intact, at least for time being.

Network will funnel 21 of its shows to station weekly, plans to begin large-scale campaign to add to the claimed 60-70,000 uhf-equipped sets in area. It's also understood the station will get first 15-kw DuMont uhf transmitter, when available (it now has RCA 1-kw).

Coincidental with transfer, Empire Coil dropped its CPs for uhf KDEN, Denver (Ch. 26) and WNES, Indianapolis (Ch. 67), telling FCC that building them "would be fraught with virtually insurmountable conversion problems and heavy monetary losses."

Empire Coil Co., a major TV-radio component manufacturer, pioneered both vhf & uhf. A newcomer to broadcasting, its pres. Herbert Mayer first applied for several TV station in 1947, while many old-line radio broadcasters eyed it askance. He

began operation of WXEL, Cleveland (Ch. 9) late in 1949, and has been consistently very successful. Then, in Sept. 1952, he opened world's first commercial uhf outlet, Ch. 27 KPTV in TV-less Portland, Ore., having purchased RCA's prototype Bridgeport experimental uhf equipment. This also has been highly profitable operation -- in fact, is regarded by many as showcase of what uhf can do if it's first in its area.

Kansas City was his second uhf venture, his first under the gun of vhf competition. When KCTV went on air last June, only other station there was pre-freeze WDAF-TV, and other vhf applicants appeared to be headed for endless FCC hearings. But mergers and dropouts quickly resulted in 3 more vhf rivals -- shared-time WHB-TV, KMBC-TV and KCMO-TV -- who were able to grab off most of local business because of vhf's greater coverage in heavily vhf-saturated Kansas City.

Vast efforts and funds were poured into uhf station in attempt to gain foothold, but within a month it was evident public wasn't willing to convert fast enough when it could get programs of 3 networks on vhf (KCTV had DuMont). KCTV went on the market, first at \$750,000, then \$400,000, finally \$300,000. There were no takers at any price -- nobody even willing to name his own figure.

Mayer considered going off air and salvaging what he could from sale of his equipment and property -- which would have been better deal financially than DuMont transaction -- but decided such a move would have depressing effect on uhf.

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Another uhf CP was dropped this week -- KICU, Salinas, Cal. (Ch. 28), making 38 grants surrendered during 1953. In letter to the FCC, half owner Grant Wrathall blamed "network disinterest" (in capital letters). He added: "Until TV programs on magnetic tape are available at moderate cost and free from the throttling monopoly of networks and strategic vhf stations, [uhf] is virtually doomed in small cities." He also blamed "superpower grants" to San Francisco stations (75 mi. away) and high cost of interconnection, which he said was \$5400 a month from San Francisco.

Wrathall also has interests in KOPR-TV, Butte, Mont. (Ch. 6) and in vhf grants in Salt Lake City and Boise, Pocatello & Idaho Falls, Ida.

**1953 YEAR OF NEW-STATION PUSH--WHAT NEXT?** Year just ended saw 230 new stations get going, bringing U.S. total to 355 -- nearly triple number on air as of Jan. 1, 1953. That fantastic growth, plus adoption of compatible color standards, highlighted TV's most exciting year. Now, we venture our own forecasts for the industry's New Year -- but first some comment on what we said here, rightly and wrongly, just year ago:

Wrong: We forecast only 75-100 new stations would start during 1953, which began with 125. We were way off, though by April we raised our sights to 200 and on Aug. 1 we predicted one-a-day for rest of year -- and hit it very close. We forecast 10-12 educational TV stations on air by end of 1953; actually, only 2 made it. We figured diminishing radio broadcasting revenues in 1953; at this writing, happy to relate, it looks like radio as whole will do slightly better than record 1952.

We thought pay-as-you-look TV would get hearing during 1953; it didn't, even though it made a lot of noise and pulled off persuasive inauguration in Palm Springs in Nov. (Vol. 9:49). We thought new FCC appointees (succeeding Walker and Merrill) would be businessmen; instead, Eisenhower chose govt. careerists (Doerfer and Lee).

Right: We predicted not less than 6,000,000, probably as many as 7,500,000 TV sets would be made and marketed in 1953, same as in 1952; output actually went to 7,300,000, sales ran about 6,400,000. We said business of telecasting might go as high as \$500,000,000; present estimates come pretty close to that (Vol. 9:52).

We were right, of course, in predicting NPA would lift ban on manufacture of color TV sets and that compatible color would win FCC approval. And we said FCC would prove more cooperative with industry, not only as regards color but in speeding new stations on air and otherwise treating the business less suspiciously. We said Congress would vote more funds to FCC to hasten TV hearings (it did) and also that perennial Congressional investigations wouldn't amount to much (they didn't).

We forecast most new stations would be brought within reach of networks via expanding coaxial-microwave links, as they have. We said community antenna systems would continue to expand -- and they did, as we'll report more fully later.

But enough of the past. What's in store for 1954? Here are summaries of best thinking of the entire editorial staff of Television Digest, as we begin our 10th volume in the 9th year since publication of Vol. 1:1 on Sept. 1, 1945:

TELECASTING: Possibly 200 more stations, more likely fewer, even though 226 CPs are now outstanding and FCC continues to authorize more each week. Quite a few more CP holders will drop out, as did 38 during 1953. There may be more mortalities among stations already on the air (3 quit last year -- in Roanoke, Buffalo & Nampa, Ida.). FCC may force some long-time and obvious stallers to hand in their permits. Telecasting as a business (network & station revenues) will soar far above the \$500,-000,000 figure, and will easily forge well ahead of radio broadcasting which may hit that figure when 1953 tallies are done. Several rep firms will surge to the top levels, as a few old-line radio reps continue to loom less important.

SET OUTPUT & TRADE TRENDS: Some 5,000,000 black-&-white sets should be made and marketed this year -- more or less depending on impact of color. And if industry made and sold 13,000,000 radios (heavily table models and including auto sets) in a TV boom year like 1953, we see no reason why it shouldn't do just as well in 1954. TV output will be comedown from 1953's 7,300,000, of course, and competition will be keener, prices are already lowering under the influence of color, reduced tube costs, softer markets, high inventories. Concentration will be on 17 & 21-in. models, for most part table, size & price appealing to most families until ready and able to buy color sets. Replacement market is good, but not as strong as it might be if people weren't inclined to patch up old sets (particularly the costly models) and wait for color. Service business should reach all-time high. Military procurement will drop a bit -- but production, research & development will stay close to 1953's \$3 billion.

COLOR: Some 200,000 sets will be made, mostly with 15-in. mask-type tubes (11½-in. picture), a few with 17-in. Lawrence type -- and pilot production of larger tubes of all types should start after midyear. There will be steady reduction in number of circuit tubes required, and more and more "packaged" subassemblies will cut cost and servicing. Price of early small-screen sets will seldom go under \$1000 at outset, gradually reducing as tubes and sets are easier to make -- same evolution that saw first 10-in. at \$425 in 1946 come down to today's 21-in. at \$200 and less. Most interconnected stations will be equipped to rebroadcast network color, a few ready to handle slides, not many able to originate either live or film which will come mostly from network origination points. AT&T will be able to bring color to almost all stations equipped to rebroadcast it, including some on coaxial. And there will be many notable "firsts": views from ships, planes & helicopters, sports, the Mardi Gras, Atlantic City beauty contest, pet shows, circuses, rodeos, etc. etc.

UHF: Programming and conversion will continue as biggest problems for uhf stations in markets also well-served by vhf, with virtually every angle tried out -- including experimentation with off-air pickups or "quasi-satellite" operation. Uhf will continue to be a study in contrasts, with some stations dominating their areas (as in California's San Joaquin Valley) or so well established (as in Portland, Ore. & Duluth, Minn.) that they show good profit. But others will continue to operate at a loss. Big networks may acquire own uhf stations, may affiliate with more, but by and large they and sponsors will continue to favor vhf whenever there's any choice. Uhf-equipped sets will account for increasing proportion of black-&-white sales, and speed of conversion in uhf areas will continue to depend almost entirely on uhf programming and number of stations available in area. Uhf may be standard in color sets.

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That's the larger picture. Considering some of the other important problems of telecasting and related fields, these are the prospects as we see them:

Educational TV: Protagonists aren't bragging about their record of mere 2 stations on air, 27 CPs still to be built, 17 applications outstanding at year's end. Biggest blow last year was rejection by N.Y. State Temporary Commission on Educational TV of plan for state-financed 10-station network (Vol. 9:9-10); hope had been it would be beacon for skeptical legislatures elsewhere. Despite publicity promises, we see at best only a half dozen more educational stations taking the air in 1954.

Pay-as-You-Look TV: Congress and the FCC to play ring-around-the-rosy, both

probably holding hearings under pressure of interested parties -- with fair chance of a "yes" or "no" decision by year's end. FCC might pass buck on to Congress, asking legislation delineating whether airwaves must be "free".

Boosters & Satellites: FCC hearings likely, with Commission inclined to approve them for towns too small to support conventional stations.

Community Antenna Systems: Steady growth to continue, very likely getting impetus as more operators experiment with pay-as-you-look and local originations.

Theatre TV: To continue service via AT&T, not by its own frequencies. Maybe one application for specialized theatre-TV common carrier service, backed by group of movie exhibitors and possibly Western Union; decision on such petition unlikely within year due to AT&T opposition. As exhibitors lose interest in 3-D, etc., more theatre-TV programming can be expected, possibly regular weekly theatre-TV shows in a few theatres by end of year.

Sports: Another year of college football TV controls by NCAA, but some further relaxations in prospect this year -- including more televising of sellout games, more games of regional interest. Little noticeable change in number of pro football and baseball telecasts despite court's decision in football case (Vol. 9:46).

Film: Ratio of film-to-live network programming to show little significant change this year, but over-all amount of film programming to increase due to needs of greater number of independent stations. Shakedown period among TV film producers and distributors to continue, with some large companies striving to dominate just as the "majors" now dominate movie business. Trickle of more recent feature films to TV to continue, though major break into the vaults unlikely in 1954.

Congress: Will dabble in a few subjects, such as pay-as-you-look and maybe the economics of telecasting (as red-ink stations complain). Plenty of complaints and recriminations about political telecasts -- for it's an election year.

**POST-FREEZE ECONOMICS—FCC's SURVEY:** Commission this week filled in details of its first study of post-freeze TV stations, highlights of which were revealed in recent address by Comr. John C. Doerfer (Vol. 9:52).

Figures must be handled with care, as FCC pointed out in releasing analysis of its careful survey, prepared by its economic div. under chief H.H. Goldin. Very few conclusions can be drawn from report, since it includes only those post-freeze stations on air as of Aug. 1. At that time, average station had been operating just 3 months, most were the only stations in their community -- and only 2 of the uhf outlets measured were in markets with pre-freeze stations.

It's the only definitive post-freeze financial data available, nevertheless, and therefore deserves close scrutiny -- particularly by prospective telecasters. Copies are available from FCC (Notice 53-1744) or we'll get one for you if you wish.

Two clear-cut trends do show up: (1) Uhf outlets seem to do as well as vhf -- at least in the early days -- where they're only stations in community. Within scope of study, figures for vhf & uhf stations are remarkably similar, as to profitability, revenues from networks, losses, etc. (2) Distance from nearest vhf is an extremely important factor in early success of uhf stations. The 8 profitable uhf outlets were all more than 50 mi. from nearest vhf, and 9 out of 10 of heaviest uhf losers were within 50 mi. of at least 2 vhf stations.

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Principal points of FCC report, which was compiled on basis of questionnaires to 101 post-freeze stations, the 4 networks and TV equipment manufacturers:

Over-all profit in operations to date was reported by 8 vhf & 8 uhf stations of the 83 (42 vhf, 41 uhf) responding. Another 20 stations (12 vhf, 8 uhf) reported at least one profitable month, despite over-all loss for period; 15 more (7 vhf, 8 uhf) were approaching break-even point on a monthly basis; the remaining 32 (15 vhf, 17 uhf) showed "continued substantial losses in each month of operation."

The 8 profitable vhf stations reported average monthly revenues of \$26,000, average monthly expenses of \$20,000, average monthly profit of \$6200. The 8 uhf money-makers had \$26,400 monthly revenues, \$20,300 expenses, \$6100 profit.

Among unprofitable stations, those in the black at least one month showed average monthly loss of \$3900 for 12 vhf stations, \$2600 for 8 uhf stations. Average monthly loss of 7 vhf stations approaching monthly break-even point was \$2100, of 8 uhf \$4700. For stations with continuing substantial losses, average monthly loss was \$12,700 for 15 vhf, \$14,700 for 7 uhf.

Age of average profitable station was 8.6 months for vhf, 6.8 months for uhf. Average age of stations in other profit groups was 3.5 to 5.8 months, disclosing no discernible trend as between vhf & uhf.

Stations in larger markets generally fared better than those in smaller ones. All 8 profitable uhf stations were in markets over 100,000, while 4 of the 8 profitable vhf outlets were in similar situations. Of the 14 stations in markets of over 300,000, five (or 36%) were profitable. In markets of 100,000-300,000, seven of 37 (19%) reported profit; below 100,000, only 4 of 32 (12.5%) were in the black. Some 30% of uhf stations reporting, and 43% of vhf, were in markets over 100,000.

Network commercial programs (one or more) had been carried by 35 of the 42 vhf stations, and by 34 of the 41 uhf. Of stations in operation less than 6 months, average compensation from networks totaled \$3700 for vhf, \$8200 for uhf; of those operating more than 6 months, it was \$40,000 for vhf, \$30,000 for uhf. Average station got 13% of its total revenue from networks; average vhf 10%, average uhf 15%.

Set saturation in majority of uhf markets was below 25% as of Oct. 1953, and no uhf market had more than 50%. Of the 8 profitable uhf stations, 4 had 25-50% saturation, 2 had less than 25%, and information on remaining 2 was unavailable.

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About 2,400,000 uhf-equipped sets & converters had been produced to Aug. 31, according to RETMA estimate included in survey. The breakdown: 1,000,000 receivers with uhf tuners built-in at factory and shipped to distributors & dealers; 700,000 uhf tuners and converters shipped for field conversion; 700,000 uhf sets, tuners and converters in factory inventory. RETMA statistics also revealed that 35% of TV sets produced in Nov. were equipped for uhf, up 5% from Oct. (Vol. 9:50).

As for transmitters, FCC reported "the major transmitter manufacturers indicated that uhf transmitters of 50-kw rated power are not expected to be in commercial production until late 1955 or early 1956." RETMA told Commission 124 vhf & 108 uhf transmitters had been produced between Jan. 1, 1952 and Aug. 31, 1953.

**MORE AM STATIONS—2584 AT YEAR'S END:** TV notwithstanding, there was an increase of 68 in total radio stations authorized by FCC during 1953. This surprising fact is disclosed in our 1954 AM-FM Directory, which will be ready in about 2 weeks. Oft-predicted decline of AMs simply hasn't happened, but there were 47 fewer FMs.

Actual figures are these: Total AMs authorized at end of 1953 was 2584, of which 2451 were licensed and on air and 133 CPs. On same 1952 date, total was 2516, of which 2377 were licensed and on air and 139 were CPs. At end of 1951, total was 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056.

FM grantees totaled 602 at end of 1953, of which 550 were on air. Year ago total was 648, with 612 on air. During last year, 69 FM licenses and 7 CPs were dropped. At end of year only 6 applications for new FM stations were pending at FCC.

The 1954 AM-FM Directory (cost per extra copy, \$7.50) also lists all applications for new AM stations pending as of Dec. 31. They totaled 207, as against 232 year before. Dropped during 1953 were 7 AM licenses, 15 CPs.

Canada's radio stations increased to 191 from 190 during year, Mexico's to 420 from 315, Cuba's to 121 from 106 -- all listed with addresses, facilities, etc.

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Roman Catholic Church has set up first "TV office" in Rome to provide weekly "moral evaluations" of programs on the Italian TV network and to develop religious programs. It's headed by Ildefonso Cardinal Schuster, Archbishop of Rome.

Council of Bishops of the Methodist Church, meeting recently at St. Simons Island, Ga., approved \$296,000 fund-raising drive for production of TV programs.

Closed-circuit theatre-TV business meeting for personnel of National Dairy Products Corp. (Sealtest) will be piped to theatres in 16 cities Jan. 21 by Theatre Network TV Inc. A feature of the meeting will be a 2-hour "large-scale TV entertainment program."

Ford Motor Co. holds theatre-TV sales meeting Jan. 28 for personnel in 31 cities, arranged by Box Office TV Inc. thru J. Walter Thompson agency.

**Personal Notes:** Edward R. Murrow, who is v.p. of CBS and a director, is subject of "profile" by Charles Wertenbaker in Dec. 26 *New Yorker* . . . Edward Codel, since 1947 TV director of Katz Agency, station reps, and asst. treas. H. J. Grenthot elected to firm's board of directors . . . D. S. (Tony) Provost, gen. mgr. of Hearst Radio, elected to board of Hearst Corp. . . . Floyd E. (Bud) Beaton appointed sales mgr. of WNBQ, Chicago, reporting to WNBQ-WMAQ sales director Charles Dresser; John McPartlin assigned to special WNBQ sales development projects . . . Carl T. Jones, ex-chief, radio branch, Federal Civil Defense Administration, and ex-FCC, joins consulting engineer George Gautney; firm name changes to Gautney & Jones . . . Norman Nelson resigns Feb. 1 as managing director, So. California Broadcasters Assn. . . . Ewald Kockritz, WGBS, Miami, and ex-WLW & WSAI, Cincinnati, named director of programming for all Storer stations, headquartering at new Miami offices . . . Howard Meyers, western sales mgr., O. L. Taylor Co., resigns Jan. 1; he's second major official to quit, Lloyd George Venard having resigned as pres. and understood to be planning to start own rep firm . . . Robt. W. Standart shifted from gen. mgr. to sales v.p., WITV, Ft. Lauderdale, sharing Miami offices with Wallace E. Stone, national sales mgr. . . . Fred Griffiths, ex-traffic chief, promoted to TV operations coordinator WJAR-TV, Providence . . . Fred Henry resigns as program director, KLAC-TV, Los Angeles (now owned by Copley Press, changing call letters to KCOP); he joins ex-mgr. Don Feddersen's new TV packaging firm . . . Mark Raskovich, WBTV, Charlotte, wins first annual Jefferson Award given by Jefferson Standard Bestg. Co. for most outstanding suggestion for operation improvement . . . Ralph Kanna, ex-Goldman, Walter & Kanna ad agency, Albany, named program director, WKNB-TV, New Britain, Conn.; Peter A. Stoner named news director . . . Jack Black promoted to sales mgr. of WTAR-TV, Norfolk . . . Wm. Kotera promoted to director of engineering, Glenn Flynn succeeding him as chief engineer, WOW-TV & WOW, Omaha . . . John Bone named mgr. of upcoming WNEM-TV, Bay City, Mich. (Ch. 5), due to start Jan. 24; Lee Stevens is acting chief engineer . . . Robt. J. Sullivan, ex-CBS Radio Sales, named sales promotion mgr., WOR-TV & WOR, N. Y.; Annette Francis, ex-Ziv, named asst. . . . Virginia Renaud succeeds Barbara Tobin as director of education WBBM-TV & WBBM, Chicago . . . Glenn D. Gillett, ex-Washington radio consulting engineer, moves Jan. 1 to Los Angeles, where he will join a cousin in operation of Ulrey & Gillett, Maywood, Cal. (electric motors) . . . Quin Ryan, onetime mgr. of WGN, Chicago, has returned to Chicago from California to join radio WJFL . . . Edward L. Koenig Jr., ex-BBDO and Young & Rubicam, promoted to v.p. in charge of sales & adv., Vitapix Corp. . . . Tom Keady, ex-TV-radio director of Pilluk Adv., San Antonio, named mgr. of Houston office of Ruthrauff & Ryan . . . Leslie Dunier, ex-Worth Stores, named TV-radio timebuyer, Emil Mogul Co. . . . Maury Long, business mgr. of *Broadcasting-Telecasting*, promoted to v.p. & gen. mgr.; Edward L. Sellers, ex-NARTB, recently with Carl Byoir, named southern sales mgr. . . . Reed Rollo as of Jan. 1 became managing resident partner, Washington office, Kirkland, Fleming, Green, Martin & Ellis; R. Russell Eagan promoted to partner . . . Si Steinhauer, veteran TV-radio editor, *Pittsburgh Press*, has resigned to make home in Miami Beach . . . Wm. Hedgpeth named director of administration, program dept., WTOP-TV & WTOP, Washington.

Lt. Col. Wm. B. Campbell, originally a candidate for FCC, now seeking still-vacant secretaryship, is endorsed by 44 members of New York's Overseas Press Club in telegram to Chairman Hyde Dec. 28. He was aide on broadcasting matters at SHAEF during war.

**Telecasting Notes:** Top dozen TV-radio agencies in 1953, as ranked in Dec. 28 *Broadcasting-Telecasting*: 1. BBDO, \$35,000,000 TV billings, \$14,500,000 radio (comprising 40% of agency's overall billings in all media). 2. Young & Rubicam, \$34,000,000 & \$15,000,000 (35%). 3. J. Walter Thompson, \$21,500,000 & \$13,500,000 (24%). 4. Benton & Bowles, \$20,200,000 & \$11,800,000 (60%). 5. Biow, \$24,000,000 & \$8,000,000 (60%). 6. Wm. Esty, \$21,000,000 & \$8,000,000 (50%). 7. Dancer-Fitzgerald-Sample, \$9,000,000 & \$18,000,000 (55%). 8. McCann-Erickson, \$17,500,000 & \$8,000,000 (40%). 9. Ted Bates, \$18,000,000 & \$6,000,000 (60%). 10. Leo Burnett, \$16,800,000 & \$7,200,000 (50%). 11. Foote, Cone & Belding, \$10,000,000 & \$8,000,000 (30%). 12. Lennen & Newell, \$14,000,000 & \$4,000,000 (55%) . . . 32 ad agencies, in all, are listed by the trade journal, which reports their combined TV-radio billings increased about 25% over 1952—totaling \$563,600,000 (TV \$372,200,000, radio \$191,400,000) . . . New on 1953 list of top 32 are Kudner, ranking 14th, with \$10,200,000 TV & \$4,800,000 AM (35%); Geoffrey Wade, 22nd, with \$3,500,000 & \$6,500,000 (90%); Doherty, Clifford, Steers & Shenfield, 28th, with \$4,500,000 & \$1,500,000 (55%); MacManus, John & Adams, 30th, with \$4,000,000 & \$2,000,000 (33%); Weiss & Geller 32nd, with \$4,000,000 & \$2,000,000 (50%) . . . On 1952 list, but not on 1953, were Harry B. Cohen, Wm. Weintraub and Erwin, Wasey & Co., then ranking 27th, 28th & 29th, respectively . . . U. S. ad agencies with London branches soon to be staffed by American experts on commercial TV as Britain begins sponsored service; Erwin, Wasey already has transferred Charles L. Hutchings from Los Angeles to head new TV-radio dept. in London office . . . John Guedel, who produces the Groucho Marx and Art Linkletter shows, will star Ginger Rogers in new half-hour film series, each budgeted at \$37,000; new wrinkle is that Little Theatre groups throughout the country will be flown to Hollywood to showcase their best, with Miss Rogers as star . . . As in N. Y. during newspaper strike, the 4 TV and 11 radio stations reaped windfall in Minneapolis during last week's truck drivers' strike that stopped publication of big *Minneapolis Star & Tribune* (Cowles) . . . Statistical intelligence from CBS-TV research dept.: The CBS "eye," seen about 10,000,000 times daily on TV, has been seen collectively more than 75 billion times since introduced as network's station-break trademark 2 years ago.

Vick Knight, head of Los Angeles ad agency bearing his name, is closing it down as of Jan. 1; its 27 accounts, including Kaye-Halbert TV, are not being transferred as group to any other agency.

### 1954 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1954 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 8, cost \$5.00 each; single copies \$7.50.



**Station Accounts:** New twist in "commercial educational" programming: Between halves of Duquesne U basketball games, sponsored by Pittsburgh zone Chevrolet dealers, WENS viewers get career guidance courses on such subjects as college requirements & aptitudes, career possibilities in various fields of study, extra-curricular activities, etc., under supervision of university's Dr. Clarence Walton . . . "Double exposure" plan of KHJ-TV, Los Angeles offers sponsors 26 weeks of second-run films free, with option to buy other 26 weeks at 50% of regular rate, provided program is cut by 1 min.—permitting sale of spot adjacencies to other sponsors . . . Kling Peach Advisory Board will co-sponsor *California Peach Fiesta* starting Jan. 18 and running to end of Feb., along with General Mills, Kraft Foods, Hormel Co., using TV-radio with other media, thru BBDO, San Francisco . . . Ellerman Mfg. Co. (Trix cloth) buys 2 weekly 5-min. local news cut-ins on *Today* on WNBQ, Chicago, thru Roberts, MacAvinche & Senne; WNBQ also reports *National Tea Co.* sponsoring 30-min. variety show Mon.-thru-Fri. at 5:30 p.m., thru Schwimmer & Scott . . . Adam Scheidt Co. (Valley Forge beer, Rams Head ale) for third year sponsored WCAU-TV telecast of Philadelphia's famed *Mummers' Parade* Jan. 1, thru Ward Wheelock Co. . . So. California Plasters Institute, thru Latta & Co., and Van Nuys Federal Savings & Loan Co., sponsored *Rose Bowl Parade* Jan. 1 on KNXT, Hollywood . . . Acousticon Div., Dictograph Corp., has purchased twice weekly *Drew Pearson* film series from Motion Pictures for TV, to be placed on WABD, N. Y., thru Buchanan & Co. . . Among other advertisers reported using or preparing to use TV: Carti-Aire Corp. (Carti-Aire air conditioner), thru Products Services Inc., N. Y.; Comfi-Coil Inc., Taunton, Mass. (Inner-spring hassocks), thru Hammer Co., Hartford, Conn.; Pennsylvania Range Boiler Co. (Pennsylvania water heaters), thru Feigenbaum & Werman Adv. Agency, Philadelphia; Morrell-Foster Co. (Pony soft drink), thru Abner J. Galula & Assoc., Philadelphia; W. E. Bassett Co., Derby, Conn. (Trim nail clippers), thru Lawrence C. Gumbinner Adv. Agency, N. Y.; Mangels, Herold Co., Baltimore (King syrup, starch & bleach), thru Buddemeier Co., Baltimore; Landers, Frary & Clark, New Britain, Conn. (Universal household appliances), thru Goad & Tierney, N. Y.; Piedmont Airlines, Winston-Salem, thru Liller, Neal & Battle Adv., Atlanta; Lucca Ravioli Factory, San Francisco (frozen Italian specialties), thru J. Walter Thompson Co., San Francisco.

NBC Spot Sales, representing 10 TV stations (5 owned by network) and 8 AMs (5 owned by network), achieved record billings of \$22,000,000 in 1953, up \$5,000,000 from 1952, reports Thomas B. McFadden, director of the sales organization under v.p. Charles R. Denny, in charge of owned-&-operated stations. Spot billings for TV rose to \$17,500,000, or \$4,200,000 ahead of 1952, with NBC's own stations up 22% and non-owned stations up 52%. Spot billings for radio were \$4,500,000, or \$860,000 ahead of 1952, up 23%. One TV station showed gain of 61%, one AM was up 64%. Besides its own stations, NBC Spot Sales staff of 44 now represents KSD-TV & KSD, St. Louis; KONA & KGU, Honolulu; WAVE-TV & WAVE, Louisville; KPTV, Portland, Ore.; WRGB, Schenectady.

Joe Dine and Allan Kalmus, both ex-NBC trade press chiefs, have formed Dine & Kalmus, 4 W. 58th St., New York, to handle public relations, publicity and sales promotion. Dine left NBC to go with Ziv, Kalmus to go with Lever Bros., later resigning.

James P. L. Trautwein, ex-announcer for WSPD-TV & WSPD, Toledo, has been ordained an Episcopal priest.

**BIG ADVERTISERS** are enthusiastic about color TV, although many of them have reservations—particularly about the cost. That's what *Tide Magazine* found in first definitive survey published, reported in Jan. 2 issue on basis of 28% response to poll of some 200 major national advertisers. *Tide's* conclusions:

(1) "Most early color TV buyers will be current [TV] users, but if the price is right, color will lure new industries, like travel firms, photographic equipment makers, soft goods manufacturers, floor covering firms, even industrial companies."

(2) Half of respondents said they'd pay up to 10% more for color than current black-&-white costs—CBS pres. Frank Stanton has said color would cost 8-10% more than monochrome, although average premium for 4-color magazine ads is about 40% more than black-&-white. Some 25% aren't willing to pay any more for color.

(3) Where will color TV money come from? Some 50% said it won't come from higher over-all ad appropriations; 12% said they'd be willing to raise the advertising ante for color. Some 20% said they'd probably cut magazine advertising to pay extra costs of color. Virtually all other media, including radio, were mentioned as candidates for cuts.

(4) Most advertisers indicated they'd buy color when saturation reaches 30-40%, although they started using monochrome when black-&-white saturation was 20-30%.

(5) Half thought color would increase sales; but even those who didn't thought it would be worth buying.

(6) About 65% said they're not interested in using color in daytime, if it's not available at night at first; 20% would use daytime. Half the advertisers "are carefully considering color right now"—and 60% said they don't plan to change product packages for color TV. Over 60% have seen colorcasts, and majority of reactions were enthusiastic.

Among advertisers and company officials quoted directly, O. L. Westgate, v.p. of Atlantis Sales Corp. (French products, Good Luck puddings) is quoted as calling color TV "the most nearly ideal advertising medium ever" and "would be worth at least as much extra money as we pay for 4-color magazine ads." Esso adv. mgr. R. M. Gray says his firm will probably appropriate new money for the color TV premium, is carefully considering color right now. Armstrong Cork adv. director Max Banzhaf says his firm probably would spend 10% extra for color, most likely at expense of magazine advertising, but doesn't plan to begin until there's 50% saturation. American Safety Razor, too, would pay extra 10% at expense of other media.

Borrowing from the movies' "continuous performance," WACH-TV, Norfolk-Newport News (Ch. 33) Jan. 1 began entirely new type of programming format which station manager Frederic F. Clair enthusiastically proclaims "solves every problem of the small uhf station." Using feature film, news, cartoons, short subjects, station set up 2-hour schedule, runs it 3 times an evening—at 6, 8 & 10 p.m.—the same complete show for each performance, but a different bill each day. Only spots are sold, minimum being 3—at same point in each of the 3 showings. Clair lists these advantages for his programming scheme: (1) Only one-third of the material is used per night, permitting station to buy better films. (2) Viewer can see complete show during times when his favorite network shows aren't on competing stations; "we can nearly assure an advertiser that all the audience will see our whole show every evening." (3) "Because of group-selling and repetition, the selling and servicing load is reduced to one-third. So are traffic, continuity, production and program work-loads."

**D**ES MOINES' first vhf, which will be WHO-TV (Ch. 13), authorized last Sept. after competing KIOA agreed to pull out on payment of \$25,000 for out-of-pocket expense with option to buy 40% of TV, apparently is going to hasten construction—for RCA on Dec. 31 shipped it an interim 10-kw transmitter. Day before, RCA also shipped new transmitter to WNET, Providence (Ch. 16), and on Dec. 31 a 1-kw went to U of Wisconsin's projected new WHA-TV, Madison (Ch. 21). During last week, only other RCA shipments were new 50-kw driver to now-operating WJAR-TV, Providence (Ch. 10), and 25-kw to WBRC-TV, Birmingham (Ch. 6).

Also pushing for completion is WGAN-TV, Portland, Me. (Ch. 13), which got its GE transmitter Nov. 21, and on Jan. 2 gets 20-kw amplifier for Feb. 1 target. Same day, GE is shipping 1-kw uhf transmitter to KSAN-TV, San Francisco (Ch. 32), as well as 6-bay antenna for upcoming CHSJ-TV, St. John, N. B. (Ch. 4), due on air in Feb. On Jan. 4, another 6-bay antenna is due to go out to WTVJ, Miami (Ch. 4).

KSTM-TV, St. Louis (Ch. 36), puts 12-kw GE transmitter into operation "within a few days after Jan. 1," claiming 275-kw ERP, non-directional.

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

KFBC-TV, Cheyenne, Wyo. (Ch. 5), which had hoped for early start despite delay forced when high winds Dec. 8 blew down its tower, built to 100 ft. of projected 500 ft. atop 7000-ft. mountain, now doesn't expect to be able to test already installed DuMont plant before end of Jan., reports mgr. Wm. C. Grove. It's controlled by Tracy S. McCracken newspaper interests (*Cheyenne State Tribune* and *Wyoming Eagle*, among others), has published \$150 base rate, will be represented by Hollingbery.

WLAC-TV, Nashville, Tenn. (Ch. 5), authorized last Aug., has been working on problems of tower height so won't start until "late spring of 1954," reports T. B. Baker Jr., 50% owner of WKDA, which has option to acquire half interest in TV outlet. Equipment hasn't yet been ordered, nor has rep been chosen.

KRGV-TV, Weslaco, Tex. (Ch. 5), now has its GE antenna for 750-ft. Phillips tower, aims for Feb. 1 start with 5-kw GE transmitter, reports TV director Millman

Rochester. Owner O. L. Taylor, who sold rep firm bearing name to Raymer Co., also is applicant for Ch. 3 in Wichita, Kan. Rep will be Raymer.

U of Washington, Seattle (Ch. 9, educational), last week's grantee, gets start with "substantial" gift of equipment from KING-TV, plans to order more, is shooting for early Sept. 1954 debut, according to Edwin H. Adams, head of TV-radio div.

KEOK, Ada, Okla. (Ch. 10), has RCA equipment on order, tower & building scheduled for completion by March 15, plans May 15-June 1 start, reports gen. mgr. Bill Hoover. Rep not yet chosen.

KSWM-TV, Joplin, Mo. (Ch. 12), granted last week, will order RCA equipment, plans to enlarge radio headquarters for TV, hopes to get going by July 1, 1954, reports pres. & 50% owner Austin A. Harrison. Rep not yet chosen.

WCNO-TV, New Orleans (Ch. 32), which last promised Jan. 1 start, reports now that it's going to wait for Gates 1-kw transmitter in June. It's to be operated by owners of radio WBOK, with Stanley W. Ray Jr. as gen. mgr. Besides pre-freeze vhf WDSU-TV (Ch. 6), New Orleans has uhf WJMR-TV (Ch. 61), which began operating in Oct. (Vol. 9:43). Forjoe will be rep.

WSJV, Elkhart, Ind. (Ch. 52), plans Feb. 21 tests with 1-kw RCA transmitter, programming to begin March 15. Gen. mgr. is John Dille Jr., pres. & 35% owner of grantee Truth Publishing Co., publisher of *Elkhart Truth*. It will be ABC affiliate. Rep will be H-R Television.

KBID, Fresno, Cal. (Ch. 53), has moved into new studio-office quarters in Civic Center, is installing 12-kw GE transmitter and RCA antenna, plans to turn on test juice in early Jan., begin programming in mid-Jan., reports gen. mgr. Robert H. Wesson. It will be city's third uhf, will share KMJ-TV tower on Bear Mt. Hour rate will be \$225. Rep will be Meeker. It's first of 3 John Poole CPs to begin—KBIC-TV, Los Angeles (Ch. 22), being due next spring with plans still indefinite for KBIK-TV, Sacramento (Ch. 46).

WNOP-TV, Newport, Ky. (Ch. 74), granted last week, hasn't ordered equipment as yet, plans office-studio bldg. which also will house restaurant, swimming pool and skating arena, hopes to get on air late in 1954, according to pres. James G. Lang. Rep not yet chosen.

**F**IDGETING about FM troubles for years, FCC this week finally proposed to give green light to some of the few techniques FM operators have been able to devise to eke out some income—namely, the "functional music" or "beep" services.

In proposed rule-making (FCC Notice 53-1747, Doc. 10832), Commission announced intention to permit FM stations to broadcast functional music, storecasting, transit-casting—all the so-called "beep" services which either delete commercials or emphasize them through transmission of supersonic signal. Such services have been allowed, but frozen from expansion, ever since FCC decided in 1951 that the special services were illegal under its definition of "broadcasting" as contained in Communications Act. Since 1951, Commission asked FM operators to hold everything "pending study."

In proposing new rules, FCC warns: "Our aim is not the conversion of the FM broadcast band to some new specialized non-broadcast service or services. On the contrary, authorization of such new ventures must be only as an adjunct to the FM broadcast operation, a subsidiary service so that the main undertaking—the broadcast service to the public—can draw financial sustenance from it."

Commission doesn't go as far as some FM operators desired, since it declines to permit multiplexing such services as taxi dispatching, etc. Specifically, Commission

(Hennock dissenting) proposed the following and invited comments by Feb. 15:

(1) Reduction of minimum hours of operation, for regular programs intended for general public, from 42 to 36 hours.

(2) Authorization of subsidiary licenses (Subsidiary Communications Authorizations) permitting the special services.

(3) Permitting special services outside the minimum of 36 hours of regular programs.

(4) Permitting special services multiplexed in with regular programs any time.



To test and demonstrate sets before uhf stations are on air, Industrial Television Inc. is producing generator which uses signal from any vhf channel and translates it to uhf signal on any channel. Priced at \$149.50, manufacturer says it will aid dealers and servicemen, can be used to demonstrate uhf sets in stores and to "convert" vhf test equipment to uhf.

Uhf air monitor receiver-converter is now being offered to telecasters by Federal Telecommunication Laboratories (IT&T). It permits conversion of any single uhf channel to a pre-designated vhf channel, is specifically designed for monitoring on-air TV transmissions.

**MORE PRICE CUTS AS INDUSTRY PONDERS '54:** Trend to lower TV set prices, evident last week when Philco and RCA announced low-end models at \$200 and under (Vol. 9:52), was accentuated when Admiral, Emerson, GE, Westinghouse also came out this week with lower lists. At Chicago distributors convention, Admiral introduced 5 new 21-in. sets -- besides announcing \$1175 list price for its first color set. Admiral's new models:

Ebony table \$180 (compared with \$200 as lowest 21-in. model in current line); mahogany table \$230 (compared with \$270); open-face mahogany console \$250 (\$300); full-door mahogany console \$370 (\$430); mahogany combination \$300 (\$400).

Emerson led its line with 17-in. wood table at \$150 & 21-in. wood table at \$180. Westinghouse showed 17-in. mahogany plastic table at \$180 and 21-in. mahogany veneer table at \$200. GE introduced no new models but reduced prices by \$10 to \$40 on five 17 & 21-in. receivers in 24-model line. (For details of lines, see p. 14.)

Even lower prices may be forthcoming from other companies, big and small, as they show at Chicago marts next week and hold distributor meetings during January.

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What does 1954 hold in store? TV leaders were inclined to more optimism than nation's high-level economists, who generally foresee recession in national economy in 1954. For example, consensus of a group of economists of govt. agencies, educational institutions and private corporations participating this week in forum sponsored by National Industrial Conference Board was that 5-7% decline in the nation's gross national product (the value of all goods and services produced) looms in 1954.

At annual forecasting session of American Statistical Assn. in Washington, majority of several hundred economists opined national economy is already in downturn and faces "orthodox recession" in 1954, reported Dec. 29 New York Times. They predicted downturn may last through first half of 1954, then continue at slower rate for next year or 18 months.

Authoritative U.S. News & World Report (Jan. 1) foresaw business trend down in 1954, up in 1955. It summarized outlook like this: "1953 has seen the end of the boom. 1954 will see the downturn running its course. Resurgence is not expected before 1955. For many, business news will not be so good -- smaller pay, fewer jobs, scarcer orders, lower profits, unwieldy inventories. Some good news also is in store, however. Prices of many things are sure to drop. There will be more "good buys" in houses, cars, appliances. Living costs may ease. People with fixed incomes will have less of a struggle. Value of their dollars is not likely to be clipped on inflation. Federal taxes will be reduced."

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As for industry leaders' opinions, RCA's Frank Folsom said merchandising trend changed in 1953 to a buyers' market that augurs well for business in 1954. "The new trend in merchandising represents a closer approach to normal business operations," he said. "The 14-year sellers' market is gone. Many industries are now adjusting their operations to meet the demands of a buyers' market. Careful planning and hard work are needed to maintain the sales volume that developed during the years that business enjoyed a sellers' market."

He said RCA in 1953 prepared for transition to buyers' market by increasing efficiency of production, streamlining sales operations and establishing closer relationship with all levels of trade. He said, too, that TV-radio-electronics is a prime example of an expanding industry. Its annual going rate of nearly \$8 billion in 1953, with continued growth, could forestall national recession, he said.

Admiral's Ross Siragusa foresees relatively good year for industry & nation. He told his distributors TV-radio-appliance industry offers great opportunities for sales and profits "if all of us put in more work and more sweat...We can get a bigger

share than we ever had if we go after it hammer and tongs." Of the nation's general economic outlook for 1954, Siragusa commented:

"The consensus among economists is that 1954 will show a 5-10% decline from 1953. A decline in that range seems probable to us, but we think it will be closer to 5 than 10%. The general economic adjustment has been in progress for some time, and we believe it is already further advanced than many people realize. When you look behind the conversational pessimism, the actual economic facts are quite favorable." He listed 62,000,000 employed persons, 1,000,000 new homes slated for construction next year, 10% average reduction in personal income taxes, and easing of credit restrictions as factors in the nation's economic favor next year.

Philco's Wm. Balderston said we could talk ourselves into a recession and called on industrialists, economists and "all thinking people" to place more confidence in our economic system, which he said demonstrated its vitality in 1953 "by turning a year of transition into the most prosperous period in history." He added:

"Our population is growing at a rate of over 2,500,000 persons a year...The average income of our wage earners is a third higher than it was before the Korean war, and employment continues at a record high. 1954 will see a reduction in the tax burden. So-called disposable income is at a peak of about \$250 billion. There are a number of new and fast-growing industries to give more and more employment to our people -- among them electronics, air conditioning, plastics and chemicals."

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TV production totaled 120,430 week ended Dec. 18, reports RETMA, one week behind in its count because of holidays. It brought year's output as of that date to about 7,150,000 -- and with 2 holiday weeks yet to be reported, year's production should be between 7,300,000 & 7,350,000, second only to 1950's record 7,463,800. Radios totaled 267,053, bringing year's output to date to about 12,750,000 -- with likelihood that about 13,000,000 radios, including auto, will be produced in 1953.

**NEW DIRECTORIES OF TV SET & TUBE MAKERS:** There are now exactly 76 entities manufacturing and/or assembling TV receivers in the U.S., and 27 TV-radio manufacturers in Canada, according to survey we've just finished for the directory in our TV Factbook No. 18 due off the presses in mid-Jan. At peak, total was just over 100 during TV's biggest year, 1950, as listed in the semi-annual edition (No. 11) of July 1950.

There are 59 companies making vacuum tubes of all kinds, about two-thirds of them in cathode ray production and 16 making receiving tubes -- a mounting number.

Absent from the TV set manufacturers' list of 6 months ago are such names as Automatic, Freed, Mitchell, National, Snaider, Pathe -- primarily because they're in other electronics fields now, do not make sets. There were also some bankruptcies, but far fewer than many anticipated in view of intense nature of the competition.

Though still operating, these were the Chapter XI casualties of the year, not one of them a major factor in the business and all still operating: Gotham (taken over by Harold Shevers Inc., which dropped own name); Jackson Industries (now known as Jackson Electronics & Television Inc. and operating subsidiary Trans-Vue Corp. in lieu of its now defunct National Electronics Mfg. Co., Los Angeles); Jewel (casualty along with parent Fidelity Tube Co.); Regal (filing in bankruptcy only last week; Vol. 9:52); Video Products (interlocking with Sheraton); Transvision Inc.

There were only 2 tube makers who went bankrupt -- the aforesaid Fidelity and Zetka. Only major change in Canada: Transvision-TV Canada now Arcan Corp. Ltd.

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Creditors of Regal Electronics Corp., whose Chapter XI petition proposing 75% settlement (Vol. 9:52) is due to be heard in N. Y. Jan. 5, include these with accounts in excess of \$10,000: W. Spiegel, \$70,000; GE, \$52,644; RCA, \$35,000; RCA Victor, \$19,115; Sylvania, \$22,913; Hazeltine, \$24,700; Tech Art Plastics Co., \$18,039; Tele-o-Tube Sales Corp., \$15,680; Standard Coil Products, \$15,388; Guardian Electric Co., \$14,278; Cosmic Radio Corp., \$12,075.

Jewel Radio's creditors, shown in schedules filed in Federal court in Newark in connection with Chapter XI proceedings listing \$1,114,880 liabilities and \$537,962 assets (Vol. 9:48), include these with claims exceeding

\$10,000: Fred M. Link, \$69,953; GE, \$30,645; D'Arcy Printing, \$19,711; Carbonneau Industries, \$15,213; Westinghouse, \$14,836; Centralab, \$11,613; Berglund & Swenson Co., \$10,639; Sessions Clock Co., \$10,456.

Nearly one in every 7 sets in use will need new picture tubes in 1954, GE tube dept. gen. mgr. J. Milton Lang predicts--for total of over 4,000,000, about 50% higher than 1953. Based on GE market research, he forecast 1954 industry output of 5,200,000 picture tubes for new black-&-white sets, with color tubes about 2% of total production. He said electronic tube industry should do about \$700,000,000 worth of business, some 5% over 1953.

**Trade Personals:** Dr. Douglas R. Ewing named director of new physical and chemical research lab at RCA Princeton Labs; Ralph S. Holmes appointed director of research contracts, Arthur W. Vance director of new special projects research lab . . . Myron Blackman resigns as v.p. & director of Pacific Vogue but retains 45% interest . . . Albert J. Frankel promoted to purchasing agent, CBS-Columbia; Roger G. Brown, ex-Emerson, named southern sales mgr.; Guy Maken, ex-Emerson, named mgr. and Joseph Petranys asst. mgr., material control dept. . . . J. F. White, mgr. of CBS-Columbia contract sales dept., heads new mobile homes-TV dept. for design & installation of sets as original equipment in trailers . . . John C. Lamson resigns as asst. national sales mgr., Muntz TV . . . C. L. Walker named Chicago sales mgr., General Instrument Corp., succeeding B. V. K. French . . . Richard D. Schotter named v.p. of Phenotron Inc., 455 Main St., New Rochelle, N. Y., manufacturing printed circuits and phenolic baseplates; Jack Bayha, ex-Emerson Radio, named chief engineer . . . Frank J. Moch, of Aide Sound & Radio Service Corp., reelected pres. of TV Installation Service Assn. of Illinois, affiliate of National Alliance of TV & Electronics Service Assns. . . . Paul E. Featherstone quits as v.p. of Capitol Records Distributing Corp. to become national sales mgr., Steelman Phonograph & Radio Co., succeeding James N. Ryan Jr., resigned; Willis Wardlow, branch administrator, is successor at Capitol . . . James W. Farrow named sales mgr., Stromberg-Carlson sound equipment div. . . . Eugene B. Shields named southwest district adv. mgr., Westinghouse TV-radio div., headquartering in Los Angeles . . . Lou Willis, west coast regional sales mgr., goes into "semi-retirement" as special western consultant to Admiral . . . Joseph Zulwin, ex-Zenith & Admiral, named Hoffman Radio midwestern district mgr., Chicago . . . Jerome V. Dcevy, recently in law practice, has returned to National Union Radio Corp. as director of industrial relations . . . F. Leo Granger, distributor sales mgr., appointed sales mgr. of Stromberg-Carlson TV-radio div. . . . Gardiner G. Greene, ex-Gabriel Electronics, named pres., Browning Laboratories Inc., Winchester, Mass. . . . Howard W. Sams, founder & pres. of electronics publishing firm bearing his name, will be honored at Indianapolis Athletic Club luncheon Jan. 7 with award of "Friend of Service Management" plaque of National Alliance of TV & Electronic Service Assns., heretofore going only to major firms (GE, RCA, Sylvania).

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**Distributor Notes:** Philco appoints newly-formed J. F. Leahy Co., 783 Main St., Worcester, Mass. (J. F. Leahy, pres.) . . . Hallcrafters appoints Ambassador Distributors Inc., Miami (Marshall Litvak, pres.) . . . Motorola-Chicago appoints S. R. Herkes v.p. & gen. mgr., replacing Gil Thorne, resigned . . . Philco Distributors Inc., Philadelphia, names James Haley TV-radio sales mgr., replacing Dave Brody, now gen. sales mgr. . . . Peninsular Distributing Co., Detroit (CBS-Columbia) appoints Lawrence Leeson sales promotion mgr. . . . GE Supply Co., Chicago, names Leigh R. Bench appliance & electronics sales mgr., replacing C. R. Woods, now St. Paul district mgr. . . . State Distributing Co., Milwaukee (Emerson) names Wm. A. Becker sales mgr., Raymond A. Hipp adv. mgr. . . . Crosley Distributing Corp., Portland, Ore., announces resignation of mgr. C. J. Ward.

RETMA publishes 1953-54 membership directory (132-p.), listing personnel of board, depts. & committees; names, addresses, telephone numbers & top personnel of member companies; trade names, etc. It's edited by Peter H. Cousins, information director.

National Assn. of Music Merchants holds midyear board meeting at Ponte Verde Beach Club, Ponte Verde, Fla., Feb. 24-25.

**ARGUMENT** over color — who did what — advanced another round this week following last week's RCA-Philco exchange (Vol. 9:52). To paraphrase an old question, "Who killed cock robin?" the question now is, "Who hatched the peacock?"

Zenith pres. E. F. McDonald led off with letter to FCC, sending copies to other leading manufacturers. He said he was "shocked" at RCA's "misleading" ads and TV announcements claiming major credit for development of compatible system. "I have the feeling," McDonald wrote, "that this RCA campaign of misrepresentation is in some way associated with the fact that the current RCA license agreements expire in 1954 along with some of the cross-license agreements of 1932 and that RCA has fired its opening salvo in a rather bitter battle to convince the industry that it is necessary to have an RCA license in order to stay in business."

RCA shot back with a scathing statement reiterating that it "has consistently been first in every major color TV development." As for McDonald, RCA said, "We know of no significant contribution of Zenith to the creation and development of compatible color TV." RCA went on to recall McDonald's famous 1946 *Collier's* article in which he stated that TV is doomed unless it has a pay-as-you-look foundation and announced that Zenith wouldn't make TV sets because they'd become obsolete. Then, RCA stated, "Although [Zenith] was the last major company to enter this new business, it has since that time made millions of dollars from it, using the inventions that RCA developed and made available to the entire industry."

Others joined Philco and Zenith. Admiral pres. Ross Siragusa told meeting of his distributors in Chicago: "The fact is, the so-called RCA system was flatly rejected as unsatisfactory by the FCC in the fall of 1950. At that time, the Commission authorized the non-compatible Columbia system. The industry, which, except for CBS, was unanimously agreed that any color system adopted would have to be compatible, then stepped forward and developed the system the FCC has just approved." He also said that RCA's claims were aimed at strengthening its patent position.

In Los Angeles, Hoffman Radio Corp. placed full-page ads headed "A Salute to the Entire Television Industry," describing development of compatible color as an all-industry effort.

Another substantial manufacturer told us he considers protests of others to be based primarily on fear that RCA may gain a merchandising advantage, secondarily on plans of some to dispute RCA patents.

And we have an interesting comment from Wayne Coy, who was chairman of FCC when it approved CBS system. Now pres. and 50% owner (with Time Inc.) of NBC-affiliated KOB-TV & KOB, Albuquerque, he wrote in response to our query:

"The color TV decision by the FCC marks another era of progress for this great communications industry. It reflects great credit on the unified efforts of the industry under the leadership of Dr. W. R. G. Baker. Color is important to TV; it will make TV an even more vital advertising and public service medium."

NARDA session on color in Chicago's Conrad Hilton Hotel Jan. 12 (see p. 1) will feature following subjects and speakers under chairmanship of RETMA exec. v.p. James D. Secrest: *New FCC Signal, Its Nature & Performance*—W. T. Wintringham, Bell Labs. *Broadcasters' Problems & Plans*—Frank Marx, ABC; Richard Lewine, CBS-TV; Ted Bergmann, DuMont; Barry Wood, NBC-TV. *Color Receivers, Nature & Availability*—W. O. Swinyard, Hazeltine; *Service & Installation Problems*—Harold J. Schulman, DuMont.

**Topics & Trends of TV Trade:** Exuberant about color, convinced it's going to come fast, the 2 newsmen who have color sets on loan in their homes have some pertinent suggestions for the trade as result of their observations. *New York Times'* Jack Gould, after watching colorcast of NBC-TV's *Season's Greetings* Dec. 22 on Emerson set, commented that "gorgeous color TV, incredibly rich in texture and gay in brilliance, truly came into existence last week," then gave this advice: "For the TV manufacturers, the show presents a great lesson. They had better forget about leisurely transition to color. The switch to color TV very easily could assume stampede proportions."

Martin Rosenblum, *Retailing Daily*, with a Westinghouse pilot model, cautions that careful tuning of set by retailers can make a world of difference in proper presentation of color to public. He says dealer who tunes set well can show "all the richness and vibrance, all the added dimension that color provides, plus the feeling of excitement of a new electronic triumph." But if the dealer neglects to tune set properly, he says, "color TV could be initially exposed to the consumer as a ghastly hodge-podge of hues, much like the result of a young child let loose with an artist's palette." Rosenblum sees possibility some dealers will purposely choose latter course to show color at its worst, in effort to build black-&-white sales. He said it was very easy to mistune a color set; he listed manufacturer's instructions on how to tune one properly.

Illustrating zeal of retailers to get going on color, Sears, Roebuck says it will demonstrate its Silvertone color sets in its retail stores in all color telecasting areas by Feb. 1. And big Davega chain took ad in N. Y. newspapers Dec. 27 announcing it would start taking orders for color sets on "first-come-first-served-basis," requiring \$25 deposit to get on the list. Ad pointed out immediate limitations of color, urged public to buy monochrome now.

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Philco introduced 10 new models this week, 2 of them on *Philco TV Playhouse* Dec. 27—and spokesman indicated 7 more would be introduced soon. The models, all 21-in.: No. 4001E, mahogany plastic table \$200, maroon \$230, blonde \$250; No. 4003, mahogany table \$260; No. 4005, mahogany table \$280, blonde \$300; No. 4007, mahogany table \$300, blonde \$320; No. 4009, mahogany table \$330; No. 4103, mahogany open-face console \$280, blonde \$300; No. 4105, mahogany open-face console \$300, blonde \$320; No. 4107, mahogany open-face console \$330, blonde \$350; No. 4112, mahogany open-face console \$360, blonde \$380; No. 4110, mahogany open-face console \$400, blonde \$420.

Westinghouse's new models: Ridgeton, 17-in. mahogany plastic table \$180; Rosemont, 17-in. ebony plastic table \$190; Elmont, 21-in. mahogany veneer table \$200; Dejas, 21-in. metal table \$240; Catalan and Sorrento, both 21-in. metal tables at \$260; Engleton, 21-in. mahogany open-face console \$300, frosted oak \$310; Pemberton, 27-in. frosted oak table \$500; Westfort, 21-in. mahogany or walnut combination \$600. Optional uhf equipment is \$40 extra on all models.

Emerson's new models, all tables: No. 1012, 17-in. mahogany wood \$150; No. 1000, 21-in. mahogany wood \$180; No. 1002, 21-in. mahogany wood \$200; No. 1004, 21-in. walnut \$220; No. 1006, 21-in. maple \$230; No. 1008, 21-in. blonde \$230; No. 1010, 21-in. limed oak \$230. Optional uhf equipment is \$30 extra on 17-in. set, \$50 on all others.

GE's price reductions on 5 models in current line: 17-in. mahogany plastic table \$180 (reduced from \$190); 21-in. ebony plastic table \$200 (\$240); 21-in. mahogany plastic table \$220 (\$260); 21-in. mahogany plastic table with aluminized tube \$250 (\$290); 21-in. mahogany plastic open-face console \$280 (\$300).

Sylvania will appeal initial decision by Federal Trade Commission examiner last week ordering it to halt "discriminatory pricing practices" in sale of radio receiving tubes (Vol. 9:52). Arthur L. B. Richardson, Sylvania gen. counsel, said appeal will contend Robinson-Patman amendment to Clayton Anti-Trust Act permits varying prices to different customers "where differences are justified by differences in cost of manufacturing, sale or delivery." Case was outgrowth of complaint that Sylvania in 1949 sold radio tubes to Philco at 7-9¢ less than to its own distributors.

TV set sales by Canadian factories totaled 313,633 in first 11 months, at average price of \$410, compared to production of 362,570, reports Canadian RTMA. Projected production estimate is that 154,901 more sets will be turned out next 3 months. For Nov. alone, sales were 55,188, inventory 55,291 at month's end. Quebec led in sales with 19,270; Toronto second, 12,938; other Ontario, 6514; Ottawa & eastern Ontario, 6109; Hamilton-Niagara, 5073; Windsor, 3062; British Columbia, 1929; Maritime Provinces, 203; Prairies, 90.

TV-radio dealers don't like proposal of Washington (D. C.) supt. of licenses to classify and regulate all retailers who accept trade-ins as second-hand dealers. Under proposal, all merchants who accept trade-ins as partial payment on new merchandise would be required to pay yearly \$50 second-hand license fee, be fingerprinted by police, report all details of trade-in to police and hold merchandise for 15 days without altering or reconditioning it.

Channel Master Corp. has opened new \$1,500,000 TV antenna plant in Ellenville, N. Y. With 115,000 sq. ft. of floor space, it has 6 assembly lines to supplement the 2 in old Ellenville plant, as well as complete aluminum extrusion and tube mill, claimed to be only one of its kind in antenna industry. Company now has nearly 1000 employees, having started with 6 in 1947.

Mexico has raised import duties on TV & radio receivers, effective Dec. 15: TVs & radios with cabinet, new rate 5 pesos per legal kilogram, 30% ad valorem, up from 2 & 20%; without cabinet, TVs 2 & 20% from 1.20 & 10%, radios 2 & 20% from 1.20 & 15%; TV combinations, 5 & 30% from 2 & 25%.

Freed Electronics & Controls Corp., now out of TV production, is entering high fidelity market with line of Freed-Eisemann AM-FM tuners, pre-amplifiers and other components.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 18* will be off the presses shortly after Jan. 15, 1954—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 station representatives and major advertising agencies; 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, electronics laboratories; plus 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 Jan. 17, cost \$1.50 each; single copies, \$3.

**Electronics Reports:** Vital statistics of TV-radio-electronics in 1953 as sized up by Dr. O. H. Caldwell in January issue of *Tele-Tech*. Total output of industry was worth well over \$5 billion, with more than \$3 billion for military production. America's "annual bill" for TV-radio came to \$5.35 billion, including \$900,000,000 in broadcasters' time sales, \$140,000,000 in talent costs, \$550,000,000 in electricity & batteries to operate TV-radio sets (including \$250,000,000 to power home TV receivers alone). Dr. Caldwell estimates \$1.675 billion as retail cost of TVs sold during year, \$536,000,000 for radios at retail, \$250,000,000 for phono records, \$1.3 billion for TV-radio repairs and costs. TV & radio sets in world are estimated at 263,000,000.

Color TV will dominate TV-radio papers at AIEE winter convention Jan. 18-22 at New York's Statler Hotel. Program includes papers on differential gain & phase measurements in color TV systems, by Bell Labs' H. Kelly; photo-electric colorimeter for color TV, by Philco's J. B. Chatten; transmission of color over intercity networks, by AT&T's J. A. Rae; color camera equipment, by RCA's F. W. Millspaugh; color broadcast equipment, by Telechrome's J. R. Popkin-Clurman; color studio design, by NBC's R. Montford; color broadcast equipment, by O. W. B. Reed Jr. of Jansky & Bailey; high-gain side-firing uhf broadcast antennas, by Cornell's H. G. Smith; wavestack vhf antennas, by Canadian RCA's G. B. MacKimmie; klystron uhf transmitter, by DuMont's W. H. Sayer; TV satellites, by WSM-TV's L. E. Rawls; community TV systems, by M. F. Malarkey, Pottsville Trans-Video Corp.

"TV-Eye," RCA's new closed-circuit industrial TV system, is now in full production and on display by electronic parts distributors throughout country. Sampling of all outlets has been completed, reports RCA. Suggested retail price for TV Eye system is \$995. Available as accessories are 4 new lenses priced from \$88.95 to \$130. New York parts distributor Terminal Radio Corp., one of first to list TV Eye equipment in its catalog, quotes these prices: Camera & control unit, less vidicon tube, \$635; vidicon tube \$345.

Westinghouse has appointed Latham E. Osborne as v.p. in charge of all company divisions and member of board. Leslie E. Lynde, v.p. in charge of aviation gas turbine div., succeeds him as v.p. in charge of defense products, including output of Baltimore electronics div. Both will headquarter in Pittsburgh.

I-T-E Circuit Breaker Co., Philadelphia, acquires controlling interest in Chase-Shawmut Co., Newburyport, Mass., fuse manufacturer. It recently bought Victor Insulators Inc., Victor, N. Y.

Sightmaster Corp. has acquired General Fuse Co., South River, N. J., will begin in Jan. to manufacture its line of electronic, automotive, industrial and household fuses at New Rochelle plant.

RCA Victor Co. Ltd. will open new 50,000-sq. ft. record-pressing plant about Jan. 31 at Smith Falls, Ont. L. I. DelMotte will be mgr. Recording studios remain in Montreal.

Dr. James L. Thomas, former chief of resistance measurement section, National Bureau of Standards, named chief of new resistance & reactance section of Bureau's electricity div.

Sylvania issues revised TV picture tube comparison wall chart, listing over 160 types and diagrams; it's available free from adv. distribution dept., 1100 Main St., Buffalo.

Webster-Chicago leases new city-built 35,000-sq. ft. branch assembly plant in New Ulm, Minn., starting in spring, for motor assembly, tape recorders & phonographs.

**Financial & Trade Notes:** It's estimated about 300,000 tape recorders will have been sold in 1953, as against some 200,000 in 1952 and 175,000 in 1951. This evidence of growing demand, plus RCA's recent demonstration of both black-&-white and color TV via magnetic tape (Vol. 9:49), leads United Business Service, Boston, to comment, "This is an industry to watch." It states:

"Beneficiaries of the development of magnetic tape fall into several groups. Among the few companies which produce the tape, Minnesota Mining & Mfg. has a dominant position and should do well as demand grows. In the field of tape recorders, Webster-Chicago leads. This company also produces complete photographs and record changers for installation in cabinets. Radio Corp. has entered the business with a big promotion of its portable model. Federal Mfg. & Engineering is another company which has entered this promising field. Other growing 'tape' participants are Audio Devices, Audio & Video Recording and Magnecord. Altogether, there are about 40 companies which manufacture machines, produce tape, or engage in other phases of the business."

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Admiral's 1953 sales will set all-time record of about \$250,000,000, said pres. Ross Siragusa at distributors convention in Chicago this week, adding that appliance sales for first 11 months this year were 37% above all of 1952. Admiral's previous high was 1950, when sales were \$230,397,661, earnings \$18,767,554 (\$9.73 a share). Sales last year were \$190,724,356 vs. 1951's \$185,925,058; earnings last year were \$8,711,133 (\$4.43) vs. 1951's \$9,586,833 (\$4.88). Admiral's last financial report this year showed 9-month earnings of \$6,564,848 (\$3.34) on record sales of \$189,856,035 (Vol. 9:44).

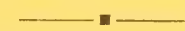
Sylvania's 1953 sales hit all-time high of about \$295,000,000, some 25% over 1952's \$235,000,000, said pres. H. Ward Zimmer in year-end statement. Each of company's 7 operating divisions' sales exceeded 1952. Defense business in 1953 was 22% of total, against 30% in 1952, backlog of unfilled defense orders totaling \$90,000,000 vs. \$85,000,000 at end of 1952. Sales of Sylvania receiving tubes reached all-time high, nearly 30% over 1952, while picture tube sales were 40% higher.

Philco finalized stock exchange plan this week, whereby it acquires Dexter Co., Fairfield, Ia., washing machine manufacturer (Vol. 9:50). It exchanges 70,000 shares of authorized but unissued Philco stock for 200,000 shares of Dexter stock outstanding, paying 5% stock dividend to Dexter stockholders. Transfer is expected to be completed by Feb. 15.

DuMont sales for first 11 months of 1953 were 20% higher than comparable 1952 period, and "it is anticipated that profits for the full year will exceed those of 1952," said Dr. Allen B. DuMont in year-end statement.

Cornell-Dubilier reports record sales of \$43,630,816 for fiscal year ended Sept. 30, some 23% over preceding year's \$35,496,041. Net income was \$1,666,696 (\$3.12 a share), compared with \$1,539,831 (\$2.86) for 1952.

Oak Mfg. Co. reports sales of \$15,602,236, net income of \$970,168 (\$1.85 a share) for first 9 months of 1953, compared with \$11,013,071 & \$745,117 (\$1.42) same 1952 period.



High-fidelity boom is getting under way in Latin America and market comparable to U. S. should be fully developed there in 2 or 3 years. That's observation of R. L. Romeyn, Philco International v.p., on return from tour in which he heard "hi-fi" concerts in Puerto Rico, Colombia, Venezuela, Chile, Argentina, Peru, Panama, Cuba.

## Network TV-Radio Billings

November 1953 and January-November 1953

(For October report see *Television Digest*, Vol. 9:48)

**B**OTH NOVEMBER and 11-month leads in network TV billings were taken by CBS-TV in Publishers Information Bureau tabulations released this week, and as usual CBS maintained its far-away lead in network radio billings. CBS went to Nov. TV record of \$9,778,028, leading for 6th time this year, and shows total of \$87,106,365 for 11 months. NBC dipped from its \$10,275,480 record of Oct. to \$9,665,078 in Nov. to bring its 11-month total to \$86,615,046. Both ABC and DuMont went to new highs in Nov., when total for all networks reached record \$23,630,290 to bring 11-month cumulative total to \$202,969,531.

Radio billings held firm, aggregating \$13,670,115 in Nov. vs. \$14,477,570 in Nov. 1952, or \$146,326,032 for the 11 months vs. \$148,528,367 for same 1952 months. The complete PIB report:

NETWORK TELEVISION				
	November 1953	November 1952	Jan.-Nov. 1953	Jan.-Nov. 1952
CBS	\$ 9,778,028	\$ 6,654,812	\$ 87,106,365	\$ 61,970,042
NBC	9,665,078	8,026,017	86,615,046	75,411,767
ABC	2,396,203	1,396,999	18,490,818	17,021,415
DuMont	1,790,981	1,026,566	10,757,302	8,929,340
<b>Total</b>	<b>\$23,630,290</b>	<b>\$17,104,394</b>	<b>\$202,969,531</b>	<b>\$163,332,564</b>

NETWORK RADIO				
	November 1953	November 1952	Jan.-Nov. 1953	Jan.-Nov. 1952
CBS	\$ 5,409,246	\$ 5,506,172	\$ 56,823,861	\$ 53,793,409
NBC	3,372,330	4,138,979	41,517,433	43,556,850
ABC	2,798,532	2,659,934	26,953,930	32,166,319
MBS	2,090,007	2,172,485	21,030,808	19,011,789
<b>Total</b>	<b>\$13,670,115</b>	<b>\$14,477,570</b>	<b>\$146,326,032</b>	<b>\$148,528,367</b>

NETWORK TELEVISION—January-November 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb.	1,481,032	6,621,829	862,299	6,876,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	850,658*	7,513,430	17,774,866*
May	1,813,985	7,622,432	903,945*	8,052,545	18,392,907*
June	1,607,320	7,399,078	835,768*	7,324,315	17,166,481*
July	1,299,471	7,422,337	592,890*	6,903,092	16,217,790*
Aug.	1,244,993	7,783,813	742,665*	6,564,841	16,336,312*
Sept.	1,376,017	8,503,620	678,302*	7,837,467*	18,395,406*
Oct.	2,297,862	9,381,816*	1,462,143*	10,275,480*	23,417,301*
Nov.	2,396,203	9,778,028	1,790,981	9,665,078	23,630,290
<b>Total</b>	<b>\$18,490,818</b>	<b>\$87,106,365</b>	<b>\$10,757,302</b>	<b>\$86,615,046</b>	<b>\$202,969,531</b>

NETWORK RADIO—January-November 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,822	\$ 5,156,404	\$ 1,786,134	\$ 4,280,555	\$ 13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,995,478	4,342,082	14,661,464
Apr.	2,637,364	5,375,243	2,008,990	4,196,009	14,217,606
May	2,593,923	5,333,481	2,038,210	4,141,070	14,108,684
June	2,113,725	5,225,096	1,926,865	3,979,471	13,246,157
July	2,030,989	4,939,719	1,830,467	3,494,330	12,255,505
Aug.	1,958,883	4,790,114	1,738,248	3,219,250	11,706,295
Sept.	2,156,806	4,939,398*	1,792,736	3,205,675	12,144,615*
Oct.	2,653,079	5,477,711	2,185,598*	3,493,059*	13,809,447*
Nov.	2,798,532	5,409,246	2,090,007	3,372,330	13,670,115
<b>Total</b>	<b>\$26,953,930</b>	<b>\$56,823,861</b>	<b>\$21,030,808</b>	<b>\$41,517,433</b>	<b>\$146,326,032</b>

\*Revised as of Dec. 29, 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.

Reflecting stockholder awareness of value of network feature films still locked in major film companies' vaults—a value some think is diminishing in direct ratio to speed of advent of color TV—was question raised by stockholder Lester P. Martin at Columbia Picture Co.'s annual meeting Dec. 21. He suggested directors set up a separate corporation to which Columbia's old film inventory would be assigned, stock to be distributed among shareholders. It would be profitable tax-wise, he said, eliciting promise idea would be studied. Columbia reported June 30 first quarter gross of \$18,000,000, with earnings of \$1.01, said second quarter would top \$20,000,000 with better net.

Combined AM-FM broadcasting income in 1952 was \$60,100,000 before Federal income taxes, up 4.5% over 1951, says FCC in final financial report issued Dec. 31 (Public Notice 99911). Total revenues were \$469,700,000, up 4.3%, and total expenses \$409,600,000, up 4.5%. Preliminary report last May (Vol. 9:18) had given total broadcasting revenues as \$473,100,000, income before Federal taxes of \$62,600,000. Report shows the 4 national and 3 largest regional networks accounted for \$100,600,000 of the 1952 total. It breaks down revenue-expense figures by cities, community sizes, classes of stations, etc., shows 611 FM stations accounted for \$2,600,000 in revenues. Comparisons with previously-announced TV figures are also provided—TV in 1952 totaling \$324,200,000 revenues, up 37.5% from 1951, and \$55,500,000 income before Federal taxes, up 33.5%. (For breakdowns of both the TV & radio figures by years, see p. 351, *TV Factbook No. 17*.)

J. Walter Thompson Co. has updated to Sept. 1, 1953 its report on *Where the TV Sets Are*, tabulating households and TV ownership in the first 312 markets of the U. S. (Census Bureau divisions). Last report, dated April 1, 1953, was published in full in our *TV Factbook No. 17* of July 1953 (pp. 341-449). The Sept. 1 figures are interim, prepared largely to meet intra-company and client requests, and will be updated to Jan. 1, 1954 sometime in Feb. We are not publishing the Sept. 1 report, preferring to wait for the Jan. 1, but limited supply of mimeographed copies will be made available to subscribers on request.

Intensity of popular interest in color is also manifested in 1½-p. color layout in current *Life Magazine*, captioned "Upheaval, Markets to Come for a Still Infant Industry, Color Television" and showing diagrammatically how the RCA and CBS color TV camera methods work. "Because color will bring confusion, too-quick obsolescence of black-&-white sets and financial hardships," states *Life*, "sections of the TV industry have been reluctant revolutionaries. The introduction of color, nevertheless, is another example of the way U. S. industry finds—or is thrust into—new, profitable fields even before old ones are played out."

Two applications for new TV stations were filed with FCC this week. With 4 dismissals, pending applications were reduced to 347 (71 uhf). Week's applications were for Paducah, Ky., Ch. 6, by Paducah Newspapers Inc. (*Paducah Sun-Democrat*); for Selma, Ala., Ch. 8, by Dallas Bestrs. Inc. (Oscar P. Covington, pres.), whose principals own WCOV-TV & WCOV, Montgomery, and WGWD (AM), Gadsden, Ala. [For further details about these applications, see *TV Addenda 17-Z* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17 & Addenda* to date.]

Year ended with 261 interconnected stations in 161 cities, AT&T having added these stations between Xmas week end and New Year's Eve: KOA-TV, Denver; WROL-TV & WTSK-TV, Knoxville, Tenn.; WOSH-TV, Oshkosh, Wis.; WSTV-TV, Steubenville, O.; WLBT, Jackson, Miss.; WAFB-TV, Baton Rouge, La.; KCMC-TV, Texarkana, Tex.; WNCT, Greenville, N. C. Slated for interconnection New Year's Day were WKNX-TV, Saginaw, Mich.; KSLA, Shreveport, La.; WAYS-TV, Charlotte, N. C.; KFAZ, Monroe, La.; WLBC-TV, Muncie, Ind.

Sale of radio WGAR, Cleveland, to Peoples Broadcasting Corp., subsidiary of Farm Bureau Mutual Insurance Co., Columbus (Vol. 9:50), was approved by FCC this week. Sellers were Mrs. Francis S. Parker, widow of late George A. Richards, and 13 others. Purchase price was \$1,750,000, which included about \$750,000 in quick assets. WGAR pres. John F. Patt, who sold his 35% interest, becomes head of WJR, Detroit.



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

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# Television Digest

with **ELECTRONICS REPORTS**

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**19 & 21-in. COLOR TUBES NOT FAR OFF:** A vital purpose is being served by 15-in. round color tube -- that of giving set production a start -- but it is expected to survive very little longer than it takes to get into production of larger tubes.

That's the definite consensus of tube and set makers as we talked to them this week in our continuing survey of color tube prospects. Relying heavily on black-&-white experience, manufacturers say there's no doubt that the 15-in. (giving 11½-in. picture) is too small and that the industry will bend every effort to reach goal of the 21-in. rectangular for which public has shown heavy preference.

It's conceivable color may not parallel monochrome. Public may be satisfied with smaller picture in color -- but we doubt it, after seeing 17-in. & 19-in. color pictures. Obviously, there's no way of knowing until customers have opportunity to compare sizes, quality and prices.

At least one interim step is currently in prospect before 21-in. is built -- the 19-in. round, giving about 17-in. picture. This step may be reached quite soon. After announcing that price of recently-commercialized 15-in. (Vol. 10:1) will be \$175 to manufacturers, RCA this week invited tube licensees to see the 19-in. at RCA Labs in Princeton Jan. 21. This is taken to mean design of 19-in. is frozen.

The 19-in. won't be in mass production until fall, RCA says, but speculation is that pilot production is already under way.

\* \* \* \*

Further indication of tube trends comes from bulb maker Corning Glass. Its pres. Wm. C. Decker tells us Corning is working on 3 sizes for the RCA-type tube: 15-in. & 19-in. round and 21-in. rectangular. He said Corning is now building up inventory of 15-in., can step up current pilot production of either 15-in. or 19-in. and "make as many as anyone wants whenever we get orders for them."

The 21-in. bulb is still in laboratory stage but may be put into pilot production during first half of this year, says Decker, pointing out that it's hard to pin down production estimates while tube is still in process of development.

CBS-Hytron chairman Lloyd Coffin said he believes 19-in. will be next step, "and that will be determined by when we can get the bulbs." Hytron has set \$125 price on its 15-in. round, is slated to begin pilot production late this month, and regular production in February.

Dr. Allen B. DuMont, pioneer of large black-&-white tubes, who has hitherto been silent on plans for color tubes and sets, says he'll produce no 15-in. sets except for demonstration. "We're developing our own type of color tube," he said, adding that he's shooting for "something in the neighborhood of 21-in.," hopes to have it by mid-year. "Unquestionably," he said, "it's the only satisfactory size."

While set makers showed only 15-in. at this week's mid-winter marts in Chicago (see p. 9), it's evident that some of them plan little more than token production of that size -- they're all shooting for big screens.

Chromatic TV Labs, developer of Lawrence tube, has always plumped for big tubes. Chromatic licensees currently are waiting for rectangular glass envelopes, as well as tube grids. Pres. Richard Hodgson says that so far blanks for Chromatic sample tubes have been round metal, 21-in. and 24-in., with cones supplied by I-T-E Circuit Breaker and United Specialties Co. He expects that rectangular glass bulbs will pose no big problems for Chromatic one-gun tubes because they're similar to those used for black-&-white, except for addition of metal flange.

Chromatic announced this week it has set up grid-producing facilities at Emeryville, Cal. -- "to get our licensees off the ground." Company has been making grids in pilot plant at Oakland, but new plant, employing 200, is aiming to be in production by end of March with initial annual rate of 25,000 grids for as many tubes. (Parenthetically, we'd say that rate appears incredibly small.)

\* \* \* \*

We visited Hazeltine Labs this week, to observe its results with Lawrence tube. Hazeltine has devised technique whereby tube itself acts as signal decoder, a process it believes has distinct advantages.

Results are a definitely marketable picture. Tube was displayed alongside 15-in. RCA-type tube produced by Zenith subsidiary Rauland; latter differed from RCA tube in that it contains 1,200,000 phosphor dots, compared with RCA's 600,000.

Demonstration was conducted for Hazeltine licensees by research v.p. Arthur V. Loughren, who gave frank appraisal of Lawrence tube's advantages and drawbacks. He stated these to be the advantages: (1) Larger picture, with no complications expected with still bigger tubes. (2) No registration or convergence problems. (3) Simplicity of production and low rejection rate. (4) Ruggedness in handling and in continuous use. (5) Good black-&-white reception.

Loughren noted 2 disadvantages, both of which he believes are temporary: (1) Less color fidelity and overall resolution. (2) Excessive radiation -- "it's a 50-watt transmitter."

Cause of poorer color fidelity, Loughren explained, is that the tube has 350 lines of green phosphor, 175 of red, 175 of blue. Thus, when solid red or blue object is shown, it has far less resolution than solid green object. Result is that red or blue objects look coarser and paler. Solution to this, Loughren said, is to put more lines in picture. Chromatic's Hodgson claims that tubes now under development will give all the resolution transmitted.

Radiation problem is on way to elimination, Loughren stated. He said Hazeltine engineers have worked on disassembled tube, devised very promising techniques for reducing radiation to reasonable limits. He added that complete tube incorporating new techniques is still to be produced.

Our own observation is that lack of misregistration is certainly a plus for Lawrence tube, compared with Rauland tube which had bad fringing at top and bottom. We must note, however, that we've seen no misregistration on RCA tubes in recent months. Black-&-white reception on Lawrence tube was excellent -- a fact not to be dismissed lightly until most telecasting is in color, if it will be. Rauland tube was marred by fringing during black-&-white reception.

Westinghouse appears quite sold on Lawrence tube, is reported further along towards production than anyone else. Engineer for one small manufacturer, attending Hazeltine session, said Westinghouse told him production "yield" of Lawrence tubes is 30-to-1 greater than RCA type -- difference in rejection rate being that great.

One drawback of tube isn't technical; it's fact there's no big source of supply in sight. Chromatic Labs doesn't make tubes. Of Chromatic's 2 licensees, Crosley intends to use all its own output and Thomas Electronics is a small producer. Westinghouse hasn't been a big factor in tube production. However, there is persistent rumor that GE is working fiercely on Lawrence tube or a grid-type tube of some sort. If GE commits its massive productive facilities to the tube, large-scale production can be expected eventually.

Regarding Rauland tube, incidentally, it's worth noting that its 1,200,000 dots, compared with RCA's 600,000, give picture exceptionally fine texture. We sat

within 3 ft. of set, detected no dots at all. If the production of such screens is practical, it's certainly worth doing.

Evaluating whole color tube situation, one executive said: "The jump from radio to black-&-white TV was a much greater revolution in our business than will be the jump from black-&-white to color."

He sees no need for the intermediate steps taken by monochrome -- no such evolution as the progression through 7, 8½, 10, 12, 12½, 14, 15, 16, 17, 19, 20, 21, 24, 27 & 30-in. sizes. However, the more conservative industry sources expect it will be some 2 years before mass production of rectangular 21-in. -- the "ideal".

Though there have been some pilot model metal-coned color tubes, virtually everyone is talking glass now. Interesting sidelight is that RCA, pioneer of metal tubes for black-&-white, gave them up about 6 months ago, and except for replacement is now making only glass black-&-white (as well as color).

**STORER BUYS EMPIRE COIL CO. FOR \$10,000,000:** Biggest deal since the ABC-UPT merger -- topping any of the 20 major station sales of 1953 -- is Storer Broadcasting Co.'s projected purchase of Herbert Mayer's Empire Coil Co. for approximately \$10,000,000.

Announced purchase price is \$8,500,000, same sum Westinghouse paid Philco for WPTZ in Philadelphia last year (Vol. 9:8,22); but Storer assumes liabilities of about \$1,000,000 and Mayer will get about \$500,000 more in adjustments.

Deal embraces acquisition of big electronic parts manufacturer, major vendor of transformers & coils to many of the large TV-radio manufacturers, plus its TV stations WXEL, Cleveland (Ch. 8) and KPTV, Portland, Ore. (Ch. 27). It was closed at 4:16 a.m. Jan. 8, when Storer counsel John Poole and Mayer counsel Morton Wilner completed the agreement papers, and \$350,000 cash deposit was paid.

Agreement calls for \$6,000,000 cash on FCC approval of transfers, balance in cash or notes -- most likely cash. Broker Howard Stark, who engineered deal, is paid by Storer. No new stock sales are contemplated to raise funds.

Mr. Mayer gave ill health as one of reasons for finally agreeing to sell after having rejected numerous offers, particularly for Cleveland station. Package deal offered certain tax advantages. Letter to staffs of WXEL & KPTV told them Storer has assured him he anticipates making no changes in personnel and that operation of the stations will continue substantially as before.

\* \* \* \*

There was no breakdown in values placed on the 3 properties, all of which are known to be substantial money makers, together last year grossing very nearly the amount of the announced purchase price. Cleveland station has been particularly profitable; Mayer has rejected offers of up to \$5,000,000 for it.

Portland uhf station, which he also founded, was first commercial uhf outlet to go on the air, has NBC basic affiliation, has been good earner from start, is probably the most profitable uhf station of all the 122 that have since started.

Already owner of 5 stations, the hitherto allowable limit, Storer will have to dispose of at least one of them. Presumably it will be KGBS-TV, San Antonio (Ch. 5), recently known as KEYL, which he purchased in 1951 for \$1,050,000 (Vol. 7:30,41) and which son George B. Storer Jr. now manages. Or it might be WAGA-TV, Atlanta (Ch. 5).

Because FCC is waiving 5-limit rule to permit ownership of 2 uhf in addition to 5 vhf (Vol. 9:51), it's expected there will be no obstacle to ownership of Portland outlet which is often cited as the "showcase" of what uhf can accomplish, both technically and financially, if it gets a good head start. FCC is deeply committed to success of uhf, which many think requires network and other big-interest backing over long haul. That was why it authorized, within 48 hours of application, the transfer to DuMont Network Jan. 1 of Empire Coil's uhf KCTY, Kansas City (Vol. 9:52).

\* \* \* \*

Now 46 years old, Herbert Mayer quit his New York law practice in 1944 to set up Empire Coil Co. with an investment of only \$5000 and an assembly line in a loft in New Rochelle, N.Y., where it now has a modern building. He wanted to get into electronics somehow, so boned up on what was most needed -- deciding on components.

Before the TV station freeze, he decided he wanted to go into telecasting,

and in Dec. 1949 he founded WXEL while local interests were still dubious about TV. In Sept. 1952, he astounded the industry by getting KPTV on the air in TV-less Portland as the first commercial uhf in the U.S., buying the RCA-NBC experimental transmitter at Bridgeport, Conn. and getting it going in record time (Vol. 8:38).

He started KCTY, Kansas City (Ch. 25) last June, anticipating that vhf would be tied up in competitive hearings and its addition to the city's one vhf outlet thus slowed down. But merger agreements approved by FCC brought 2 more vhf into being in short order, they grabbed off CBS and ABC, and his station did poorly. He reported investment and losses of \$750,000 in the 7 months of operation before KCTY was sold to DuMont for a nominal \$1 as of Jan. 1, 1954 (Vol. 10:1).

Mayer's uhf grants for Denver and Indianapolis were also surrendered -- in Denver because 4 vhf got going first and in Indianapolis because of likelihood new vhf will get on the air, too, before uhf could get a good start.

Agreement with Storer precludes return to same fields in same cities, but Mayer hopes to enter the theatrical side of the business -- may become a producer or syndicator of programs and may back a Broadway play. His long-cherished ambition has been playwriting and play producing.

\* \* \* \*

Storer may set up a separate industrial operating unit, for it also owns Standard Tube Co., Detroit (sheet metal tubes). It was from that business that Mr. Storer ventured forth into radio broadcasting about 20 years ago, building slowly to ownership (by founding or purchasing) 5 TV stations, each with an AM adjunct, plus AM stations in his base city of Miami and in Wheeling, W.Va. He also owns a TV in Havana, which does not fall within FCC jurisdiction, and publishes the Miami Beach Florida Sun, a 5-days-a-week newspaper (Vol. 9:45).

Storer Broadcasting Co. is now partly owned publicly as result of the recent offering of 200,000 shares of common (at 14) which was quickly oversubscribed (Vol. 9:45,47). All 15,000 shares of 7% cumulative preferred stock, except for \$50,000 worth held by v.p. J. Harold Ryan, a brother-in-law, was purchased by the Jefferson Standard Life Insurance Co. for \$1,450,000.

Prospectus filed with SEC last Nov. 17 showed funded debt of \$5,133,000, with 1,010,000 shares of common outstanding, of which 843,250 were designated as "B" common. Storer's personal holdings of 640,125 shares of the "B", even without the large block held in trust for his family, give him voting control. For the recent stock issue, Mrs. Ryan sold 102,500 shares, Mr. Ryan 63,125 and Mr. Storer 34,375. The Ryans still hold 50,000 shares each.

\* \* \* \*

Note: There were 20 major TV station transfers authorized in 1953 (see TV Factbook No. 18). Storer was involved in only one of them -- \$2,400,000 purchase of WBRB-TV & WBRB, Birmingham, Ala. (Vol. 9:13,21). Storer also bought radio KABC, San Antonio (now KGBS) for \$700,000 in order to have an AM counterpart for TV there.

There were rumors this week that the Washington Post is about to buy out CBS's 45% interest in WTOP-TV & WTOP, having jointly acquired the TV station in 1950 from Macy interests for \$1,400,000. Though denied, it's believed only matter of time before CBS sells so as to free itself to acquire 100% ownership elsewhere. The Post owns outright WMBR-TV & WMBR, Jacksonville, purchased in 1952 for \$2,470,000.

**ONE NEW STARTER, ONE CP IN SLOW WEEK:** New year's first week brought only one new station on air and one TV grant by FCC. Starter is WBTM-TV, Danville, Va. (Ch. 24); CP went to Coastal Bend TV Co. for Corpus Christi, Tex., Ch. 22.

Danville station started Jan. 6, is 42 mi. northeast of vhf-served Greensboro, N.C., 59 mi. south of vhf-served Lynchburg, Va. RCA-equipped, it's owned by local group headed by broadcaster L.N. Dibrell, managed by Edward Gardner, hopes to interconnect with ABC by April, has \$200 base rate, is represented by Hollingbery.

Several other stations were reported poised for possible week-end starts. Second klystron and RCA antenna got to WMGT, Adams, Mass. (Ch. 74) on Jan. 6, so it should start momentarily with its GE transmitter. Also possibilities over week end are WKAR-TV, E. Lansing, Mich. (Ch. 60), GE-equipped, and WEAR-TV, Pensacola (Ch. 3),

RCA-equipped. And from CBC came word that CBMT, Montreal (Ch. 6) definitely would get started Jan. 10 -- becoming 2nd station in Montreal, 7th in Dominion.

On-the-air total is 357 at this writing, of which 123 are uhf.

Corpus Christi grant was final decision, after competing H.L. Hunt amended to new channel. It's owned by group of local businessmen and public officials.

Commission's hearing in Buffalo Ch. 2 case -- where it suspects there was a "strike" application (Vol. 9:50) -- opened Jan. 8, but was continued to Jan. 15 pending attempts to narrow down issues through stipulations. FCC hasn't yet acted on petition of Buffalo's uhf WBUF-TV to intervene (Vol. 10:1).

FCC this week scheduled Feb. 5 hearings for Jacksonville, Ch. 12; Muskogee, Okla., Ch. 8; Tulsa, Ch. 2 & 17; Biloxi, Miss., Ch. 13.

**NEWSPAPER & THEATRE FOLK LEAD OWNERSHIP:** No longer eyed askance, newspaper ownership of TV stations appears to be as firmly entrenched as in radio -- and scrutiny reveals 105 of the 356 operating stations (roughly 30%) are owned in whole or part by newspaper publishing interests. Proportion is about same as for radio stations.

You'd expect theatrical interests to be represented in more than the mere 35 stations shown in the study, completed this week to show breakdowns of ownership by categories for listing in our upcoming TV Factbook. Electronic manufacturers now own 22 stations, networks 19, universities & colleges 6 (only 2 non-commercial).

Multiple ownership tabulation has expanded considerably, but only 4 entities have allowable limit of 5 -- ABC, CBS, NBC, Storer. DuMont & Crosley have 4 each. Among newspaper interests, Scripps-Howard, Gannett, Newhouse and Steinmans have 3 each; quite a few newspaper entities own 2 stations each, in whole or part.

The newspaper list embraces all from outright ownership (like Chicago Tribune's pioneer WGN-TV and its interlocking ownership with New York News' WPIX) to partial ownership (like Wichita Beacon's mere 5% interest in KEDD) to such identical ownership as WCOC-TV, Meridian, Miss. with weekly Clark County Tribune.

The count of 105 does not, however, include the 4 stations owned by Meredith Publishing Co. (Better Homes & Gardens); the 2 partially owned by Time Inc. (Time-Life-Fortune); and the one owned by same interests as the Prairie Farmer, Chicago.

Theatrical interests range from the American Broadcasting-Paramount Theatre group of 5 to the single stations owned by such entities as Paramount Pictures and the Walter Reade chain; also the holdings of actors Bob Hope, Bing Crosby, James Stewart and Mary Pickford Rogers.

TV Factbook No. 18 of Jan. 15, 1954 will also carry a complete record of all major station transfer deals since 1949. It's a 378-p. volume that lists all TV Stations in the U.S., Canada, Mexico & Cuba, with facilities, personnel, rates, etc.; has new log of TV stations throughout the world; complete vhf-uhf channel allocation tables; directories of TV set and tube manufacturers, with executives; directories of major advertising agencies, program producers, station sales reps, etc. And each Factbook includes a 43x29-in. Map of TV Cities and Network Routes, suitable for framing, in color, revised to Jan. 1, 1954.

Note: Extra copies of the Factbook will be available Jan. 18 at \$3 each.

**NEARLY 300 COMMUNITY ANTENNA SYSTEMS:** Growth and durability of community antenna systems continues to be a quiet phenomenon -- they're sprouting and flourishing very nicely despite tripling of TV stations on the air during the last year.

Number of homes served by systems is insignificant, frankly, when compared with the 27,000,000 served directly by stations. That isn't the point. What is significant is that the systems represent several hundred going businesses -- many of them returning a very handsome profit.

Combing through up-to-date directory of systems compiled for our upcoming TV Factbook No. 18, we have derived some extremely interesting figures:

(1) 299 systems are now operating, against 240 six months ago (Vol. 9:28), 149 year ago (Vol. 9:4), 94 eighteen months ago (Vol. 8:27). In addition, 29 are now under construction or in planning stage.

(2) 120 of the 299 reported number of subscribers, for total of 64,189 vs.

39,796 for the 92 reporting 6 months ago, 13,750 for the 69 reporting 18 months ago.

(3) Average system has 535 subscribers, compared with 432 for the 92 reporting 6 months ago, 199 for the 69 reporting 18 months ago.

(4) 115 estimated they have total potential of 211,025 subscribers, for an average of 1835 each, against total of 167,150 for the 96 estimating 6 months ago (average 1741), 144,356 for the 74 estimating 18 months ago (average 1950).

(5) Largest system reports "over 4000"; this is the Whitney-Jerrold operation in Williamsport, Pa. Largest claimed 6 months ago was 2500. Currently, next largest are: 3600, 3300, 3000, 2500, 2500, 2200, 1950, 1781, 1505. Including these, 19 operators claim 1000 or more.

Lacking reports from all 299 operators, we can't give a reliable figure for total homes served, but we'd guess it at about 100,000. Since start of pay-as-you-look operations on Telemeter's system in Palm Springs, Cal. (Vol. 9:49), interest in the total has become very keen -- because it's an index to possible boxoffice -- but there's a tendency in some quarters to exaggerate the potential.

**Personal Notes:** Edward L. Saxe appointed v.p. & asst. to CBS-TV pres. Jack Van Volkenburg; formerly controller, he will handle financial matters mainly . . . Norman Siegel resigns as CBS-TV west coast director of publicity & exploitation . . . Harold L. Morgan Jr., ABC v.p. in charge of TV production services dept., named v.p. & comptroller; Jason Rabinovitz, asst. comptroller; W. C. Tepper, chief accountant; Edward Graessle Jr., asst. chief accountant; Robert L. Stone, director of TV production services dept. . . . A. G. Flanagan, commercial mgr., XETV, Tijuana (San Diego), named asst. gen. mgr. of KCOP, Los Angeles (changed from KLAC-TV) under new owner Copley Press Inc.'s TV-radio v.p. & gen. mgr. Jack Heintz; Wilson Edwards succeeds Heintz as mgr. of radio KSDO, San Diego . . . Robert M. Baird, Dallas mgr. of John E. Pearson rep firm, named TV v.p. . . . Elmer W. Lower promoted to director of news & public affairs, CBS-TV, Washington; Wm. Corrigan, newsfilm mgr.; Donald W. Richardson, syndication mgr. . . . Neal J. Edwards, ex-WTTG, named sales mgr. of WMAL-TV, Washington, succeeding Harvey Glascock, resigned; no replacement yet at WTTG . . . Paul H. Chapman, ex-WFBC, Greenville, S. C. (AM-FM-TV) has opened own TV-radio brokerage office to serve the South; address is 84 Peachtree St. NW, Atlanta, phone Lamar 2036 . . . Mitchell DeGroot named ABC-TV director of adv. & promotion in separation of depts., Eugene Accas handling radio; Andrew Ross named ABC art director . . . Glenn Shaw, recently with KLX, Oakland, named asst. mgr., KCCC-TV, Sacramento, Cal., under gen. mgr. Ashley Robison; John J. Kehoe, ex-KCRA, Sacramento, named sales mgr. . . . Herbert Pangborn, CBS-TV technical operations mgr., Hollywood, elected pres., Society of TV Engineers of So. Calif.; Edward Benham, KTTV chief engineer, secy.-treas. . . . Wm. L. Clark, ex-asst. sales mgr., WPIX, N. Y., named Hollywood mgr., ABC film syndication . . . Howard Anderson, ex-film director, WFAA-TV, Dallas, joins Dallas office of Motion Pictures for TV . . . Halsey V. Barrett resigns as eastern sales mgr., Consolidated TV sales . . . John W. Owen, ex-Petry, joins Avery-Knodel as coordinator of promotion, research & sales . . . Wm. T. Romaine named director of public affairs, WSAZ-TV, Huntington . . . Ben Starr, ex-v.p., elected pres. of western region of TV Writers of America, succeeding Hugh Wedlock, resigned; Nate Monaster replaces Starr . . . Walter Francis transferred from AT&T New York headquarters to become information supervisor of Kansas City office . . . Wm. M. Koblenzer promoted to eastern sales mgr., DuMont Network . . . Branch L. Kemendo named south western district supervisor, NBC merchandising dept. . . . Stanley S. Simpson, ex-San Francisco radio sales executive, appointed mgr. of KCOK-TV, Tulare, Cal.

George H. Frey, NBC-TV sales v.p., succeeds recently resigned Jack Herbert as v.p. in charge of network sales, as NBC board Jan. 8 also elected Thomas McAavity v.p. in charge of TV network programming (succeeding Sylvester Weaver, now pres.) and Carl M. Stanton, v.p. in charge of film div. succeeding Robert W. Sarnoff, now exec. v.p.). Harry C. Hagerty, financial v.p., Metropolitan Life Insurance Co., member of RCA board, elected to NBC board.

New officers of TV-Radio Correspondents Assn., in charge of TV-radio galleries in Congress: chairman, Richard Harkness, NBC, succeeding Martin Agronsky, ABC, who becomes ex-officio member of exec. committee; vice-chairman, Wm. Costello, CBS; secy., Joseph F. McCaffrey, MBS; treas., Gunnar Back, ABC. Exec. committee members: Julian Goodman, NBC (reelected); Ann Corrick, WLWT & WLW, Cincinnati (reelected); Wm. Higginbotham, United Press-Movietone News.

ABC Los Angeles commentator Chet Huntley got \$10,000 and public apology this week from one Mrs. Rae Suchman, who accused him to his sponsors of being a communist, in out-of-court settlement of his \$200,000 suit. Apology published as paid ad in *Herald & Express* read: "I have no evidence that Mr. Huntley is other than a patriotic, loyal American [or] which links him with any subversive organization or undertaking."

Rev. S. Franklin Mack, Bound Brook, N. J., elected executive director of Broadcasting & Film Commission, National Council of Churches of Christ in U. S. A., under Dr. Clayton T. Griswold. He succeeds Dr. Ronald Bridges, retiring Feb. 1 to become visiting professor at Bowdoin College, Lewiston, Me.

Edwin Moss Williams, ex-UP business mgr. who has been publishing the *Elizabeth City* (N. J.) *Daily Advance*, has sold the newspaper to Dear Publications & Radio Corp., of Jersey City, onetime publisher of *Jersey Journal*.

Vic Diehm, operator of WAZL, Hazleton, Pa., named principal speaker of U of Georgia's 9th annual Radio & Television Institute, Jan. 27-30.

Ninth annual Michigan State Radio & Television Conference of commercial and educational broadcasters has been scheduled for March 5 at East Lansing.

Edward C. Hartung, 66, FCC accountant since 1935, died Jan. 3 in Washington. He is survived by his widow, 2 married daughters, 3 grandchildren.

Mrs. Lillian Paley, 62, wife of Jay Paley, retired turfman and one of founders of CBS, died Jan. 2 at her Los Angeles home. She was an aunt of Wm. S. Paley, CBS chairman.

**Station Accounts:** TV-radio advertising is expected to be used by grocers more often this year than in the past as they increase adv. & promotion budgets to meet rising competition, according to Vincent L. Browner, pres. of National Assn. of Retail Grocers, Chicago . . . Ford Motor Co.'s current campaign for its 1954 cars and trucks is using 270 TV stations (as against 107 last year) plus 1418 radio stations, thru J. Walter Thompson; dealer newspaper advertising on introduction was hiked 30%, magazine 22% . . . Renuzit Home Products Co., to promote Odorless Renuzit, rug and upholstery cleaner, tested TV-radio in Pittsburgh for 13 weeks, now plans 17-market TV campaign which may be expanded later, thru Feigenbaum & Wermen, Philadelphia . . . Wildroot Cream Oil has bought rights to Al Capp's *Fearless Fosdick* cartoon detective for central theme of 1954 ad campaign, which will include TV-radio, thru BBDO . . . CBS-Columbia Inc., seeking bigger place as a TV set maker, will spend more than \$1,000,000 on adv. & promotion first 6 months of this year, including TV-radio spot, thru Ted Bates & Co. . . . Sears Roebuck, Los Angeles, sponsoring *Dude Martin Show* on KTTV for last 30 months, on Jan. 18 starts 2 half-hour dramatic films daytime each weekday, featuring name stars and produced specially for TV; both will be shown within 12:45-2 p.m. period bought by big chain, with Dude Martin's service retained . . . Among other advertisers reported using or preparing to use TV: Orleans Canning Co., Chicago (All-Meat dog food), thru Presba-Fellers & Presba, Chicago; Adams Corp., Korn Kurls Div., Beloit, Wis. (Korn Kurls), direct; National Association of Engine & Boat Mfrs. (motorboat show), thru Lewis A. King, N. Y.; Quaker Oats Co. (Aunt Jemima cake mix), thru J. Walter Thompson, Chicago; Modglin Co. Inc., Los Angeles (plastic brooms & brushes), thru Roy S. Durstine Co., Los Angeles; Norwich Pharmacal Co. (Flavettes anti-smoking pills), thru Benton & Bowles, N. Y.; Glamorene Inc. (rug cleanser), thru Hicks & Greist, N. Y.; C. A. Durr Packing Co., Utica, N. Y. (Durr's First Quality hams & bacon), thru Farquhar & Co., Utica; Laurel Products Inc., Cleveland (Nusoft fabric rinse), thru McCann-Erickson, Cleveland; Beto Corp., Dallas (Koracin medicinal), thru Frank J. Miller Adv., Hollywood, Cal.

**Network Accounts:** Arthur Godfrey quickly picked up General Motors as alt. sponsor (with Pillsbury flour) of *Arthur Godfrey and His Friends* on CBS-TV Wed. 8-9 p.m., within day after Chesterfields dropped out in move which network insisted was based solely on financial considerations and wasn't related to recent furore over firing of singer Julius La Rosa. Chesterfields also bowed out of Mon. & Wed. 11:15-11:30 a.m. segment of *Arthur Godfrey Show* on CBS simulcast—but network spokesman anticipates no trouble in lining up sponsor . . . Emerol Mfg. Co. (Marvel Mystery oil) sponsors *Tommy Henrich Sports Show* on ABC-TV starting Jan. 16, Sat. 6-6:15 p.m., thru Hilton & Riggio . . . Hazel Bishop (lipstick) sponsors *Dr. I.Q.* on ABC-TV starting Jan. 18, Mon. 8:30-9 p.m., thru Raymond Spector Co. . . . Post Cereals buys *Portia Faces Life* on CBS-TV starting in April, Mon.-thru-Fri. 1:15-1:30 p.m., thru Young & Rubicam . . . Whitehall Pharmacal Co. (drugs) and Boyle-Midway Inc. (Plastic Wood) sponsor Mon.-Wed.-Fri. segments of *The Bright Star* on CBS-TV starting Feb. 1, Mon.-thru-Fri. 4:15-4:30 p.m., former thru Biow, latter thru Geyer Adv. . . . Mutual of Omaha buys Mon. & Wed. segments of *John Daly and the News* on ABC-TV starting Feb. 4, Mon.-thru-Fri. 7:15-7:30 p.m., thru Bozell & Jacobs, Omaha . . . American Chiclet Co. & DuMont Labs shift *Colonel Humphrey Flack* from Wed. 9-9:30 p.m. to Sat. 10-10:30 p.m. on DuMont starting Jan. 9 . . . DuMont brings back *Author Meets the Critics* as sustaining program starting Jan. 17, Sun. 7-7:30 p.m.; *Big Issue* goes off DuMont Jan. 18 after year as sustainer.

Take your choice—the \$7.7 billion estimated by N. Y. *Herald Tribune's* Joseph Kaselow or the \$7.9 billion by N. Y. *Times's* James J. Nagle as total expenditures by all advertisers on all media during 1953. That's 10% above 1952, and better. What's more, says Kaselow, it looks as if the pattern will be continued in 1954, when some advertising authorities see total advertising "hitting the \$8 billion mark as the battle of the sales curves is joined." For perspective, adds Kaselow, it should be noted that in 1939 the figure was \$2 billion. Newspapers, magazines, TV, radio, direct mail, industrial advertising all hit new highs, according to their surveys. Nagle says 1953 TV expenditures will go well above the \$650,000,000 of 1952 (time & talent), quoting McCann-Erickson, which does annual *Printer's Ink* survey. Kaselow puts TV figure at \$448,000,000 (network & station revenues alone), quoting NARTB's Richard P. Doherty. Latter also guesses radio up 3% to about \$490,000,000. Notably, says Nagle, some industries are still shifting from radio to TV—cigarettes, cosmetics, insurance and beer, for example; but other important companies are now using radio for first time or have returned to it. Note: Our own guesstimate is still between \$450-475,000,000 as total revenues of TV's 4 networks and 350-odd stations in 1953 (Vol. 9:52).

Most of O. L. Taylor Co.'s TV & AM station lists left over after recent consolidation with Raymer, are being acquired by newly formed Venard Inc., organized by Lloyd George Venard, ex-Taylor N. Y. mgr., with main offices at 444 Madison Ave., N. Y. Venard Inc. also has ex-Taylor Chicago chief Howard Meyers in charge of Chicago office, 35 E. Wacker Dr., and Duncan A. Scott as rep for San Francisco & Los Angeles. Besides 28 AMs, Venard Inc. will represent these 8 TVs: WITV, Ft. Lauderdale-Miami; WKLO-TV, Louisville; WFIE, Evansville; KCMC-TV, Texarkana, Tex.; WCOV-TV, Montgomery, Ala.; WILS-TV, Lansing, Mich.; KTXL-TV, San Angelo, Tex.; KMID-TV, Midland, Tex. Only others on Taylor list are CP holders WERE-TV, Cleveland; WJTN-TV, Jamestown, N. Y.; KTRE-TV, Lufkin, Tex.

Pioneer uhf KPTV received permission from Portland, Ore. city council to construct new 500-ft. antenna tower on city-owned Council Crest. City also extended to 20 years KPTV's permit to maintain broadcast facilities at the site. Station, which was sold this week to Storer Broadcasting Co. along with WXEL, Cleveland, by Herbert Mayer (see p. 3), will dismantle and install old WXEL tower atop Council Crest, give old 210-ft. tower to city for civil defense use. Station officials predicted higher tower "will eliminate completely 3 of the current close-in shadow areas and show 60% improvement in remaining shadow areas."

New "Chromalyzer," now in production by Telechrome Inc., is designed to provide all necessary color signals for adjusting color monitors, transmitters and receivers. Selling for \$1650, it's aimed at stations, manufacturers, distributors, servicemen—for use when other color signal source isn't available. Introducing device, Telechrome pres. Ray Clurman noted that if FCC approves his suggestion that stations transmit continuous color signals (Vol. 9:51), market for product will be drastically reduced.

Rather than wait for color equipment, chief engineer John T. Wilner and staff, WBAL-TV, Baltimore, are equipping station for network rebroadcasts and slide colorcasts at estimated \$25,000, compared with some \$75,000 for same equipment from manufacturer.

Mutual Broadcasting System reports \$23,003,242 billings in 1953, up 10% from 1952 and its second best year, comparing with \$26,000,000 in 1946. Big radio chain had 80 advertisers, including 17 of radio's top 25.

H. B. LeQuatte Inc. has been dissolved, and Mr. LeQuatte, ex-pres. of Advertising Club of N. Y., has joined Abbott Kimball Co. as v.p. & chairman of plans board.

**S**LOWER PACE of new-station starters in ensuing months is indicated by paucity of shipments from the major transmitter manufacturers in recent weeks. Neither DuMont nor RCA reported any new-station shipments or orders this week, and GE reported only that the 1-kw previously said to have gone to KSAN-TV, San Francisco (Ch. 32), did not get off last week but that a 100-watt driver was due for shipment this week, to be followed shortly by the 1-kw. RCA on Jan. 4 shipped 25-kw amplifier to new WLBT, Jackson, Miss. (Ch. 3), which began testing its 10-kw Dec. 20, and on Jan. 7 shipped 25-kw amplifier to WHAM-TV, Rochester (Ch. 6). GE this week shipped 20-kw amplifier to KATV, Pine Bluff, Ark. (Ch. 7), which began testing Dec. 18 with 5-kw.

Upcoming stations were also slow in reporting plans. This week's crop of reports is highlighted by apparent race of 2 new vhf granted in Duluth-Superior area, which now has one uhf in operation, to get going in March despite difficulty of construction due to weather (see below).

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

KDAL-TV, Duluth (Ch. 3), has RCA equipment on order, is expanding AM studios for TV, expects to have transmitter building ready in 30 days and equipment installed by end of Feb., plans March tests with low power and interim single-bay bat-wing antenna, reports pres.-gen. mgr. Dalton LeMasurier. Cocoon superstructure is being built first over transmitter site to negate weather delays. Mr. LeMasurier also owns 10% of WIRL, TV applicant for Peoria, and controls WQUA, Moline, Ill. Avery-Knodel will be rep.

WDSM-TV, Duluth (Ch. 6), with 5-kw GE transmitter on tap for delivery by Feb. 15, when new studio-transmitter bldg. will be ready, plans early Feb. tests, programming March 1, reports gen.-mgr. Rodney A. Quick. WDSM-TV is controlled by Northwest Publications Inc., publisher of *Duluth Herald* and *News Tribune* (Ridder) which also controls WCCO-TV, Minneapolis. Free & Peters will be rep.

**Trade Personals:** Albert C. Beeson, onetime industrial relations director for National Union Radio, nominated by President Eisenhower to be member of National Labor Relations Board . . . A. Melvin Skellett, manufacturing-engineering v.p., National Union Radio Corp., elected to board of directors . . . Hal Conklin, ex-mgr. of Admiral San Francisco distributing branch, named gen. sales mgr. of parent company, succeeding Paul Dye, who resigned to become partner in Dykro Distributors, new Motorola Milwaukee outlet . . . Cole H. Pilcher appointed Sylvania director of industrial relations, succeeding Howard L. Richardson, now v.p. in charge of engineering operations . . . John N. Phillips named mgr. of color TV product engineering, Carroll R. Miner mgr. of monochrome product engineering, GE TV-radio dept., Syracuse . . . G. W. DeSousa, ex-marketing administration mgr., named mgr. of GE equipment tube sales, replacing Grady L. Roark, now marketing mgr. of tube dept.; DeSousa is succeeded by Milton J. Strhle, ex-mgr. of intra-company tube sales . . . John P. Kearney, mgr. of industrial & electronics sales div., Kimble Glass Co., promoted to mgr. of new product development, succeeded by John P. Gleason; R. W. M. Ritter, western sales mgr., named eastern regional sales mgr., succeeding Gleason . . . Loyd Dopkins resigns as Crosley mgr. of major accounts . . . Joseph F. Effinger named GE color TV set sales mgr., succeeded as Cincinnati district mgr. by John Gillian . . . Robert L. Russell, ex-director of subsidiary operations, named v.p. & gen. mgr., Hallicrafters Canada Ltd. . . . M. F. Blakeslee, ex-RCA Victor, named director

WJNO-TV, West Palm Beach, Fla. (Ch. 5), has ordered RCA equipment for April 1 delivery, hasn't begun construction, but hopes to test by June 1 and begin programming July 1, reports pres. William H. Cook. Theodore Granik (*American Forum of the Air*) owns 24%. Rep not yet chosen.

CKLW-TV, Windsor-Detroit (Ch. 9), will begin next July, during Windsor Centennial, with 4-11 p.m. programming, according to pres.-gen. mgr. J. E. Campeau speaking at recent ground-breaking ceremonies for \$1,250,000 studio-tower construction project. New AM-TV studios & offices and 670-ft. TV tower will be at Sandwich & Crawford Sts. on Detroit River waterfront. It will be first Canadian station to start with maximum 325-kw visual, 220-kw aural powers, says Mr. Campeau. Reps will be Adam Young (for U. S.) & All-Canada Television.

WTOC-TV, Savannah, Ga. (Ch. 11), didn't meet Jan. 1 test target because of antenna difficulties, now hasn't specific date, although construction will be completed by end of Jan., reports production mgr. Dwight J. Bruce. Rep will be Katz.

WNET, Providence, R. I. (Ch. 16), with 1-kw RCA transmitter on hand and studio-transmitter building 80% complete, plans Feb. 1 tests from 420-ft. Stainless tower, with programming to start Feb. 15, reports gen. mgr. John B. Porterfield. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest. Rep will be Raymer.

WJPB-TV, Fairmont, W. Va. (Ch. 35) has just completed transmitter house, now plans Feb. 1 tests with Continental 1-kw transmitter, reports pres. J. Patrick Beacom. Ralph Forbes, ex-WPIX, named TV director; Sheldon Loner, engineering director; Bruce McGinnis, commercial manager; Jack Tennant, film & camera head. Hour rate will be \$200. Rep will be Headley-Reed.

WMGT, Adams, Mass. (Ch. 74), had antenna difficulties, didn't make Dec. 25 target, now hopes to start about mid-Jan. with 12-kw GE transmitter, according to pres. Leon Podolsky (Sprague Electric Co.). Hour rate will be \$250. Rep will be Walker.

of distributor relations, Emerson Radio . . . Saul Louis, part owner of Pacific Vogue Radio & TV Co., assumes duties of Myron Blackman, who resigned last week as sales v.p., though retaining 45% interest in firm . . . Henry Goldsmith, ex-sales mgr. of Sonora, forms Evans Radio Co., Evanston, Ill., to manufacture radios & phonographs . . . Thomas Greiser, ex-gen. mgr. Worth Co., Philadelphia (electronic controls), named asst. to CBS-Columbia administrative v.p. Charles Kayko . . . Stanley I. Messing has resigned as mgr. of contract div., Fidelity Tube and Jewel Radio, now in bankruptcy proceedings (see p. 13) . . . Kenneth H. Grady appointed controller, Merit Coil & Transformer Corp., Chicago . . . Robert A. Van Valkenburgh, govt. contracts mgr., heads new Washington sales office of National Co., Malden, Mass. . . . Anthony Dillon, ex-new markets mgr., named eastern sales mgr., CBS-Columbia . . . Art Kemp, ex-RCA Victor, named Stewart-Warner Electric's Detroit regional sales mgr., succeeding Mike Craffey . . . Seymour Cominsky, ex-Philco Distributors Inc., Philadelphia, named Philco district mgr. for Washington-Maryland-Delaware area.

Wm. E. Robinson, exec. v.p. & publisher of *N. Y. Herald Tribune* and member of RCA & NBC boards, has resigned from the newspaper to become chairman and chief executive officer of Steve Hannagan Associates Inc., public relations counsel; he remains on companies' boards, though their public relations counsel is Carl Byoir Associates.



**ESTIMATED 1953 PRODUCTION—7,261,109:** Remember those TV cutbacks planned by set makers last fall for first quarter of 1954 (Vol. 9:44)? Now comes news they won't be as sharp as first thought, thanks to business upswing in November and December, which has inspired some set makers to revise upward their first-quarter output.

RCA, Motorola and Hallicrafters say they're increasing TV production over and above proposed curtailment. As Motorola v.p. E.R. Taylor explained, "we won't be going full tilt, or anywhere near first quarter of last year, but good volume in the last 2 months, with resulting lower inventories, has given us the chance to take a second look -- and we are increasing our output as a result." Admiral and Philco spokesmen say they didn't cut back production in last quarter 1953, nor had they planned to in first quarter of 1954 -- hence their plans are unchanged.

Zenith v.p. H.C. Bonfig, without referring to Zenith's plans, commented that industry estimates for 1953 have been upped recently from 5,000,000 to 5,500,000.

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TV industry produced 7,261,109 sets in 1953, according to preliminary RETMA estimate released this week. This is based on official 11-month production count of 6,765,000 -- plus estimated 496,109 turned out in 5-week Dec. -- 2 of them short holiday weeks which produced only 70,936 & 46,407, respectively. It was the industry's second best year, surpassed only by the 7,463,800 produced in 1950, and way above the 6,096,279 turned out in 1952.

It was a good year for retail sales as well as production. Sales were about 6,500,000, thanks once again to pickup in last 2 months. And as result, inventory stood at about 1,900,000 in all pipelines at year's end -- not considered dangerous, even when compared with the 1,200,000 with which industry entered 1953.

Radios had a whopping year, too, output totaling 13,361,505 (heavily auto & table sets). Sales are estimated at nearly 13,000,000 -- though RETMA keeps no official tabulation of auto set sales. Radio production in 1952 was 10,934,872.

Note: Month-by-month figures on 1950-53 production of TVs by types of sets will be carried in our TV Factbook No. 18, due shortly. Book will also carry tables on factory sales, factory inventories, distributor purchases, distributor inventories, shipments to dealers & retail sales of TVs, plus factory, distributor & retail sales of radios by months, 1950-53; shipments of TVs to dealers by states, 1950-53.

**DEALERS CONFIDENT AFTER SEEING COLOR:** Lots of dealers got their first look at color this week at Chicago's furniture marts. Generally, they liked it -- but almost to a man they felt that in its present status (few sets, small screens, high costs) and in the immediate future it won't put much of a dent in black-&-white sales.

How to merchandise it in coming months is next on many trade agendas. Big event next week is NARDA convention Jan. 11-12 at Chicago's Conrad Hilton Hotel where, as at marts, color is expected to be dominant. Central event of convention is color panel Jan. 12 set up by RETMA on plans for production, programming, etc. (Vol. 10:1) -- but color is certain to touch on such other subjects as sales training, servicing, promotion campaigns, etc.

Retailers got advice on color from one of their number in advance of parley. Writing in Jan. 5 Retailing Daily, ex-NARDA pres. Mort Farr declared:

"We should inform our customers that even if they have \$1000 or more with which to buy a color set that they should have a large-screen black-&-white set to see the 90% or more programs that will be broadcast in black-&-white during 1954... We must learn how to sell our black-&-white sets now and still not hurt our future sales of color. Many people still shy from a 21-in. TV because of the propaganda put out by dealers and salesmen when we had and could get 12-in. sets and could not

get enough 17-in. ones. Let's not so sell against color that we have to start all over again educating our customers when we have plenty to deliver."

All levels of trade seemed glad color was out of rumor and whisper stage. Whatever its problems, color is certainly easier to cope with once it's out in open where sets can be seen, its assets & weaknesses evaluated, & solutions formulated.

Dealers we spoke to at marts felt color would be excellent traffic-builder. Said one: "My customers won't buy any \$1000 set -- but they'll be plenty curious to see the set and once I get it on my floor I'm going to push black-&-white to beat the band." Another commented: "It's wonderful, but too small."

There was one school of thought which anticipated that, as in early days of TV, substantial orders would come from bars and taverns for first color sets.

Set makers made modest pitch to dealers on color. No commitments were made on quantity, dates of deliveries, sizes of screens -- undoubtedly with eye to advances in laboratories toward larger tubes (see p. 1). Only one to speak publicly was RCA v.p. J.B. Elliott, who told press conference first color shipments should be made in March, when industry will probably ship about 1000 sets. He estimated this year's production at about 100,000, with public getting about 70,000. Output in 1955 will "possibly reach the half-million mark," he added.

Nobody has color tubes or sets in quantity as yet -- even RCA admitting to mere 150 sets, all out on loan within the company and to its distributors.

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Color receivers were shown by many, priced by few. These set makers showed pilot models: Admiral, Arvin, Bendix, Capehart-Farnsworth, CBS-Columbia, Crosley, DuMont, GE, Hallicrafters, Majestic, Motorola, Olympic, Philharmonic, RCA, Raytheon, Sentinel, Sparton, Stewart-Warner, Westinghouse, Zenith. Notable exception: Philco, whose v.p. Fred Ogilby told us company wanted to wait until its receiver was "in a further stage of development." He didn't amplify.

Only ones with price tags as yet announced are Admiral \$1175, Bendix \$1200, CBS-Columbia \$975 & \$1200, Motorola \$1150, Philharmonic \$800, Sentinel \$995.

To give mart visitors glimpses of color, RCA and DuMont demonstrated their flying-spot scanners for showing of color slides. Motorola fed 16mm color film from its scanner to both color and black-&-white for contrast effect. All others were fed slides from Hazeltine Chicago labs, via AT&T circuits.

Opinions varied as to quality of pictures, though many expressed preference for DuMont and RCA. Pictures on Hazeltine feed appeared faded at times, an opinion shared by many experienced color hands, though some smaller companies complained they hadn't had a chance to set up and tune their sets to best advantage. Several sets arrived in Chicago only night before showing.

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In wake of lower price pattern set by leaders in last month (Vol. 9:50-10:1), price reductions on current monochrome lines were evident on all sides, as expected (for details, see p. 12). Many companies vied for lowest possible lists, with some 17-in. sets as low as \$150 -- and there was lots of "shopping" in competitors' booths.

With lower prices came less costly cabinets. Metal & plastic cabinets were found in the lines of nearly all companies seeking to salvage some profit from the drastically lower lists. Said one major manufacturer:

"I didn't want to lower my prices now but I had to when my competition did. We're not doing the dealers any favor by lowering prices because in nearly all cases we've had to shave the dealer discounts to make ends meet."

Asked whether set prices would go even lower, he shuddered and said: "My God, I don't see how they can, without avoiding a suicidal price war!"

**COLOR GAINS IMPETUS ON ALL FRONTS:** A lot of "milestones" will be passed in color TV, and a lot of "firsts" will be hailed, but we suspect that Jan. 1 Tournament of Roses Parade will stand as one of most significant -- for several reasons.

It brought color to 22 cities, most of them for first time (Vol. 9:52). It gave maybe 50-100,000 influential people their initial glimpse of color. It gave

the industry's most important merchandisers a chance to judge the probable reactions of their customers -- and they generally concluded that they have little to worry about for the moment, that cost-size-quality of the sets will have minor effect on sales of black-&-white receivers at today's prices (see pp. 9 & 12).

But long-range impact of program cannot be underestimated. Industry has done effective job of conditioning public so that the transition should be smooth, but people who saw a good presentation of the show will never forget it.

We've been deluged with reports of reactions across the country, but merely one comment, picked at random, typifies the impact. Omaha's Mayor Glenn Cunningham, after watching show over WOW-TV, said: "Most amazing thing I've ever witnessed."

Multiply that several thousand-fold, then amplify by newspaper reports. And add such things as feat of Minneapolis Star, which shot picture off KSTP-TV monitor, ran it on front page next day in full color. Cumulative effect is enormous.

Counter-balancing such "pro" factors to some degree were comments such as those of columnist John Crosby, who obtained only so-so results with set in his home on loan. He wrote: "The colors, which I had been boasting were truer than Technicolor, ran all over the place; when I got the reds to look red, the green looked almost black; when I turned up the greens, the reds went wild and everyone turned red." However, he said, engineers told him transmission was at fault. He did end up by concluding: "Black-&-white is no competition to color TV -- even bad color TV -- and this was about as bad as it ever gets."

We saw program in Washington on Hoffman, Philco and RCA sets -- and results ranged from superb to rather poor. On best set, it was breath-taking. We'd guess that Crosby's set wasn't quite aligned in the first place -- and he probably should have resisted impulse to try to straighten it out.

NBC is continuing to schedule more "commercial premieres" of all its regular programs, next being Original Amateur Hour Jan. 9. On Jan. 12, it is conducting a closed-circuit demonstration of use of color in spot and local advertising.

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Origination of color programs has stabilized, in our opinion, so that one can almost always count on the networks to supply a high-quality picture. Stations are coming along well, too, so that they generally rebroadcast network feeds with stability. Local originations will suffer many vagaries for some time, and it will be months before any except network stations originate live programs.

RCA won't ship any cameras until late spring; only ones extant are NBC's in New York and in the mobile unit used in Pasadena (which is returning to New York) plus the one CBS has. But at least one telecaster, Walter Damm, WTMJ-TV, Milwaukee, is already working to make camera pay for itself when it arrives, expected in May or June -- by signing Blatz Brewery for station's first live show.

The really great turmoil is in set manufacturing industry. Extremely critical and expensive decisions are being made daily -- above all in picture tubes. For roundup of the knowns and unknowns of color tubes and receivers, see pp. 1 & 9-10.

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**B**ATTLE of "who contributed what" to color continues. Attacked by many of its competitors recently for claiming lion's share of color development (Vol. 9:52, 10:1), RCA this week garnered support of Sen. Johnson, once its most vigorous critic, and Hallcrafters' pres. Wm. J. Halligan. In letter to RCA chairman David Sarnoff Dec. 31, Sen. Johnson wrote:

"I must not let 1953 pass into history without commending you heartily for the great victory you have won for the American people in getting for them a compatible system of color TV. You spent money like water in the laboratory to develop this system and you pressed for its adoption relentlessly.

"The scoffers said it could not be done but you were not influenced by their pessimism. The demands for delay only made you press the harder for prompt and forthright action. You faced the identical obstacles thrown in the paths of all men who have really gotten things done.

Columbus for instance. Please accept my congratulations for a mighty important achievement in the art of communications."

In letter to FCC, Halligan said: "Let's give credit where credit is due . . . Percentage-wise, you could say 75% of the system was contributed by RCA and 25% by the rest of the industry, notably Hazeltine, Bell Labs, GE and others . . . With various manufacturers making conflicting claims, the public is bound to be confused . . . It would seem to me that our mission is to close ranks and work together to give the public even greater benefits from the wonderful world of electronics."

Volume of cross-claims has attracted considerable interest outside industry. *Time Magazine*, for one, is working up article on the controversy.

NBC plans to convert 2 Burbank, Cal. studios to color, hopes to be originating color from West Coast by fall.

**Topics & Trends of TV Trade:** Philco's convention in Atlantic City Jan. 6-8, passed up some of the usual glamour this year in favor of more solid financial trimmings. Pres. Wm. Balderston told distributors that Philco's 1953 sales were at all-time high of \$429,000,000, up 16% from the \$366,963,850 in 1952 (Vol. 9:10). And he said 1953 was Philco's best year for TV sales, even better than industry's top year of 1950, though as usual he gave no breakdown by products.

Philco's over-all earnings last year were reported as approximately \$13,000,000 after taxes, or \$3.40 per share of common stock after allowing for 5% stock dividend paid in Dec. It also had non-recurring income from the sale of WPTZ and prior years' adjustments of about \$5,300,000 after taxes, or \$1.44 per share. In 1952, Philco's net profit was \$11,491,207 (\$3.15).

Pres. Balderston said Philco invested approximately \$6,900,000 in plants and equipment during 1953, including expansion of tube plant at Lansdale, Pa., purchase of new refrigeration plant at Connersville, Ind. (increasing refrigeration production capacity by more than 50%), and acquisition of laundry equipment manufacturer Dexter Co. (Vol. 9:50).

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Philco followed up its action last week of introducing new 21-in. sets at lower prices (Vol. 10:1) by reducing 9 of the table models still further this week: No. 4001E, mahogany plastic, from \$200 to \$180; No. 4001M, mahogany \$230 to \$200; No. 4001L, blonde \$250 to \$230; No. 4003, mahogany \$260 to \$240; No. 4005, mahogany \$280 to \$260; No. 4005L, blonde \$300 to \$280; No. 4007, mahogany \$300 to \$280; No. 4007L, blonde \$320 to \$300; No. 4009A, mahogany \$360 to \$340. It will also introduce aluminized 21-in. picture tube on 10 open-face consoles ranging from \$290 to \$430. It was one of several companies which introduced lower-priced sets or reduced current models—most of them at Chicago furniture marts this week. Details:

Arvin's 4 new models: 21-in. mahogany plastic table \$200; 21-in. mahogany wood table \$260; 21-in. open-face mahogany console \$280; 24-in. open-face mahogany console \$390. Optional uhf tuner is \$40 extra.

Capehart-Farnsworth's new model: 21-in. mahogany full-door combination \$845, blonde \$895, fruitwood \$915.

CBS-Columbia reduced price of Anniversary, 17-in. ebony metal table, from \$180 to \$160, and Spotlight-Raleigh, 21-in. open-face mahogany wood console, from \$290 to \$200, and introduced 4 new models: Capri, 17-in. cherry-grained table \$180; Suburban, 17-in. blonde-grained table \$190; Sutton, 21-in. metal table \$180; Embassy, 21-in. blonde wood table \$270. Optional uhf tuner is \$40 extra.

Hoffman Radio's 5 new models, introduced at distributor conference in Los Angeles, Dec. 29-30: 17-in. mahogany wood table \$180, blonde \$190; 21-in. mahogany wood table \$200; 21-in. mahogany open-face console \$260, blonde \$270; 21-in. mahogany de luxe table \$280, blonde \$290; 21-in. mahogany open-face console \$320, blonde \$330. Hoffman also introduced first radios company has produced since 1948: plastic table at \$30; mahogany, blonde or ebony wood table \$50; clock \$40. It will soon introduce chairside high-fidelity consolette, with mahogany cabinet, at \$170.

Magnavox's 5 new models: 17-in. plastic table \$180; 21-in. plastic table \$200; 21-in. open-face mahogany console \$250; 21-in. mahogany combination \$595; 21-in. French provincial combination \$595.

Motorola's 3 new models: 21-in. ebony plastic table \$190; 21-in. metal maroon table \$200; 21-in. open-face mahogany console \$270.

Sylvania's price reductions: 17-in. mahogany wood table \$180 (from \$190); 17-in. mahogany table \$200 (\$280); 21-in. metal table \$230 (\$250); 21-in. mahogany table \$260 (\$300); 21-in. mahogany table \$270 (\$350); 21-in. mahogany table \$340 (\$360); 21-in. mahogany open-face console \$400 (\$450); 21-in. mahogany full-door console \$440 (\$500); 21-in. mahogany full-door console \$460 (\$480); 24-in. mahogany open-face console \$460 (\$500); 24-in. mahogany full-door console \$500 (\$550); 27-in. mahogany open-face console \$550 (\$600); 27-in. mahogany open-face console \$600 (\$650); 27-in. mahogany full-door console \$680 (\$750); 21-in. mahogany combination \$600 (\$680).

Trav-Ler Radio reduced price of 17-in. mahogany wood table from \$180 to \$150 at distributors meeting in French Lick, Ind. and introduced following: 21-in. mahogany wood table \$180, blonde \$200; 21-in. open-face mahogany console \$200, blonde \$220; 21-in. open-face mahogany console, with aluminized tube \$230, blonde \$250; 21-in. full-door mahogany console \$280, maple \$300; 24-in. open-face mahogany wood console \$280, blonde \$300. Optional uhf tuner is \$30-\$60 extra.

Regal's 4 new models: 21-in. mahogany wood table \$260; 21-in. half-door mahogany console \$320; 21-in. open-face mahogany console \$280, oak or blonde \$290; 21-in. full-door mahogany console \$430.

Stewart-Warner's 2 new models: 17-in. mahogany leatherette table \$150; 17-in. mahogany wood table \$170, blonde \$180.

Zenith reduced prices of 21-in. mahogany table from \$250 to \$200 and 17-in. mahogany console from \$270 to \$250, introduced no new sets.

\* \* \* \*

Big nation-wide retail appliance sale on more than \$10,000,000 worth of electric refrigerators, automatic washers & dryers, ranges and home freezers—with retail price reductions of \$30-\$140—was launched this week by Avco for its Bendix & Crosley products. "Consolidation sale" was made possible by reduction in duplicate warehousing, sales & service facilities in consolidation of Bendix & Crosley distributing organizations last July (Vol. 9:30), according to v.p.-gen. mgr. Parker H. Ericksen. Price cuts are \$30-70 on electric ranges, \$70-140 on refrigerators, \$40-70 on washers, dryers & freezers.

Fidelity Tube Corp. and its affiliated Gem Radio and Jewel Radio, list \$1,168,233 liabilities and \$943,570 assets in schedules filed in connection with Chapter XI hearings due to be held Jan. 19 in Newark. Schedules include these creditors with accounts in excess of \$5000: Kimble Glass Co., \$216,286; Corning Glass, \$136,729; E. Newark Realty Co., \$22,938; Edler Moving & Storage Co., \$16,478; Chematron Labs, \$15,414; Arthur Block, \$8126. The Jewel Radio bankruptcy, previously reported (Vol. 9:48, 10:1), involves \$1,114,880 liabilities and \$537,962 assets.

Edward Lamb Enterprises Inc., headed by the Toledo attorney who also owns WICU and the *Erie Dispatch* and who recently expanded into industrial fields, has reorganized recently acquired White Products Corp., Middleville, Mich. (gas & electric water heaters) and is making it a division of C. L. Bryant Corp., Cleveland (Sphinx hot air, gas & oil furnaces). Bryant will issue one share of its common for each \$100 of White Products' net worth as of last Oct. 31, estimated at \$700,000.

RETMA starts second service training course early next month at N. Y. Trade School, 304 East 67th St., for TV servicemen with at least one year of fulltime service experience. Its first pilot course took only TV servicemen with 3 years of experience.

**Distributor Notes:** Dykro Distributors Inc. is name of new Motorola Milwaukee distribution partnership formed by Paul R. Dye, who resigned this week as Admiral gen. sales mgr., and Arthur E. Kronenburg, ex-TV & radio sales mgr. of Taylor Electric Co., Milwaukee (RCA Victor); new company succeeds Electro-Pliance Co. Inc. . . . Raytheon appoints Horn & Cox Inc., Los Angeles (Ray Cox, pres.), replacing James Kerwin Distributing Co. . . . Emerson forms Emerson Southern California Inc., 1335 So. Grand Ave., Los Angeles (Conrad Platt, pres.), replacing Century Distributing Co., latter continuing to function in San Diego . . . Sylvania appoints Commonwealth Sales Corp., Richmond, Va. (James T. Little, pres.) . . . Yancey Co. Inc., Atlanta (RCA Victor) elects H. H. Blevins, sales mgr., as v.p. . . . Peirce-Phelps Inc., Philadelphia (Admiral) names Herbert Bartels TV sales mgr. . . . Joseph M. Zamoiski Co., Washington (Philco) appoints Kenneth Foote promotion mgr. . . . GE Appliance Co., Pittsburgh, names John Hauserman gen. mgr., succeeding late C. W. Hartenfels . . . Lynn Stewart Co., Chicago (Trav-Ler Radio) appoints Ruben R. Schoenberg sales v.p.; he's ex-Emerson Chicago factory branch sales mgr. . . . Admiral establishes factory branches at 1140 West 5th Ave., Denver (Wm. Hand, gen. mgr.) and 920 Monroe NW, Grand Rapids, Mich. (Ralph Dikeman, gen. mgr.).

Unique TV set carrying 2 shows at once was shown to press this week by DuMont. Dubbed the "Duoscopic", basically a promotional item for display by dealers, it got big play in press, especially pictorial. It uses 2 complete TV circuits, has 2 picture tubes, superimposing pictures from any 2 channels on the same screen by means of mirrors. Viewers use polaroid glasses and individual ear-phones to see and hear the program of their choice, permitting 2 groups of viewers to watch separate programs on same set in same room. DuMont plans to produce 30-40 of the sets (which will carry list of about \$2000) for display throughout country. "If there's enough demand," said Dr. Allen B. DuMont, "we'll make regular production models." These would retail at about \$600.

More than 35% of TV sets produced in Nov. were equipped with built-in uhf tuners, reports RETMA, marking continued increase in rate of uhf set production. Of 560,197 receivers made in Nov., 197,311 had uhf tuners. For first 11 months of 1953, sets built to receive uhf totaled 1,319,818, out of total of 6,765,000 sets produced. This does not include sets converted in field with converters, strips, etc. For first 7 months of 1953, uhf-equipped sets were about 15% of total industry output; in August they accounted for 15.6%, Sept. 25%, Oct. 30%.

Blasting TV dealers who charge "Cadillac prices" for uhf conversions, theatre owner Walter Reade Jr., pres. of Asbury Park's new WRTV (Ch. 58) called overcharges "shortsighted business and detrimental to the entire TV industry." He said station has received complaints that some dealers are asking \$75 or more and pointed out that several local firms are offering guaranteed conversions at \$21.50-\$29.50, including strip or converter, antenna, lead-in and labor charges. Some in Asbury Park area are advertising "no money down" and easy payments on conversion.

Standard Coil Products Co. consolidates midwest operations for greater efficiency, equipping West Roscoe plant in Chicago to manufacture coils and motors for civilian and govt. use, closing down oldest Chicago plant. Melrose Park, Ill., plant, now being enlarged, and Aurora, Ill., plant will handle TV tuner production.

Hoffman Radio's "Ice Maiden" floral float, depicting scene from Hans Christian Andersen fable, won first prize in commercial division of Jan. 1 Tournament of Roses Parade.

**Financial & Trade Notes:** Among officers' and directors' stock transactions reported by SEC for Nov.: Wm. I. Myers bought 200 Avco, holds 400; Benjamin Abrams trust bought 800 Emerson, he holds 297,239 directly and through trusts and foundations; Max Abrams trust bought 200 Emerson, he holds 153,000 directly and through trusts and foundations; Edward J. Kelly bought 500 Emerson (Oct.), holds 500; Harvey Tullo bought 500 Emerson, holds 2178; Y. Frank Freeman sold 100 Paramount, holds 1700; George D. Kasten and wife sold 300 Standard Coil Products (Oct.), holds 50; Don G. Mitchell sold 250 Sylvania, holds 3231; Paul J. Hemschoot bought 100 Tung-Sol, holds 400; Milton R. Schulte bought 100 Tung-Sol, holds 2145; Jean E. Witbeck bought 100 Tung-Sol, holds 3051.

C. Russell Feldman, pioneer radio company organizer and financier, has engineered sale of Eureka-Williams Corp., Bloomington, Ill. (vacuum cleaners, oil burners, etc.) to Henney Motor Co., Freeport, Ill., of which he is pres. & chief stockholder. Deal is said to involve \$400,000 cash, plus assumption of various obligations. B. C. Milner has been appointed executive asst. to Mr. Feldman, as pres. of Henney, and Eureka's ex-pres. H. W. Burritt continues on consulting basis. Feldman founded old Simplex Radio Corp., Sandusky, O., later acquired by Philco; founded old Detrola Corp.; is board chairman of National Union Radio Corp.; chairman & pres., Strong, Carlisle & Hamilton Co., Cleveland; chairman of Oneida Products Corp., Canastota, N. Y.; director of Textileather Corp., Toledo, and Merchandise National Bank, Chicago.

Raytheon sales increased to \$81,177,000 in 6 months ended Nov. 30 from \$78,786,927 in same 1952 period, but net profit dropped to \$1,639,000 (71¢ a share) from \$1,912,800 (83¢). Pres. Charles F. Adams Jr. said backlog of orders totaled about \$185,000,000, with govt. billings continuing to average about 70% of total volume. Current production volume, he added, has eliminated most overtime operations.

Magnavox sales for the 6 months ended Dec. 31 exceeded \$35,500,000, up 37% from same period year ago, reports pres. Frank Freimann. TV shipments in Dec. were actually greater than Nov., normally year's peak, he stated, forecasting continued high level into 1954.

Muter Co. and subsidiaries report for 10 months ended Oct. 31 sales of \$12,831,269, net income of \$375,978 (57¢ a share). No direct comparison is available, but for 9 months ended Sept. 30, 1952, sales were \$8,691,609, profit \$253,555 (39¢).

RCA board promoted 4 executives this week — 3 of them moving from Camden to N. Y. They're v.p. Joseph B. Elliott, elected exec. v.p. of new consumer products div. of parent company; v.p. W. Walter Watts, now exec. v.p., new electronic products div.; v.p. Charles M. Odorizzi, now exec. v.p. in charge of newly consolidated corporate staff serving all units and subsidiaries of RCA. In addition, Dr. E. W. Engstrom was upped to exec. v.p. in charge of RCA Laboratories div., headquartered in Princeton. Concomitant shifts and changes at Camden will be announced later.

Rear Adm. Frederick R. Furth, Navy ex-asst. chief of Bureau for Electronics, named chief of Naval Research, succeeding Rear Adm. Calvin M. Bolster, retired. Capt. T. W. Rogers, ex-asst. director for electronics, takes over Adm. Furth's former post until Feb., when Capt. Rawson Bennett becomes asst. chief of Bureau for Electronics. Dr. Ernst Henry Krause named associate research director, Naval Research Laboratory, Washington, succeeding Dr. F. N. D. Kurie, now superintending scientist of Naval Electronics Laboratory, San Diego.

**Telecasting Notes:** The TV gratuity racket, subject of strongly worded editorial in Nov. 30 *Advertising Age* (Vol. 9:49), drew another attack this week in form of letter to that trade journal commending it for "excellent reporting of a very bad situation [which] can prove ruinous for everyone in the industry." Max Banzhof, adv. mgr. of Armstrong Cork Co., sponsoring *Armstrong Circle Theatre*, on NBC-TV, sent copies to Paul B. West, ANA pres., to BBDO pres. Ben Duffy and to heads of all 4 networks . . . "There is no more reason," he states, "to extend gratuities to production personnel than there is to extend them to network salesmen who also do an excellent job in behalf of their clients. Yet I am sure any salesman accepting a weekly gratuity from a client would be dismissed from the network payrolls. The gratuity practice also contributes substantially to the generally prevailing attitude that any advertiser who can afford to use TV has an almost boundless storehouse of funds to pay for not only necessities but an endless variety of frivolities . . ." Network chiefs were reluctant to comment, though *Advertising Age* does quote ABC v.p. Alexander Stronach as saying, "It is a vicious practice carried over from the infancy of radio." Another top network executive, asking not to be quoted by name "because I can't blast the advertiser in my job," said: "The plain fact of the matter is that the sponsor makes this situation. The networks take a dim view of gratuities. The situation breeds discontent, arrogance on the part of a few, and makes the crew distinctly difficult to live with." . . . As examples of the throwback to radio, *Advertising Age* states that General Foods used to pay the CBS production man and engineer "to give a little extra something" on the old Kate Smith show, and Bristol-Myers gave Fred Allen's engineer \$50 every week it sponsored his radio show . . . Recent newspaper strike in New York boosted TV-radio news audiences significantly, according to Pulse report for first week in Dec., which shows 23% gain in TV news audiences over Nov. level, 15% boost in radio; 12 metropolitan N. Y. counties were included in survey, though strike was confined to the 5 N. Y. City boroughs . . . New WRTV, Asbury Park, N. J. (Ch. 58), still testing, has given free time to 5 manufacturers—Channel Master, Philco, RCA, Sylvania, Zenith—to put on films and slides to help promote uhf; RCA has put on film of its experimental uhf at Bridgeport, Zenith its *Fog Over Portland*, relating story of uhf in that city . . . Entire day's racing at Santa Anita, as called and narrated by Joe Hernandez, is being carried on film 5 nights weekly on KTTV, Los Angeles, under title *Santa Anita Races* . . . Peter Lind Hayes and wife Mary Healy have signed exclusive long-term TV-radio contracts with CBS . . . Ziv signs Red Skelton to 3-year contract to star in daily filmed open-end series for syndication; first 26 weeks will be released March 1.

Telenews daily TV newsfilm service, along with its weekly syndicated *News Digest* and *Sports Digest*, has been acquired by Hearst Metrotone News Inc., owned jointly by Loew's Inc. (MGM) and the Hearst Corp., in deal concluded this week between Herbert Scheftel, pres. of Telenews Productions Inc., and Seymour Berkson, INS gen. mgr. acting for Hearst. Telenews maintains own identity, with Charles N. Burris continuing as gen. mgr. but with INS-TV sales mgr. Robert H. Reid heading sales. Alfred G. Burger, associated with Mr. Scheftel in ownership of several TV stations, continues as exec. v.p.; Robert Schofield, commercial film production mgr.; Charles Dolan, TV film program mgr.; Ed Lewis, sales mgr.

Only AT&T interconnection this week was WAYS-TV, Charlotte, N. C., which got first network service Jan. 5. Next to be interconnected probably will be WRDW-TV, Augusta, Ga.; KNUZ-TV, Houston; KCEB, Tulsa.

College football TV controls will continue in 1954, probably very little changed from last year's game-a-week pattern. NCAA convention in Cincinnati Jan. 8 by vote of 172-9 approved 56-p. report by 1953 TV committee hailing last year's TV program as "the most successful we ever had" and recommending similar setup for 1954. Though new TV committee, yet to be appointed, will have the final say, outgoing committee urged that "serious study" be given possibility of imposing outright ban on all exceptions to TV restrictions. Committee was referring to the 11 exceptions made in 1953 permitting regional televising of sellout games. New committee is permitted to decide for itself whether to permit televising of games on regional rather than national basis, and whether to let any team appear more than once on TV. But judging by mood of convention, it more likely will rule against any loosening of the restrictions. In round table discussion of TV Jan. 7, majority sentiment opposed Big Ten plan for regional telecasting, and Notre Dame athletic director Ed Krause found no support for his proposal to eliminate all restrictions.

Two applications for new TV stations were filed with FCC this week, including another for Ch. 6 in Milwaukee suburb Whitefish Bay—this one by group including ex-Sen. Blair Moody (D-Mich.), now in printing and publishing business and moderator of *Meet Your Congress* on DuMont network. Also represented in same application are yarn & hosiery manufacturer Jack Kahn, suburban Detroit publisher Laurence Fleishman, a business associate of Mr. Moody, and publisher Robert K. Straws, *Omnibook Magazine*. Week's other application was for Buffalo, Ch. 7 by WWOL (Leon Wyszatycki). There were 4 dismissals, bringing total applications pending to 344 (70 uhf). [For further details about these applications, see *TV Addenda 18-A* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 18*, due off presses next week.]

Transfer of KXLY-TV, Spokane (Ch. 4), along with radio KXLY, to new ownership headed by chairman Joseph Harris, one of backers of film syndicator Motion Pictures for Television Inc., was approved by FCC Jan. 6, finalizing \$1,723,500 sale deal (Vol. 9:49). Sellers are E. B. Craney, Bing Crosby, Mrs. Burton K. Wheeler, John L. Wheeler, et al. Comrs. Hyde, Henneck & Bartley dissented, favoring letter of inquiry with respect to transferees' plans relating to a prior contract. Richard E. Jones, ex-WJBK-TV, Detroit, recently mgr. of WABD, New York, takes over from Wm. Craney as gen. mgr.; he owns 10% of new licensee company.

Power boosts & channel shifts: WRGB, Schenectady, changed over all equipment from Ch. 4 to Ch. 6, upped power from 16 to 93-kw ERP in 7 hours between midnight signoff Jan. 3 and start of day's programming Jan. 4. WTVR, Richmond (Ch. 6), this week upped power from 17.2 to 100 kw. WJBK-TV, Detroit (Ch. 2), Jan. 12 begins telecasting from 1057-ft. antenna on 9-mile & South-100 kw. KSTM-TV, St. Louis, (Ch. 36), Jan. 7 went to 275-kw ERP.

### Index to 1953 Newsletters

Included herewith, to all subscribers, is the annual Index to contents of all 1953 Newsletters, Supplements, Special Reports, etc.—providing handy device for locating major events, trends, dates, etc. Bound volumes of all these publications can be made available on order at \$25 per copy.

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

# Television Digest

with **ELECTRONICS REPORTS**

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**NEW TV FACTBOOK, MAP AND AM-FM LOG:** We send our subscribers this week TV Factbook No. 18, latest of the semi-annual reference series often called the "bible of the industry." With it goes our 1954 TV Map, 43x29-in., in color, showing all TV cities, all existing and projected AT&T & private network facilities, all cities peculiar to the TV allocation plan, all other cities over 10,000 pop.

Also in the mails to our TV-AM-FM subscribers is the 1954 AM-FM Directory, logging all U.S. stations and applications, plus all Canadian, Mexican, Cuban & other North American radio stations -- by states & cities, and separately by frequencies.

Highlights of 374-p. Factbook are the data on all TV stations -- facilities, personnel, rates, etc. (some 150 more stations than in last edition); on TV networks, with personnel and rate cards; on TV stations in foreign countries; the directories of advertising agencies, national sales reps, TV program sources; the lists of CPs outstanding for new stations and all applications pending as of Jan. 1, 1954; ownership of stations by categories (multiple, network, newspaper, etc.); and directories of TV receiver, tube, antenna, tuner, converter and station equipment manufacturers.

There are also directories of FCC, attorneys, consulting engineers & other consulting services, major electronic labs, community antenna systems, theatre-TV installations and firms, market research organizations, trade associations, labor unions; and bibliographies of the literature and periodicals in the TV-radio fields.

Brought up-to-date are statistical tables summarizing 1953 and preceding years' FCC, PIB and other reports on network & station revenues, expenses, etc.; set & tube production, sales & shipments; financial data on leading TV-radio-electronic manufacturers -- all handily available for quick and easy reference.

Every full-service subscriber gets one copy of TV Factbook with one map in next week's mails; extra Factbooks cost \$3, maps \$1. AM-FM Directory goes only to full TV-AM-FM subscribers; extra copies, \$7.50. Our weekly Addenda services are designed to keep these directories up-to-the-minute for those who subscribe to them.

**MORE CHANGING OWNERSHIPS & AFFILIATIONS:** You will be hearing about more big TV station deals in ensuing months -- sparked to new impetus and high prices by Storer's \$10,000,000 purchase last week of Empire Coil Co. and its Cleveland and Portland stations (Vol. 10:2). You also will read in the trade press about more and more AM station transfers, big and little, many of them forced by TV acquisitions.

Then there will be the continued jockeying of networks for favorable local positions in TV, as happened in AM, with CBS & NBC the prime competitors while everybody in the industry roots for ABC & DuMont to come along (as they are now doing).

Fortunately for the business of telecasting, buyers of TV stations up to now for the most part have been "professional" broadcasters or telecasters about whose good operating records, as in the case of Storer, the FCC knows a lot.

There's plenty of pure investment money also seeking outlets in fabulous TV,

and the disposition at FCC is to look twice at them -- especially if it suspects quick purchase-&-sale intentions. Chairman Hyde puts it this way: "We like to think of TV and radio as services in their own rights, as professions of those who operate them. The record shows we have invariably favored that kind of operation, especially by local interests and by integrated ownership and management."

It's significant, however, that the FCC seldom has turned down any transfer. Hyde joined with Comrs. Bartley & Hennock in dissenting to last week's approved sale of Spokane's KXLY-TV & KXLY (Vol. 10:2), proposing further inquiry, but so far as we can recall the only outright denial of transfer was in 1949 when FCC refused to allow Crosley to buy out Louisville Courier-Journal's WHAS-TV & WHAS for \$1,975,000 (Vol. 5:10,39) -- and that one was decided on grounds of overlapping AM coverage.

Only major deal still pending that has been publicly disclosed is proposed acquisition of 49% or more of KPIX, San Francisco by Westinghouse (Vol. 9:45), still in negotiation stage. But more are coming along, for it's an open secret that such entities as CBS, Westinghouse, DuMont, Crosley, Time Inc., Hulbert Taft Jr., Scripps-Howard, Wrather-Alvarez and others are eager to own allowable 5 vhf, if not 2 uhf.

Only revealable sale definitely in offing is one Storer will have to make in order to justify his acquisition of Cleveland's WXEL (vhf); already owning 5 vhf, he will sell either his Atlanta or Birmingham properties. San Antonio outlets are likely to be retained, because son George B. Storer Jr. is resident manager.

It's reasonable to assume, too, that in line with his policy of having AM counterparts with TV, Storer will acquire a radio station in Cleveland. Logically, that would be WGAR, CBS affiliate there, which recently was sold for \$1,000,000 to Farm Bureau Mutual Insurance Co. (Vol. 9:50, 10:1). It can be assumed also on basis of past he will seek CBS-TV affiliation in Cleveland, now WEWS (Scripps-Howard).

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Combinations and mergers to get into TV have forced disposition of many AM properties to prevent local duopolies, and the station brokers have enjoyed a harvest since freeze was lifted -- usually finding ready buyers for AM properties. In some cases, AM owners have been willing to sell simply out of fear of TV's encroachments.

Latest big AM sale is KPOA, Honolulu (5 kw on 630 kc, MBS), sold by broker Howard Stark for J. Elroy McCaw & John D. Keating this week; price is \$400,000 and the buyer is Radio Hawaii Inc., subsidiary of Tele-Trip Inc., N.Y. aviation insurance specialists, headed by John M. Shaheen and including Eugene duPont III as a director. Exec. v.p. is Finley Hollinger, now gen. mgr. of the station. McCaw and Keating had to sell in order to justify their half ownership of KONA (TV) there (Vol. 9:13,23).

\* \* \* \*

Things have been quiet along the network affiliation battlefield since CBS's last foray, resulting in taking Buffalo's WBEN-TV & WBEN away from NBC (Vol. 9:42) and the defection a few months earlier of Norfolk's WTAR-TV & WTAR (Vol. 9:20-22,27). This week, NBC signed upcoming KDAL-TV, Duluth, Minn. (Ch. 3), due on air in March. Its AM has long been a CBS affiliate, presumably will eventually also go to NBC. The move was dictated mainly by fact that CBS is 47% owner (with Ridder newspapers) of WCCO-TV & WCCO, Minneapolis --and the Ridders hold CP for WDSM-TV, Duluth-Superior (Ch. 6), also due on air in March.

New and changing ownerships will often mean changing network affiliations, as they have in the past -- that and the prospect of color: which network offers most. From where we sit, it looks like the "color revolution" will mean far more changes in station values in future than anything we've seen yet.

**PENSACOLA & EAST LANSING STARTERS:** Only 2 new stations took the air this week -- the first vhf in Pensacola, Fla. and Michigan State College's educational uhf in East Lansing, Mich. Several more are due to begin testing momentarily, but weather and other delays are being encountered by many. Expected to start any day now are WNEM-TV, Bay City, Mich. (Ch. 5) and KCEB, Tulsa, Okla. (Ch. 23), among others; new KRGV-TV, Weslaco, Tex. (Ch. 5) ran into delays, now has Jan. 25 test target.

There are now 359 stations on air, of which 124 are uhf -- which means that only 3 new stations have started thus far this year. This week's starters:



WEAR-TV, Pensacola, Fla. (Ch. 3) began operation Jan. 13, using 10-kw RCA transmitter with 6-section superturndial. It's first vhf in city, nearest other being in Mobile, 53 mi. to northwest. City's WPFA-TV (Ch. 15) began operating last Oct. 9. Station's owners are Charles W. Smith, 51%, v.p. & gen. mgr. Mel Wheeler holding 25%. Commercial mgr. is Tom Bloski, program mgr. Jerry Williams, chief engineer Jim Smith -- virtually same personnel that operates WJDM, Panama City, Fla. (Ch. 7), which is 96 mi. due eastward and which began Dec. 1 but is owned by other interests. WEAR-TV went commercial Jan. 14 with \$300 base rate. Rep is Hollingbery.

WKAR-TV, East Lansing, Mich. (Ch. 60), which will operate as a non-commercial educational station though it occupies a commercially allocated channel, began test patterns Jan. 13 with 12-kw GE transmitter, started regular programming Jan. 15. It is operated by Michigan State College under direction of Dr. Armand L. Hunter, with J.D. Davis as operations mgr.; J. Kenneth Richards, program mgr.; James B. Tintera, production mgr.; Linn P. Towsley, chief engineer. It's first uhf in pre-freeze vhf area, was dedicated in the presence of many notables, including FCC Comr. Doerfer, Ford Foundation's C. Scott Fletcher, Penn State College pres. Milton Eisenhower. Pioneer in educational TV, Michigan State since 1951 has produced TV shows on closed circuit from studios atop its Electrical Engineering Bldg.; it has turned out 750 shows, furnished more than 500 kines to Michigan's commercial stations.

Note: CBC's oft-deferred second Montreal station CBMT (Ch. 6) got test signal on air Jan. 10, but equipment developed bugs and it's still awaiting official start.

**VHF GRANTS DOMINATE WEEK'S OUTPUT:** Two CPs and 3 initial decisions were issued by FCC this week -- all of them vhf, all except one resulting from mergers or dropouts of competition. One CP was given up -- WGCM-TV, Gulfport, Miss. (Ch. 56). The CPs:

Albany, Ga., WALB, Ch. 10; Hibbing, Minn., North Star TV Co., Ch. 10. The initial decisions lined up following for CPs: Sioux City, Ia., KCOM, Ch. 4; Houston, Houston TV Co. Inc., Ch. 13; Durham, N.C., WTIK, Ch. 11.

Albany CP came after competitor James Rivers dismissed. Hibbing application was uncontested; new grantee is owned by several stockholders, including some with minor holdings in WTCN-TV, Minneapolis, and WSPT(AM), Stevens Point, Wis.; they're headed by St. Paul ad agency owner Q.J. David.

Initial decision favored KCOM, Sioux City, after KSCJ dropped out under an agreement allowing it to buy 50%; KCOM must be sold. WTIK, Durham, was set up for CP after merger agreement with WDNC; WTIK will be disposed of. In big Houston deal, there's agreement among KTRH, KTHT, Houston Area TV Co., Houston TV Co., to share ownership 32%, 16%, 32% & 20%, respectively, with Mayor Roy Hofheinz to sell his ownership in KTHT. Another application was primed for initial decision when Capital TV Inc., Charleston, W.Va., dismissed, leaving WCSH free for grant; Capital is enabled to acquire 40% of CP when issued.

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FCC's multiple ownership proposal, which would permit owners of 5 vhf stations to acquire 2 uhf (Vol. 9:52), came under loud attack from Sen. Edwin Johnson (D-Colo.), who flailed away with his old-time vigor.

"This brazen monopoly proposal," he charged, must be due to the "pressure of selfish groups." He said Commission based its proposal on no facts, least of all on its study of post-freeze stations which, in itself, gave no indication that uhf is in need of kind of help offered by new multiple ownership proposal (Vol. 10:1).

Johnson wondered how proposal could help such things as the "shocking situation" in Monroe, La. He said city has 2 TV assignments, one vhf, one uhf. Uhf station got on air first, he said, yet all 4 networks affiliated with the vhf.

This "illogical turn-coat proposal" should be suspended, he said, until FCC "has explored fully all problems that directly affect the operation of uhf." The situation, the Senator warned, "would be an interesting subject for Congressional inquiry." No one else has filed comments yet; they're due Feb. 1.

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FCC also got crack on knuckles from Court of Appeals, which issued stay order restraining Commission from holding 4-way competitive hearing for St. Louis' Ch. 11,

pending appeal by KSTM-TV, St. Louis (Ch. 36), seeking to be considered for the vhf channel. Court said FCC could vacate the stay order by either letting KSTM-TV into hearing or by giving it a hearing to determine its right to enter hearing. Waiting out court actions and subsequent appeals could cause endless delays, so in future it's likely FCC will at least hold oral argument on similar petitions, to show that petitioner got chance to be heard.

Commission probably invited another appeal this week when it turned down the petition of WBUF-TV, Buffalo (Ch. 17) to intervene in Ch. 2 "strike" filing case (Vol. 10:2). FCC said petition was "fatally defective in not sufficiently stating the nature of facts it proposes to develop at hearing" and that station was more concerned with delaying new vhf station than in protecting the public interest.

In several allocations actions, the FCC: (1) Turned down the petition of KIT, Yakima, for addition of Ch. 2 or 3 on grounds of substandard spacing with Canadian channels. (2) Dismissed petition of John H. Phipps, Tallahassee, for shift of Ch. 9 from Dothan, Ala., to Tallahassee, because it was contingent on proposed "5-mile" rule which has been discarded (Vol. 9:52). Received this week was petition from Clair L. Taylor, Michigan Supt. of Public Instruction, asking educational channels for Kalamazoo, Alpena, Marquette, Houghton, Escanaba -- channels unspecified.

**MORE PRIVATE NETWORK FACILITIES USED:** Stations providing their own network service, via microwave or direct off-air pickups, have increased substantially in the last 6 months. Considering tremendous increase in stations, scattered all over the country, it's a tribute to AT&T's planning and performance that more stations aren't providing their own interconnecting facilities.

Many stations would just as soon take care of themselves, feeling they can provide service more cheaply. On other hand, some stations have been relieved when phone company came along and took a lot of headaches off their hands.

Stations don't have free rein, of course, in providing own facilities. FCC rules permit stations to do so only when AT&T can't; furthermore, stations must give up facilities within "reasonable" time when AT&T indicates ability to come through.

Comparing our previous TV map of July 15, 1953 with the one accompanying TV Factbook 18 (latter now in the mails), we find more private connections added than dropped in the 6 months period. As of Jan. 1, stations in 23 cities had own links. Latest CP for private microwave, issued this week, went to WEAU-TV, Eau Claire, Wis., which plans to relay signals from Minneapolis and Rochester, Minn.

Most common type of link comprises a single receiving-transmitting point somewhere between originating and receiving stations. It picks a good vhf or uhf signal out of the air, converts it to microwave, beams it to destination where it is rebroadcast. In some cases, AT&T itself provides the microwave station, making system half private and half common carrier.

Another type is the several-link full-fledged system employed by WSM-TV, Nashville, from Louisville, and by WSAZ-TV, Huntington, from Columbus. Yet another is the simple direct out-of-the-air pickup -- no microwave.

In some cities, one station may be served by AT&T, another by own facilities -- as in Bakersfield and Nashville. But FCC says all must go to Bell System eventually. In last few months, for example, WKZO-TV, Kalamazoo, and WOOD-TV, Grand Rapids, switched to AT&T; latter obtained service just in time for Jan. 1 Tournament of Roses Parade. On other hand, WICC-TV, Bridgeport, dropped AT&T service to rely on direct pickup of New York stations.

That FCC regards private links as temporary is emphasized by fact that stations seeking them must show that AT&T is unable to supply service. Commission provides no special frequencies for the service, merely permits stations to use bands ordinarily employed for studio-transmitter links and remotes. AT&T has own exclusive frequencies for intercity relays. When stations must switch to AT&T is determined on case-to-case basis; some have been given 2 years to amortize equipment.

No FCC license is required for off-air pickups which involve no microwave, though Commission requires that pickup station obtain permission of originating station and notify FCC of arrangement. However, there have been some cases of "bootlegging" -- rebroadcasts of signals without permission. But no originating station

has kicked about it to FCC, so far, probably because it's usually a well-established big-city station and the "pirate" is generally a hard-up small-town newcomer.

Quality of private service varies considerably. Some stations say their systems give them all they need; others concede AT&T superiority. A disadvantage of some types of private links, particularly off-air, is that they don't provide the flexibility phone company can assure.

**Personal Notes:** Charles H. Phillips, director of sales of WNBK, Cleveland, Feb. 1 becomes sales mgr. of WOR-TV, N. Y.; Wm. P. Dix Jr., sales mgr. of WTAM, Cleveland, takes same post at WOR. They replace Robt. C. Mayo, director of sales of WOR-TV & WOR, and John F. Sloan & Wm. Crawford, respective TV-radio sales mgrs., resigned . . . Donald A. Stewart, ex-DuMont receiver sales and onetime mgr. of WDTV, Pittsburgh, appointed gen. mgr. of DuMont's recently acquired KCTY, Kansas City . . . Dick Campbell, program director, promoted to station mgr. of KOTV, Tulsa . . . Klaus Landsberg, gen. mgr. of KTLA, Los Angeles, awarded citation at reception Jan. 14 by National Vocational Guidance Assn. at U of So. California "for pioneer production of public information programs" . . . Wm. W. Bryan, Detroit mgr., elected v.p. of Free & Peters . . . Wm. Balaban, director of sports & special events, assumes duties of asst. program mgr. under program director Ardien B. Rodner, WABC-TV, N. Y. . . . Malcolm B. Laing, ABC-TV sales dept. business mgr., appointed N. Y.-New England-Canadian regional mgr., ABC-TV station relations dept. . . . Robt. P. Canavan, ex-KROD, El Paso, recently with MCA, joins ABC-TV as specialist in market coverage . . . Samuel Goldwyn Jr. resigned as TV producer with CBS to form own TV film producing concern in Hollywood, with offices now at 1270 Sixth Ave., N. Y. . . . Miss Duncan MacDonald resigns Jan. 18 as DuMont women's program supervisor to handle part of NBC-TV's new *Home* partic. show . . . Warren Park, ex-WJAR-TV, Providence, appointed program mgr., WFMJ-TV, Youngstown . . . William Ramble, ex-national sales mgr., KLAC-TV, Los Angeles (now KCOP), named western sales mgr., Vitapix Corp.; Darrell Ross, ex-ABC-TV production mgr., named production director of KCOP . . . Richard Fichthorn, ex-v.p., WHUM-TV, Reading, Pa., joins Ted Black Agency, Reading . . . Deuel Richardson, TV-radio director of New England Council, named managing editor of its monthly magazine *The New Englander* . . . Frank F. Rathmell, ex-Westinghouse, named personnel mgr., Storer Bestg. Co., Miami headquarters . . . Paul Albert, WSYR-AM engineer, promoted to technical supervisor of WTRI, Schenectady (Ch. 35), due on air in Feb.; Fred D. Shaver, ex-WOI-TV, Ames, Ia., named program & production mgr. . . . Leo E. Persselin, ex-WOI-TV, named program director of WBAY-TV, Green Bay, Wis. . . . Robert B. Hudson, U of Illinois director of broadcasting, has resigned to become program coordinator of new TV-radio center financed by Ford Foundation's fund for adult education at U of Michigan . . . Wm. H. Brown Jr., ex-Young & Rubicam production supervisor, joins CBS-TV to direct *Life With Father* . . . Robert Tucker, ex-Biow, named TV-radio director, Calkins & Holden, Carlock, McClinton & Smith . . . Ted J. Grunewald, ex-Wm. Esty & Co., named TV-radio business mgr., Hicks & Greist . . . Frederick O. Eckert upped to head traffic section of N. W. Ayer radio-TV dept. . . . Jerome B. Harrison promoted to eastern sales mgr., ABC-TV, succeeding Stanley Smith, now on special sales . . . Jack Denninger named eastern sales mgr., Blair-TV Inc.

Academy of TV Arts & Sciences, Hollywood, this week elected Don DeFore pres., succeeding Charles Ruggles. Others elected: Hal Hudson, 1st v.p.; Robt. J. Black, 2nd v.p.; Shirley Thomas, secy.; Tom McCray, treas.; Gale Storm, recording secy.; Mildred Beach, corresponding secy.

Confirmation of Comr. Robert E. Lee as FCC member appeared certain at week's end, as Senate Commerce Committee scheduled hearing on appointment Mon., Jan. 18. His nomination was sent to Senate by President Eisenhower Jan. 11, and he is only witness scheduled to appear, with prospect of stiff cross-questioning by Democratic committee members. Pres. Joseph A. Bierne of Communications Workers of America, as well as several CWA locals, wrote committee asking open hearing, but didn't ask to appear. Committee staff members said very few letters on the subject had been received, and up to Friday evening no one had requested to appear before committee.

Changes in Republican membership of Senate Interstate & Foreign Commerce Committee, which has charge of TV radio legislation, under chairman Bricker (R-O): Sen. Capehart (Ind.) and Sen. Cooper (Ky.) this week left committee for assignments to Foreign Relations and Labor Committees, respectively. To fill these vacancies and that caused by death of Sen. Tobey (N. H.), these GOP Senators were added: James H. Duff (Pa.), Wm. A. Purtell (Conn.), Frederick G. Payne (Me.). Democratic membership remains same as last session, composition remaining at 8 Republicans, 7 Democrats.

Three principals of new KSLA, Shreveport, La. (Ch. 12) were among the 12 killed in crash of United Gas Co.'s private plane near Shreveport Jan. 10 while returning from a duck-hunting trip—the accident in which Braniff Airlines pres. T. E. Braniff was also killed. The 3, part owners of KCIJ, one of 3 applicants for Ch. 12, now temporarily combined in operation of KSLA pending FCC final decision (Vol. 9:52): Justin R. Querbes, insurance man, who with family owns 14.5%; Randolph A. Querbes, utilities man, 14.5%; R. H. Hargrove, pipeline magnate, 3.6%.

Martha Rountree's mansion at Warrenton, Va., was destroyed by fire Jan. 12, and with it the 10,000-volume library she had purchased only a few days previously from estate of Louis G. Caldwell, onetime Washington radio attorney whose Washington home she leased until Jan. 1. Miss Rountree (Mrs. Oliver Presbrey) recently acquired the Colonial mansion and planned to move into it shortly.

Split in Television Writers of America broadened this week when east coast pres. Irve Tunick of the union resigned because its western region didn't fire exec. secy. Joan LaCour for refusing to answer questions of House Un-American Activities subcommittee in Los Angeles hearing last month. Tunick said large majority of eastern 15-member governing council will also quit.

FCC Comr. George E. Sterling will address broadcast chapter of Boston IRE section at MIT Faculty Club Jan. 28, speaking on "The Current Status of Uhf TV Broadcasting—With Some Color."

President Eisenhower has accepted an invitation to Radio & Television Correspondents Assn. annual dinner in Hotel Statler, Washington, Feb. 6.

Don Carney, 58, the Uncle Don of radio's early juvenile shows, died in his sleep at Miami home Jan. 14. He had heart trouble, but the day before had conducted a show on WKAT. His real name was Howard Rice; he started in radio on KDKA in 1924, then went to WMAC in 1925 and WOR shortly thereafter, remaining in N. Y. until 1948.

**Station Accounts:** Canned Salmon Inc., starting in mid-Feb. and running for 10 weeks into Lenten season, has pooled 5 "partners" in big sales promotion drive which will use TV-radio along with newspapers, magazines and other media. Joining to advertise salmon-macaroni casserole are Pet Milk Co., Campbell Soup Co., Macaroni Institute, U. S. Steel Corp. and Can Manufacturers Institute . . . Duff Baking Mix Corp., 30 Broad St., Newark, owned by syndicate headed by Edward I. Baker, Frederick J. Briefer & J. B. Silberman, who recently purchased that division from Pillsbury Mills, plans extensive campaign, including TV-radio, thru Harry B. Cohen Adv., N. Y. . . . Broil-Quik Co., which started in TV with pitchman on WPIX, N. Y., now sponsors 4 local shows there, spends 30% of its \$750,000 ad budget on TV, has jumped sales from less than \$1,000,000 in 1950 to an anticipated \$10,000,000 this year, has increased distributors from 100 to 835, plans to double ad budget next year and go into network TV, according to success story in Jan. 11 N. Y. *Herald Tribune* by Joseph Kaselow; agency for the infrared broiler-rotisserie is Ziowe Co., N. Y. . . . Among other advertisers reported using or preparing to use TV: Norwegian Frozen Fish Ltd., Jersey City, N. J. (Frionor frozen fish), thru Creative Advertisers Service, Jersey City; Lanvin Parfums Inc. (My Sin perfume), thru Wesley Assoc., N. Y.; Stewart-Warner Corp., Chicago (Alemite lubricating system), thru MacFarland, Aveyard & Co., Chicago; Alliance Mfg. Co., Alliance, O. (Alliance Tenna Rotor), thru Foster & Davies, Cleveland; E. I. Du Pont de Nemours & Co., Finishes Div. (Flokote paint), thru BBDO, N. Y.; Trade Winds Co., Thunderbolt, Ga. (Trade Winds frozen shrimp), thru Blaine-Thompson Co., N. Y.; Wolco Products Inc. (GlasSpray, Copper-Kleen, Lavatabs), thru Hicks & Greist, N. Y.; Norelco Shaver Div., North American Phillips Co., for cooperative slogan contest, thru Grey Adv., N. Y.

**COLOR MOMENTUM** appears to be growing faster than commonly predicted. It becomes more and more clear that, once the color tube and receiver bottleneck is broken, the snowball will develop into an avalanche.

Though FCC's color decision was cautious, almost pessimistic, about ability of networks and stations to equip themselves for color, majority of viewers now live in range of stations so equipped. Some 25-30 stations, in biggest cities, are already able to rebroadcast network color; 50 more will be in next couple months. True, this doesn't mean local color originations, except in a few cities, but it does mean that the most important segment of programming—network shows—can now be delivered in color to antennas of most viewers.

Even local slide, film and live originations are likely to come along faster than expected. There are several manufacturers of slide and film equipment, and some stations are doing quite a lot of ingenious construction themselves.

RCA is only source of live cameras, so far. This week it announced that it is now accepting orders for regular commercially-produced cameras, and that within mere 30 days it would begin shipments of previously-ordered custom-built cameras to: WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles—plus several for NBC.

On top of that, RCA will ship 12 complete camera chains and associated equipment to CBS. CBS spokesman says this doesn't mean it has dropped plans for type of camera equipment developed by v.p. Dr. Peter Goldmark. This employs field-sequential camera and an "encoding" unit which converts signal to NTSC specifi-

**TOTAL BILLINGS** of \$8,000,000 are anticipated this year from NBC-TV's 7-9 a.m. *Today*—the same that drew such sharp barbs from the critics when first launched by Pat Weaver (now NBC pres.) just 2 years ago Jan. 14. Dave Garroway and his troupe celebrated second birthday this week by putting on James Bray, promotion mgr. of first sponsor, Kiplinger's *Changing Times Magazine*, who first bought 13 spots offering free sample copies of the magazine, then renewed in fall of 1951, currently is using 13 more. Mr. Bray recounted how the samples resulted in 20% conversions into subscriptions.

It was a costly show that even had the RCA-NBC hierarchy and station owners skeptical, as we discerned in our own survey of reactions when it started and afterward (Vol. 8:1, 3, 4, 5, 7, 13, 19, 40)—for they had hard time at first selling national sponsors on the early-morning idea, let alone local adjacencies. No such difficulty exists now on the 51 stations carrying network TV's biggest money show, which grossed \$5,000,000 its second year and used \$800,000 worth of talent.

Today, *Today* has a potential of \$15,000,000—maybe more, depending on added sponsors, outlets and rates—and its success has led NBC to launch a noonday participating counterpart, due to start in March, titled *Home*. Of *Today's* 16 saleable segments a day (80 a week), 39 were sold this week, a seasonal dip from the nearly 100% before Xmas. In Jan.-March quarter, 58% of time has been sold, and for rest of year anticipated average of 55%.

Ninety accounts used *Today* for 83 individual campaigns in 1953, placed by 30 adv. agencies. Renewal rate is particular point of pride with its entrepreneurs, Nov.-Dec. being marked by renewals of 16 out of 17, including such major sponsors as General Motors, General Mills, GE, U. S. Rubber, Squibb, Smith Bros., Dow Chemical, Capital Airlines. They also cite latest Nielsen rating of 5.7-8 for 2 weeks ended Dec. 12, claim 13-14,000,000 persons daily in 6,000,000 homes watch *Today*.

Reason for placing the near-\$1,000,000 order with RCA, CBS says, is that it can't get delivery of other equipment soon enough. GE is reportedly making 4 of the CBS-type for CBS.

RCA is also stepping up its color indoctrination seminars, scheduling next one in Camden Jan. 25-26 for 10 Western Electric engineers, 15 CBS, 19 NBC and 40 other engineers from individual stations.

Engineering effort and money going into production of RCA's color transmitting equipment is greater than generally realized—transcending in many ways its most feverish work in black-&-white in previous years.

DuMont will hold color TV symposium, along with transmitter clinic, for its district managers and regional sales representatives at Clifton, N. J. Jan. 18-22. Visitors will get glimpse at DuMont research div.'s developmental telecasting gear, will study and discuss new Colorvision slide scanner and Multi-Scanner film equipment.

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**Color-interconnected stations** will get a constantly growing supply of color programs, network spokesmen told this week's meeting of National Appliance & Radio-TV Dealers Assn. in Chicago. NBC color coordinator Barry Wood gave this report on NBC's color equipment: New York's Colonial Theatre has 4 cameras, a slide scanner; Rockefeller Center's Studio 3-H has 2 cameras and a scanner; NBC stations in Los Angeles, Chicago & Washington are being equipped for originations; one mobile unit is now in use, more under construction.

Reiterating that all NBC sponsors will see their programs in color at least once this year, Wood said those currently scheduled are *Your Hit Parade* Jan. 16, *Dinah Shore Show* Jan. 19 & 21, *Zoo Parade* Jan. 31, *Arm-*

strong Circle Theatre Feb. 23—others possibly sandwiched between some of these.

CBS executive color producer Richard Lewine gave this schedule: First quarter, continue Fri. 5:30-6 "laboratory" program now carried in New York & Baltimore, augment it by another regular half-hour show, both to be fed to more cities; second quarter, new color-equipped studio at 81st & Broadway will be in operation, originating color premieres of such programs as *Toast of the Town*, *Studio One*, *Arthur Godfrey*, etc., with color film and remotes also to begin; third quarter, start of West Coast originations, including remotes. Demonstrations for agencies and sponsors will continue throughout.

ABC's Frank Marx was more cautious, stating that "much color equipment must still be invented" and that he was reserving recommendation on purchase until equipment has shaken down further. He said that present color film projectors will be obsolete; that there's no satisfactory film projector available; that color tape is at least 2 years off. He also anticipated cost of AT&T facilities for color would be much greater than for black-&-white.

DuMont Network gen. mgr. Jack Bachem said: "Nobody can speak for the public and advertisers who will determine growth of color. We'll make color programs available in accordance with advertisers' willingness to pay." He reported that one complete New York studio has been set aside for color. He also echoed Dr. DuMont's statements that color awaits production of sets with larger screens.

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Those who are bearish about color TV often note that movies haven't converted heavily to color even though introduced years ago. There's a tendency to overlook one huge difference—commercials. Advertisers are going to demand color, as color audience grows, as long as extra cost isn't exorbitant—and it's not likely to be.

Most convincing demonstration of color commercials' impact was given this week by NBC Spot Sales in closed-circuit program fed to 10 cities and shown to select audiences of sponsors, agencies and newsmen.

Extremely clever program showed, thanks to compatibility, how color slide, film and live commercials can be integrated with black-&-white programs with no loss of black-&-white audience—and a startling impact for every color set in use.

Obviously aimed primarily at dept. stores, particularly Gimbel's and Macy's, program was emceed by Ed Herlihy, featured Jinx Falkenburg, Faye Emerson, models, ballet dancer, etc. It included finest color film we've ever seen colorcast. Programs and commercials were shown in black-&-white then color was added, bringing exclamations from audience.

Stations receiving program were WNBT, New York; WNBW, Washington; WNBK, Cleveland; WNBQ, Chicago; KSD-TV, St. Louis; KNBH, Los Angeles; KRON-TV, San Francisco; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KDYL-TV, Salt Lake City—the list represented by NBC Spot Sales.

Further evidence that color can't help a poor show but can do wonders for commercials was adduced by TV critics John Crosby, *Herald Tribune Syndicate*, and Jack Gould, *New York Times*. Both found *Amateur Hour* terrible, regardless of color. But cherry pie commercial, Crosby wrote, was "just plain terrific." Gould wrote: "The crust was golden brown and the fruit a deep red. It was the only thing on the show that had been left in the oven long enough."

Both Crosby and Gould now have RCA color sets. Crosby first had a Westinghouse, Gould an Emerson. Latter has turned Emerson over to his publisher Arthur

Hays Sulzberger. Others with newly-installed RCA sets are *Broadcasting-Telecasting* magazine, and ourselves.

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Though color programming is still slim, some exciting events are in prospect. Besides putting regular programs on in color, NBC and CBS plan many special telecasts. NBC has mentioned possibility of New Orleans Mardi Gras, Washington Cherry Blossom Festival, Columbia River salmon run. At the moment, there's some doubt about March 1 Mardi Gras, because part of route is coaxial cable which requires frequency conversion technique for which AT&T isn't fully prepared.

CBS hasn't been specific, merely saying it plans special events, sports, etc. DuMont hasn't indicated definite plans yet, though it's considering color hookup of its stations in New York, Pittsburgh & Washington. ABC, as Marx reported, is biding its time, though it's bound to get into swim before long.

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Slow development of color, continued high value of black-&-white. That was theme of DuMont Network's *What's The Story* Jan. 14, featuring pres. Dr. Allen B. DuMont, research v.p. Dr. T. T. Goldsmith and Kenneth B. Willson, pres. of National Better Business Bureau. Dr. DuMont stated that system produces excellent pictures but that large-size screens in sets of reasonable cost won't come for 2-3 years; that no single company developed system; that color programs will be few at first; that color sets are priced at \$1000-\$1200. Yet manufacturers "aren't making any money" because sets cost \$2000 to build. Dr. Goldsmith stated that conversion of black-&-white sets isn't practical; that not even by 1960 will majority of programs be in color; that color film, particularly of news events, will always be difficult; that color actually detracts from some types of programs. Mr. Willson wound up by stating that public's investment in black-&-white is protected by compatibility; that public can buy black-&-white now with confidence, needn't delay purchase for fear of obsolescence.

**Network Accounts:** Rybutol (vitamins) sponsors *On Your Way*, new quiz show featuring Arthur Godfrey's sister Kathy, on ABC-TV starting Jan. 23, Sat. 7-7:30 p.m., thru BBDO; it replaces *Up for Adoption*, which was scheduled to start on that date . . . Campbell Soup Co. to sponsor *Grand Central Station* on ABC-TV starting Jan. 18, Mon.-thru-Fri. 11-11:25 a.m., thru Ward Wheelock Co., Philadelphia . . . Nestle's to be alt. sponsor (with Ralston Purina) of *Space Patrol* on ABC-TV starting Jan. 16, Sat. 11-11:30 a.m., thru Cecil & Presbrey . . . Dodge cars to be alt. sponsor (with Lucky Strikes) of *Danny Thomas Show* on ABC-TV starting Feb. 26, Tue. 8:30-9 p.m., thru Grant Adv. . . Associated Products Inc. (5-Day Deodorant Pads) to be alt. sponsor (with Consolidated Royal Chemical Corp.) of *Arthur Murray Party* on NBC-TV starting Jan. 18, Mon. 7:30-7:45 p.m., thru Grey Adv. . . Ipana buys Tue. 2-2:15 p.m. portion of *Garry Moore Show* on CBS-TV starting Feb. 2 thru Doherty, Clifford, Steers & Shenfield.

Annual TV program-talent awards of *Radio-TV Daily*, based on poll of 500 TV-radio editors: Man of the Year, Jack Webb, for *Dragnet* (NBC-TV); Woman of the Year, Lucille Ball, for *I Love Lucy* (CBS-TV); comedy, *Colgate Comedy Hour* (NBC-TV); variety, *Toast of the Town* (CBS-TV); drama, *U. S. Steel Hour* (ABC-TV); musical, *Voice of Firestone* (NBC-TV); documentary, *You Are There* (CBS-TV); quiz, *What's My Line?* (CBS-TV); children's, *Ding Dong School*, (NBC-TV); commentator, Edward R. Murrow (CBS-TV); sportscaster, Mel Allen (NBC-TV); disc jockey, Peter Potter (ABC-TV).

FEDERAL's first 12-kw uhf transmitter, utilizing new Eimac klystron, is now slated for delivery in April to WNAO-TV, Raleigh, N. C. (Ch. 28), using Federal 1-kw transmitter since it began operating last July. Introductory date for DuMont's 12-kw unit isn't yet known, but first one reportedly will go to DuMont Network's own newly-acquired KCTV, Kansas City (Ch. 25).

Only transmitter shipments to upcoming new stations reported this week were 5-kw GE, which went out Jan. 11, to be followed by 20-kw amplifier Jan. 25, to WSLI-TV, Jackson, Miss. (Ch. 12), due on air in March; and 5-kw RCA to KDAL-TV, Duluth, Minn. (Ch. 3), also due in March. GE this week also shipped 20-kw amplifier to share-time WHEC-TV & WVET-TV, Rochester (Ch. 10).

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

KGGO-TV, Enid, Okla. (Ch. 5), hasn't begun construction, but has ordered RCA equipment, plans start in May or June, reports pres. George Streets, local appliance dealer. Rep not yet chosen.

KDRO-TV, Sedalia, Mo. (Ch. 6), now plans Feb. 15 start with 5-kw GE transmitter, reports gen. mgr. Herb Brandes. Rep will be Forjoe.

WSLI-TV, Jackson, Miss. (Ch. 12), now expects to have new TV building ready about Feb. 1 and equipment installed by March 15. It plans tests after that, going commercial April 1, reports TV operations mgr. Owens F. Alexander. L. M. Sepaugh will be gen. mgr. of WSLI-TV & WSLI; Evan Hughes, TV commercial mgr.; C. A. Perkins, chief engineer. It's owned by Standard Life, and will be second vhf owned by insurance firm (Lamar Life's WLBT began last Dec. 20) to compete with newspaper-owned WJTV (Ch. 25) which began Jan. 20, 1953. Rep will be Weed.

WHO-TV, Des Moines (Ch. 13), has its 10-kw RCA transmitter, plans early March start, according to exec. v.p. Ralph Evans. It's owned by Palmer interests, which also operate WOC-TV & AM, Davenport, and owns 25% of KMTV, Omaha. Rep not yet chosen.

EUROPEAN TV took a big stride Jan. 3 when Italy began regular 36-hour weekly schedule on gov't-controlled stations in Milan, Rome and Turin. Italy has had TV on intermittent basis since 1951, and 5 more stations are scheduled for formal opening next few months.

On occasion of beginning of regular programming in Italy, Pope Pius called TV "both a precious and dangerous instrument" in statement addressed to Italian bishops. He said "Television can serve to bring the family together again in the home and keep them from the dangers of unhealthy places" and can be beneficial to popular culture and education, but he warned "it is also not without dangers because of the abuses and profanations for which it can be used." He noted that TV is made up heavily of films and theatrical spectacles, "and the number that fully satisfy Christian morality is too small."

Italy is one of 9 nations studying idea of European network, which will be inaugurated next June with telecast of European soccer championships from Switzerland. Exploring possibilities of hooking into microwave and off-the-air circuit are Belgium, Denmark, France, West Germany, Britain, Holland and Sweden.

Big electrical manufacturer Philips of Eindhoven, Holland, has announced new universal TV set for European areas where telecasts can be received from countries using 4 different transmission standards. Incorporating 12-channel tuner and 4-standard switch, receiver can pick up the standard European transmissions of 625 lines, negative picture carrier modulation, FM sound; Belgian 625-line, positive modulation, AM sound, and French 819-line positive AM system. With 17-in. tube, set retails for \$355;

WARM-TV, Scranton, Pa. (Ch. 16), pushing for early completion of combined TV-AM studio building, has tower and antenna ready, is now installing RCA transmitting equipment, plans Feb. 9 commercial debut, reports gen. mgr. William M. Dawson. Hour rate will be \$225. Rep will be Hollingbery.

WEOK-TV, Poughkeepsie, N. Y. (Ch. 21), given extension to May after being cited by FCC, hasn't ordered equipment as yet or begun construction, but plans start next June, according to pres. Arthur J. Barry Jr. Everett-McKinney will be rep.

WTRI, Schenectady, N. Y. (Ch. 35), delayed in tower and antenna deliveries, now plans tests about Feb. 15 with 12-kw GE transmitter, reports WTRY gen. mgr. W. W. Carter Jr. Owners are Fabian theatre interests (Stanley Warner Corp.) and Col. Harry C. Wilder, founder and ex-owner of WSYR-TV, Syracuse, who operates WTRY, Troy. TV mgr. will be Richard B. Wheeler. Hour rate will be \$200. Headley-Reed will be rep.

WCOG-TV, Greensboro, N. C. (Ch. 57), earlier planning Jan.-Feb. start, won't get 5-kw DuMont transmitter until next Aug., so hopes now for target around Dec. 1, reports gen. mgr. Gilbert M. Hutchinson. Ownership interlocks with WAYS-TV, Charlotte (Ch. 36), which began Dec. 7. Bolling will be rep.

WKNY-TV, Kingston, N. Y. (Ch. 66), construction delayed by cold weather, now plans late Feb. start with RCA equipment and 600-ft. Stainless tower at Port Ewen, 3 mi. from Kingston and 10 mi. from Poughkeepsie, according to TV operations mgr. Robert L. Sabin. Owner Joseph K. Close also has CP for Keene, N. H., which hasn't set target date. Hour rate will be \$100. Rep will be Meeker.

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CHSJ-TV, St. John, N. B. (Ch. 4), has transmitter building ready on Mt. Champlain for GE transmitter due Jan. 29, plans Feb. tests using 40-ft. Ajax tower, starts programming March 15, reports gen. mgr. G. A. Cromwell. Hour rate will be \$165. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

regular single-system 17-in. 10-channel set sells for \$288.

Our new *TV Factbook No. 18* features most complete information available on foreign TV, with lists of the 60 stations now regularly and experimentally on air in 41 countries, including location, operator, frequency, power and starting date of each, and foreign stations planned in future. Foreign countries with greatest number of stations are: Cuba 10, Britain 8, Canada & W. Germany 7 each, Mexico 6.

"Multicon" camera chain, designed especially for low-budget stations, was shown for first time this week in Washington by Standard Electronics Corp., subsidiary of Claude Neon Inc. It's first U. S. equipment to incorporate image iconoscope tube developed by Dutch Philips (Vol. 9:17) and widely used by European TV stations. Camera chain, designed for live, film and slide use, is slated to be available in March at \$12,000, Multicon tube at \$525. Standard guarantees 600-line resolution, claims 40% lower initial cost than image orthicon, 80% lower operating cost, high sensitivity, light weight (72 lbs. with view-finder), quick warm-up time (60 sec). Life of developmental Multicon tube was more than 1500 hours. Tube will be made in U. S. by Ampere Electronic Corp., Hicksville, L. I., and Standard will offer new chain as part of complete station package, including transmitter, tower, etc.

DuMont expands into mobile radio communications equipment, with formation this week of communication products div., which also absorbs TV transmitter div. (transmitters & studio equipment). Herbert E. Taylor Jr., mgr. of former transmitter div., heads new division.

**THIS WAS RETAILERS' WEEK IN TV TRADE:** Anxious dealers asked how to sell color this week at 2 big conventions -- and got this as answer: sell black-&-white. At NARDA's parley in Chicago and at National Retail Dry Goods Assn. convention in New York, big question was how to merchandise color in 1954. Although answers weren't as specific as many retailers would have liked, essence was: play up the virtues of black-&-white and low prices and, above all, stress compatibility of sets.

Compatibility will be rallying point for sales messages next few months -- tell folks they won't miss this year's relatively few color programs and that black-&-white sets won't be obsoleted. Wrong way to handle color is to play it down, they were told. That way, neither black-&-white nor color will be sold.

Speakers were necessarily wary of specifics, what with advances currently toward larger color tubes and better colorcasting equipment. In message to NRDGA, J.B. Elliott, RCA Victor exec. v.p. for consumer products, bore down on theme that color will supplement black-&-white, not oppose it. He stressed that at \$800-\$1000, color was strictly big-ticket merchandise, didn't belong in same league with under-\$200 black-&-white. He predicted steady growth of color production until by 1958 more than 10,000,000 sets will be in use. (For Elliott's other remarks, see p. 11.)

NARDA got the same pitch, only more so. In absence of much specific data on when and in what quantity color sets will be available, dealers were told (1) to learn as much as possible about color fundamentals and (2) to attend the servicing clinics offered by set makers and to be prepared for much more complex problems.

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NARDA color panels hit hard at both angles, with side excursion into program plans of networks (see p. 6). W.T. Wintringham, engineer in charge of research for Bell Labs, led off with painstaking description of what goes into a color picture. Speaking like a high school coach lecturing fundamentals, Wintringham explained with commendable simplicity how color picture is composed of brightness, hue, saturation.

Hazeltine chief engineer W.O. Swinyard carried ball from there. He went into equally basic analysis of circuitry in color set and some of the problems of mass production. He estimated that within 5-10 years list price of color set will be only 25-50% higher than comparable black-&-white. As to output, he estimated 1955 production will double 1954's estimated 50-200,000, and 1956 will double 1955.

DuMont service mgr. H.J. Schulman said color sets will require 6-10 service calls a year, double those of black-&-white, because of more components, new parts, repetition of operating instructions to consumers, inexperienced servicemen and anticipated difficulties in color transmission.

Tell consumer color will require lots of service, he warned dealers, and all color sets sold this year at least should have one-year service contract. He didn't estimate cost of service contract but RCA Service Co. previously had stated service contract would cost minimum of \$180 vs. \$60 for black-&-white (Vol. 9:52). He said too that color set requires 30-60 minutes to set up properly and warned that built-in antennas may not work too well on color.

Indicative of intensity of interest color has generated, it seemed to us the dealers hung on every word, plying speakers with requests for elaborations. After color session, which closed convention, several told us they planned to attend set makers' service clinics, or send servicemen. NARDA committee itself proposed to speed up distribution of literature on problems of color service.

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Dealers were split in appraising current TV market. Retailers in older areas told us they were none too happy about Xmas business and didn't look forward to much improvement in first quarter. Dealers in newer markets were more optimistic, but

weren't shouting from rooftops, either. They regarded Xmas business as good, for most part, some noting that they had no previous Xmas with which to compare it.

Dealer reaction to recent price cuts by set makers was generally unfavorable, accompanied as it was in most cases by lower markups. Astute Harry Price, NARDA's v.p., of Price's Inc., Norfolk, commented:

"Manufacturers' list prices have come to be a joke in many markets. The set makers don't make prices. For that matter, neither do dealers. Consumers do. It's like this: A customer comes into the store, looks at a set and says 'I don't want to buy a TV set for \$180. If you cut it to \$140 I may buy it. If you don't, I'll go across the street to another dealer.' So you either cut the price and knock out your small markup, or let her go."

\* \* \* \*

Bearing out statements of production cutbacks, TV output got off to limping start in RETMA's first statistical week of 1954, totaling 106,525 week ended Jan. 8 vs. 155,892 first week of 1953. Radios totaled 225,481, up from 209,057 year ago.

**O**PERATING techniques of some 400 TV-radio-appliance dealers were described this week by one of their leaders—chairman Mort Farr, reporting to NARDA convention in Chicago on results of survey he conducted. He summarized findings as follows:

54% reported they are open one night a week, 18% two nights, 8% three nights, 2% four nights, 12% five nights, 6% six nights; 90% sell sets on their own floors; 22% have 2 salesmen, 12% have three, 32% have four, 16% have five, 10% more than ten; 50% pay salary & commission, 12% pay salary only, 36% straight commission; 50% have saleswomen on their floors, but in two-thirds of the cases this proved unsuccessful.

Farr singled out night closing as most serious deficiency. His advice: stay open more evenings, even if it means closing in the morning. As a successful dealer in Upper Darby, Pa., Farr said he'd lose 20% of his volume by closing evenings. Though color was feature of NARDA convention (see p. 9), these were among other highlights:

Service firm representatives urged establishment of 2-unit service div., one unit for TV-radio, the other for appliances. NARDA now has single service committee. Proposal must be submitted to NARDA board for approval. Service committee also suggested establishment of national schedule of service charges to avoid regional differences in prices charged consumers.

NARDA treas. Ken Stucky, Stucky Bros., Ft. Wayne, urged standardized system of accounting be adopted throughout appliance industry. He pointed to accomplishment of automobile industry in this regard and drew parallel between needs of auto dealers in 1915 and appliance dealers today. He said small-volume dealers should allow 20% of operating costs to cover salesmen; 20% for necessary staff to support salesmen; 20% for advertising, deliveries & administrative expense; 20% for occupancy, insurance, bad debts, etc.; 20% for taxes, interest and reinvestments. Large-volume dealers must make additional allowance for freight, lost goods, etc., consequently figure 16% for each of the items.

E. C. Rankin, gen. mgr., National Appliance Trade-In Guide Co., Madison, Wis., also drew parallel with automobile industry in urging greater use of NARDA Blue Book for TV trade-ins in move to offset price-cutting. He said: "First the automobile industry was confronted with the problem [of price-cutting] and they did something about it. They devised new merchandising methods at the retail level, to make the trade-in sale less painful to everyone concerned. Among other things, they devised the Blue Book, which has gained an almost universal acceptance among customers and dealers alike; it has standardized trade-in values on cars to such an extent that the majority of dealers will all offer you the same for your old car."

NARDA director Emerson Dole, Appliance Center, Wichita, stressed importance of demonstrations, both in store and in home. "When we give the customer a demonstration we sell the end use of the product, what it will actually do for the customer," he said. "Demonstrations create prospects out in the field, often before they were ready to come into the store on their own. And when a customer's interest is awakened that early, it's much easier to close the sale without having price become a factor in the sale."

J. A. Broadhurst, Jenkins Music Co., Wichita, sharply attacked "deceitful" ads by TV-radio dealers, said manufacturers and distributors should shut off co-op advertising support of ads which make any reference to specific dollar value of trade-ins, free goods, combination deals, or do not sell product features. He said manufacturers have in some instances paid up to 100% of the cost of such ads. "Let's get our business out of the Better Business Bureau files," he concluded.

Phonograph record boom will continue for next 5 years, with annual sales of \$300,000,000 by 1960, predicts Emanuel Sacks, v.p. & gen. mgr. of RCA Victor Records. He added that in 5 years impact of vastly increased teenage population—as result of high birth rate during World War II—will bring huge new market for records. Sales this year will exceed \$250,000,000, up about 12% from the \$220,000,000 of 1953, he estimated, adding RCA showed 20% boost in record sales last year over 1952. He cited widespread acceptance of multi-speed turntables and popularity of 45rpm records as main reasons for current boom.

Canadian TV market in 1954 looks good to Vincent Barreca, pres., Canadian Admiral Corp. Speaking to some 800 dealers in Toronto, he estimated more than 500,000 sets, valued at \$200,000,000, would be sold in Canada this year, up 40% from the estimated 360,000 sold in 1953. He also foresaw sales of 350,000 new refrigerators, including 50,000 replacements—or about same number as in 1953. He said Admiral's \$1175 color set would cost about \$1600 in Canada—if available at all. He added Canadian Admiral engineers are now working on color set.

Guaranteed annual wage is goal of CIO Electrical Workers union, pres. James Carey revealed in releasing basic demands to be made upon Westinghouse in negotiations slated to begin April 1. He said electrical manufacturing companies are best able to guarantee yearly pay, added his union will make same demand on GE and smaller companies in the field.

Western Electronic Show & Convention has been scheduled in Pan Pacific Auditorium, Los Angeles, Aug. 25-27. Business mgr. is Mal Mobley Jr., 344 N. LaBrea Ave.



**Topics & Trends of TV Trade:** TV dealers got loads of advice this week on how to run their business. In addition to several panels and speeches at NARDA's Chicago convention (see pp. 9 & 10), 43rd annual parley of National Retail Dry Goods Assn. in New York heard these "6 commandments" for improving sales from J. B. Elliott, RCA Victor exec. v.p. for consumer products:

- (1) Limit number of TV lines to between 2 and 4 nationally-advertised brands.
- (2) Make prescribed number of home calls daily to consumers with small-screen sets in effort to build trade-ins or replacements.
- (3) Conduct home demonstrations.
- (4) Follow up phone contacts with personal calls every day.
- (5) Emphasize quality, performance and entertainment of TV, not merely price.
- (6) Make sure servicing is best obtainable, to keep customers satisfied.

Elliott said retailers of home entertainment instruments have "sound and solid reasons" for optimism, adding: "With high-fidelity holding out the promise of widespread consumer acceptance, with radio and phonograph proving perennially good business producers, with black-&-white TV sales continuing, and with color TV as a future potential, how can we lose?" For Elliott's comments on color, see p. 9.

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Picture tube sales in first 11 months of 1953 totaled 9,341,427 valued at \$228,671,345, compared to 5,937,647 worth \$130,709,088 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 79% of sales. Nov. sales were 693,396 worth \$16,794,812, compared to 948,593 at \$23,994,184 in Oct. and 876,712 at \$21,472,381 in Nov. 1952.

Receiving tube sales in first 11 months totaled 413,-687,529 valued at \$285,842,926, compared to 324,512,611 worth \$229,872,337 in same 1952 period. Of sales, 278,-986,843 went for new sets, 106,341,848 renewal, 18,870,213 export, 9,488,625 Govt. For Nov., sales totaled 31,606,971 worth \$22,514,227, compared to 34,928,108 at \$25,393,879 in Oct. and 36,942,664 at \$24,554,156 in Nov. 1952.

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Stromberg-Carlson introduced 5 new 21-in. models at distributors conference in Chicago Jan. 11. All are substantially lower in price than comparable models in current line, leader being plectone finish table at \$230, down from \$280 on comparable model. Distributors were also shown new 11½-in. color receiver, which will be priced later. C. J. Hunt, TV-radio gen. mgr., said present plans were to build sample color sets during spring for loan to distributors. Pres. Robert C. Tait said 1953 was biggest sales year in company history and predicted 1954 would be even better. New models: plectone table \$230 & \$260; open-face mahogany veneer console, \$350 & \$380; open-face bleached mahogany veneer console, \$360 & \$390; full-door mahogany veneer console, \$485 & \$515; full-door lined oak veneer console, \$495 & \$525. Also introduced was high fidelity portable phonograph at \$100.

Five-alarm fire which razed block-long warehouse used by CBS-Columbia on Erie Basin waterfront in Brooklyn injured 18 fireman and 3 policemen Jan. 15 and destroyed 3800-4000 black-&-white TV sets and some 8000 cabinets. CBS-Columbia pres David H. Cogan estimated loss would set production schedule back 12 weeks.

Columbia Records Inc., CBS subsidiary, announces \$1,000,000 expansion program, including new record-making factory in Terre Haute, Ind. that will use injection molding presses and installation of similar presses in Bridgeport & Hollywood plants.

Hallcrafters has introduced 21-in. mahogany table at \$200, plus 4 table radios from \$40-130. Two of radios are short wave-equipped.

Distributor Notes: RCA Victor appoints new Fidelity Electric Co., Seattle, replacing Harper Meggee Inc.; exec. v.p. is J. E. Gollihur, who held same title at Harper Meggee . . . Philco appoints new Chemung Appliance Distributing Co., 103 E. Woodlawn Ave., Elmira, N. Y., headed by John Wolfe Sr., ex-Gross Distributors, N. Y. (Stromberg-Carlson); new outlet replaces Valley McCleod Co. . . . Hallcrafters appoints F. M. Brown Co., Portland, Me. (Henry Norrington, gen. mgr.), replacing Appliance Wholesalers Inc. . . . Arvin names Tarbell-Watters Co., 144 Chestnut St., Springfield, Mass. (John S. Leven, v.p. & gen. mgr.) . . . DuMont appoints Skofel Italiana, SRL, Via Fratelli Gamba, 1, Milan, Italy (Dr. Renzo Di Piramo, pres.) in expansion of foreign distribution . . . Bi-State Distributing Corp., Omaha (Admiral) promotes R. J. Harrison from sales mgr. to gen. mgr., succeeding Lloyd W. Sleezer, resigned . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints John Manzi, ex-Olympic Radio, as district mgr. . . . Crosley-Bendix announces resignation of C. J. Ward as Portland, Ore. branch mgr.; he joins Times Appliance Co. Inc., 353 Fourth Ave., N. Y., retail store, as gen. sales mgr. . . . Davega Stores promotes Matthew M. Roth to sales mgr., succeeding Max L. Stein, retired . . . Emerson names G. W. Ryan Distributing Co., Kansas City.

St. Louis Better Business Bureau, declaring TV set advertising is "anything but desirable," issued following informal standards for guidance of local retailers: (1) Monthly or weekly payments should not be quoted without reference to down payment. (2) Descriptions of cabinets should be accurate, stating if they are wood or plastic. (3) Size of picture should be differentiated from size of tube. (4) Terms of warranty or guarantee should be explained fully. (5) Ads should state if later model than set pictured is for sale and if advertised model has been discontinued. (6) Uhf tuning should not be included if tuner is not built-in. (7) Pictures of sets should be closely juxtaposed to prices of each in ad.

First 82-channel 21-in. table at \$200 was introduced this week by Philco, which broke with lower-priced line few weeks ago (Vol. 10:1). Combination vhf-uhf set is Model 4001-E in ebony finish; as vhf-only, it sells for \$180. Two other all-channel 21-in. tables were priced at \$220 in mahogany, blonde \$250.

Admiral reduced prices by \$20-30 on 4 plastic tables in current line, having introduced 5 lower-priced 21-in. models only last month (Vol. 10.1). Latest reductions: TA1811, 17-in. ebony \$180 (down from \$200); TA1812, 17-in. mahogany \$200 (\$230); TA2211, 21-in. ebony \$200 (\$220); TA2212, 21-in. mahogany \$220 (\$250).

Capehart Argentina S.I.A.C., newly formed to manufacture TV-radio receivers, radio-phonograph combinations and CR picture tubes, was announced by IT&T Jan. 14; it's half-owned by IT&T, capitalized at 20,000,000 Argentine pesos, will begin making 1500 TVs monthly by next April.

Color can be relayed by its community antenna equipment, Jerrold Electronics Corp. reports after tests at WMAR-TV, Baltimore. Pres. Milton Shapp says that equivalent of 5-mi. system was fed with color signal, producing excellent results, and that no trouble is anticipated with community system of any size.

Sylvania disclosed color plans this week, joining other set makers (Vol. 9:51-10:2), announced it would place sample color sets in hands of distributors by March. They're being produced at Buffalo plant and price will be about \$1150, said gen. sales mgr. Bernard O. Holsinger.

Shaw Television Corp., Brooklyn, making own TV line, is now limiting its distribution to N. Y.-N. J. area, with Olympic handling national sales.

**Electronics Reports:** Development of silicon transistor, capable of operating at temperatures up to 700°, was announced this week by Philco. "We believe this is the first time anyone has succeeded in producing a transistor using silicon as the semiconductor," said research v.p. David B. Smith. He added that germanium transistors fail at 212°, but heat-resistant properties of silicon make it suitable for use in guided missiles, jet aircraft and other applications where much heat is generated. He emphasized that production of silicon transistors still is far off, depends on ability to isolate sufficient amounts of the extremely pure silicon required. Developmental silicon transistor is made by Philco's new "surface-barrier" technique (Vol. 9:49).

Closed-circuit TV will speed up racing during March-April season at Florida's Gulfstream Park. Industrial TV camera and sound intercom will be installed in film patrol lab, with receivers in stewards' stand. Says Gulfstream pres. James Donn: "In the past [when a foul was claimed] it was necessary for our stewards to travel downstairs to the administration building to interview the riders, after which they consulted the filmed running of the race. [With TV] these operations can now be completed in a few minutes." Jockey wishing to claim a foul now proceeds to small room under grandstand, stands before TV camera and consults with stewards via 2-way inter-com. Films of race are then projected before TV camera, viewed in stand and an immediate decision made.

TV camera used as "eye" of simple computer is heart of Sanguinometer, speedy and accurate device for counting human blood cells, developed by RCA engineers in cooperation with Sloan-Kettering Institute, research unit of Memorial Center for Cancer & Allied Diseases. Using vidicon closed-circuit industrial TV system and optical microscope, Sanguinometer employs computer which can count particles in a given field by means of circuit developed by RCA Labs' L. E. Flory and W. S. Pike. Equipment, developed to provide quick and simple mass method of taking blood counts of persons exposed to atomic attack, is said to perform almost instantaneously and with minimum of error a process that has long been laborious, time-consuming and often unprecise. Similar circuits can be adapted to count such other microscopic items as bacterial cultures or grains of photographic emulsion.

Textron Inc., Providence, R. I. textile firm, has acquired all stock of Dalmo Victor Co., San Carlos, Cal., manufacturer of airborne radar antennas, which will be operated as wholly owned subsidiary with no management changes. Dalmo Victor sales totaled more than \$24,000,000 in fiscal year ended Sept. 30, 1953, defense work accounting for entire output. Acquisition by Textron will permit Dalmo Victor to expand into other related fields, said Textron chairman Royal Little.

Burroughs Corp., Detroit, has set up its electronics instruments div. as separate manufacturing-marketing div. in Philadelphia because, as pres. John S. Coleman states, its productions "have become such an important part of the company's business." Division produces pulse control units, scientific computers, vacuum tubes, etc.

H. H. Robertson Co., Pittsburgh producer of building products, synthetic resins and commercial asphalts, enters electronics field with purchase of controlling stock of International Research & Development Corp., Columbus, O. (electronics & research).

International Resistance Co. has started new branch plant in Boone, N. C., with John S. Kane as mgr.; Sterling Graydon, chief engineer; James Winkler Jr., quality engineer; Tom Wright, product engineer.

G. L. Ohlstrom Associates, N. Y., has acquired working assets of Inet Inc., Los Angeles manufacturer of electronic, mechanical & magnetic equipment.

RCA's RIGHT to grant or continue sublicenses under certain GE & Westinghouse patents after Dec. 31, 1954 was upheld by Federal Judge Albert B. Maris in Wilmington court Jan. 11 when he denied June 11 motion by GE asking "construction and enforcement" in line with the court's 1932 consent decree involving patent licensing relations (Vol. 9:24). In filing the motion, GE electronics v.p. Dr. W. R. G. Baker stated the proceeding was not a suit against RCA but simply a request for the court to declare that the decree provides "the sublicensing rights of RCA expired in all respects on Dec. 31, 1954."

Judge Maris ruled that both licensing and sublicensing rights survive the Dec. 31, 1954 termination date, asserting the consent decree's language "clearly and unambiguously includes sublicensing rights within the scope of the licenses which RCA receives under Section 3 of Article 5 of the agreement from GE and Westinghouse."

On another patent front, Zenith Radio and its tube-making subsidiary Rauland filed motion in Federal district court in Chicago Jan. 10 for an amended counterclaim in suit brought in 1948 against them by RCA, charging patent infringement. They demand \$16,000,000 in triple damages under anti-trust act. Zenith claims losses of \$4,450,000, as result of alleged illegal patent monopoly, coerced royalty demands under illegal and unenforceable patent claims, and attorney fees caused by various patent infringement claims brought by RCA. Zenith asks triple damages of \$13,300,000, Rauland \$2,700,000.

Plaintiff in other patent infringement suits filed this week was Edwin H. Armstrong, who filed in U. S. district Court in Chicago against Motorola, Wells-Gardner, Radio Craftsmen & Sentinel, and in Federal district court in Los Angeles against Gilfillan Bros., Hoffman Radio & Packard-Bell. Prof. Armstrong's counsel are the N. Y. law firms of Cravath, Swaine & Moore and Byerly, Townsend & Watson; Chicago firm of Davis, Lindsey, Hibben & Noyes; Los Angeles, Herbert A. Huebner.

"Plus" audience provided by community systems is small but welcome addition to TV stations' coverage. E. P. H. (Jimmy) James, ex-NBC & MBS v.p., now in Tucson for family's health and serving as public relations director of KVOA-TV, reports that several systems are receiving station consistently at distances up to 183 mi. Prescott (183 mi.) and Ajo (115 mi.) have been receiving KVOA-TV and others for some time. System in Bisbee (85 mi.) has just started, with spur to Warren, planning microwave to serve Douglas. In Nogales (60 mi.), community operator is now stringing cable, hopes to get going soon. James points out not only that many of these "plus" viewers trade in Tucson but that "it is clear that since the entertainment facilities of these remote places are very limited, TV becomes a very important part of their life."

Community antenna in Casper, Wyo., getting Denver signals via 5-hop \$250,000 Philco microwave operated by phone company, began operations Jan. 8, signed up 300 subscribers first day. System in Reno, Nev., receiving San Francisco signals through one-hop phone company microwave, started Jan. 10.

Army's electronic proving ground is being moved from Ft. Monmouth to Ft. Huachuca, Ariz. New commander, taking over early next month, will be Brig. Gen. Emil Lenzner, now chief of plans & operations div., Office of Chief Signal Officer.

J. Gilman Reid Jr., ex-director of electronics div., National Bureau of Standards, named head of ACF Electronics Co., newly formed by American Car & Foundry Co., with headquarters in Alexandria, Va.

**Trade Personals:** Frank Freimann, Magnavox pres., first manufacturer to win an "Oscar of Retailing," annual silver plaque awarded by National Retail Dry Goods Assn., which for last 50 years has always gone to a retailer; he won it for "effort in the interests of good retailer-manufacturer relationships, which has won for him admiration and good will of the nation's retailers" . . . Dr. Allen B. DuMont awarded American Power Boat Assn.'s Herbert L. Stone national power cruiser championship trophy for predicted log racing . . . A. Brewer Hunt, Canadian RTMA pres. and gen. mgr. of communications equipment div. of Northern Electric Co., heads Canada's \$100,000,000 electronics defense program, serving as \$1-a-year man . . . Dr. Alfred N. Goldsmith, electronics engineering consultant, onetime RCA chief engineer, elected chairman of National Television Film Council . . . Wm. J. Helt resigns as gen. sales mgr. of Raytheon TV-radio div. to become pres. of Appliance Distributors Inc., Raytheon Indianapolis distributor . . . George M. Hakim has resigned as director of adv. & sales promotion, Raytheon TV-radio div., Chicago . . . Murray Epstein resigns as Kaye-Halbert purchasing agent, his duties to be assumed by Paul Ewing and Roy Thompson . . . Joseph Davis, ex-Kaye-Halbert, named production v.p. of new Caltech Electronics Co., Culver City, Cal. (high fidelity equipment) . . . Albert F. Wild named sales mgr. in expansion of GE broadcast equipment staff, reporting to Frank Barnes, marketing mgr.; Charles J. Simon appointed mgr. of product planning, C. Wesley Michaels mgr. of marketing research & administration, M. Roy Duncan mgr. of product service, Roy D. Jordan mgr. of adv. & sales promotion . . . Alfred Y. Bentley, chief of DuMont TV receiver mfg. div., placed in charge of advanced planning . . . R. K. White resigns as adv. mgr., Crosley TV-radio-appliance div. . . George Cohen, ex-asst. sales director, named Emerson eastern sales mgr. . . Tex Barrett resigns as Tele King Los Angeles regional sales mgr. to join Horn & Cox Inc., Raytheon Los Angeles distributor . . . M. J. McNich-

olas, Andrea special apparatus div. mgr., promoted to director, electronic div. . . Morgan Greenwood promoted to new post of Philco gen. adv. mgr., reporting to adv. v.p. John Gilligan . . . Joe Chapman Lane Jr. promoted to adv. mgr., Westinghouse tube div., Elmira, N. Y. . . Henry Czech, Westinghouse regional mgr., elected pres., Chicago Electric Assn., succeeding John M. Price, Allen-Bradley . . . Joseph H. Quick, ex-RCA, Philco & Sylvania, recently partner in Work-Factor Co., management service, named pres., National Co., succeeding Charles C. Hornbostel, resigned . . . Sidney A. Schneider named Stewart-Warner Electric's resident field engineer covering midwest . . . Joseph Schlig, asst. to sales mgr. of Westinghouse electronic tube div., Elmira, chosen one of 15 to take 16-month management course at Harvard School of Business . . . R. K. Gilbert has resigned as chief of production, Standard Coil Products Chicago plants . . . Robt. Middleton, ex-RCA and Precision Apparatus, joins Simpson Electric Co., Chicago, to lecture to service technicians . . . E. B. Conley named v.p. & gen. mgr. of electronic equipment factory of Allied International Inc., So. Norwalk, Conn., due for completion in Feb. . . . Frank X. Lamb, chief engineer, named v.p., and Roswell W. Gilbert, research director, named asst. to pres. Earl R. Mellen, Weston Electrical Instrument Corp. . . . Ralph E. Walker, Walker-Jamieson Inc., elected chairman of Chicago chapter, National Electronics Distributors Assn.; Howard Larson, Atronic Corp., treas.; John G. Bowman, J. G. Bowman & Co., secy. . . . John K. Koepf, ex-RETMA, recently in Treasury savings bond div., appointed special asst. to Lothair Teetor, asst. Secy. of Commerce for Domestic Affairs . . . Rudolf Feldt, mgr. of instrument plant and ex-DuMont research engineer, named mgr. of newly created instrument div., Federal Telecommunication Labs . . . Robt. A. Seidel, RCA v.p., appointed v.p. of parent company's new sales & service subsidiaries div., headquartering in N. Y. and in charge of RCA Service Co., RCA Victor Distributing Co. and RCA Institutes.

**Financial & Trade Notes:** Emerson Radio reports record sales of \$75,926,546 for its fiscal year ended Oct. 31, 1953, some 31% over fiscal 1952's sales of \$57,644,200. Net income for period was \$2,988,432 (\$1.54 a share) vs. \$2,262,555 (\$1.17) in 1952. In report to stockholders, pres. Benjamin Abrams said Emerson's net worth reached all-time high of \$19,718,053, compared to previous high of \$17,697,215 in 1952. He stated company's govt. sales volume in 1953 was 20% over 1952 with present undelivered backlog of defense contracts about \$40,000,000. As for TV, he forecast black-&-white receivers will be predominant for a long time and predicted bulk of sales will be lower priced table models, now comprising more than 70% of Emerson's production.

General Instrument Co., currently reported negotiating to absorb or merge with another electronics components manufacturer, but maintaining a discreet silence, this week reported sales for 9 months ended last Nov. had reached new high of \$27,159,000, up 30% from the \$20,560,100 of same 1952 period. Net income after taxes was \$871,600 (\$1.41 per share on 617,973 shares) compared with \$685,900 (\$1.13 on 608,673); before taxes, it was \$1,815,000 vs. \$885,900.

George B. Storer is disclosed as purchaser of 5000 shares of common stock of Storer Broadcasting Co., out of recent public offering of 200,000 shares (Vol. 9:45, 47). He did not personally sell any of his own common stock holdings, now in excess of 640,000 shares, when Mr. & Mrs. J. Harold Ryan disposed of 165,625 shares for the public offering. We inadvertently stated last week (Vol. 10:2) that Mr. Storer had also sold 34,375; it was Detroit Trust Co., as trustee, which sold those shares.

Unidentified purchaser reportedly is seeking up to 115,000 shares of Weston Electrical Instrument Corp. stock (of the 428,221 shares outstanding) through First Investment Co., Los Angeles, which has asked for tenders at \$25 a share. Stock closed Jan. 13 at 21 $\frac{3}{4}$ . Weston secy.-treas. F. G. Hawthorne said so far as he knew no officer or director of the company had been asked to tender shares. First Investment Co. officials said they are "acting for a company whose stock is listed on the N. Y. Stock Exchange and with whom Weston officials have met."

Vergal Bourland, Bourland Home Appliances, Ft. Worth, elected pres. of NARDA, succeeding Wallace Johnston, Wallace Johnston Appliances, Memphis. Vice-presidents: Harry B. Price, Price's Inc., Norfolk (reelected); Carl Hagstrom, General Appliances, San Francisco; Don Gabbert, Gabbert's, Minneapolis. Mort Farr, Upper Darby, Pa., was elected chairman and following directors were elected for 3-year terms: Harold Rice, Good Housekeeping Shop, Dayton; Steve Weinstein, Magee Distributors Inc., Boston; Al Robertson, Westinghouse Appliance Stores, Oklahoma City.

Named to new Communications Div. of Defense Dept. Office of Transportation & Communications: Col. Wm. Hamlin, ex-chief, Army Communications Service Div.; Capt. Clifford Grange, ex-administrative asst., security branch, Directorate of Naval Communications; Col. Sterling Briggs, ex-chief, program & standards branch, Plans & Policies Div., Air Force Directorate of Communications.

Edward F. Callahan, 68, who retired in 1950 as v.p. of International GE after 45 years with the company, died Jan. 13 in Greenwich, Conn. after long illness.

**Telecasting Notes:** How dependent many stations are on film programming is sharply highlighted in first annual *TV Station Film Manual* (44-p.) released by NARTB this week to TV members. Divided into 3 parts—programming hours & costs, case histories, station comments—manual reports that of some 60-odd stations responding to questionnaire last summer, all reported that hours of local film programs exceeded local live shows. In Group 1 (stations with up to 50,000 TV families) average was 26.54 hours of film programs a week vs. 10.37 live, while in Group 5 (stations with 1,000,000 or more TV families) ratio was 42.20 film vs. 32.50 live . . . Cost of programming facilities to stations in all groups was reported as \$126 per hour for live shows, \$85 for film . . . Detailed case histories of film programming were reported for 6 stations (KGNC-TV, Amarillo; KKTU, Colorado Springs; KRON-TV, San Francisco; WAAM, Baltimore; WBTV, Charlotte; WCAU-TV, Philadelphia)—with reports on their film purchasing, programming hours and costs, personnel, film equipment, operational procedures, film ID specifications & engineering, plus diagrammed floor plans and reproductions of forms used in scheduling, routing & filing of film . . . TV film is mighty important to Hollywood, too—Jan. 13 *Variety* predicting production will amount to record \$40,000,000 this year, with fewer companies producing more films; it points out that telefilm pattern is beginning to follow that of motion pictures, as a few large companies take over smaller outfits and get into mass production of films . . . Recent Politz study, *Importance of Radio in TV Areas Today*, available free from NARTB, which has mailed it to AM & FM members, all Congressmen, commissioners and staff of FCC and to civic, educational & religious leaders, etc. . . . Another film index: *Directory of Non-Royalty Films for TV*, compiled by WOI-TV, Ames, and published this week by Iowa State College Press; it gives alphabetical listing of all available films, private & govt., is available for \$6 from publishers or bookstores . . . Cleveland's WEWS is spending \$50-60,000 buying space in 31 Ohio dailies and 4 in Pennsylvania, consisting of five 160-line ads per week for 3 weeks, then three 160-line ads for next 3 weeks, promoting its new higher tower & power; McCann-Erickson, Cleveland, places the space . . . Smart publicity: Zenith Radio to award statuettes to lady TV commentators who "achieve the most for public service programming in 1953"; judges: Fred Sammis, McFadden Publications; George Rosen, *Variety*; Frank Burke, *Radio Daily* . . . KCOP, Los Angeles (formerly KLAC-TV), as one of first steps under new Copley Press ownership, has reduced base Class A hour rate from \$1250 to \$900, half hour from \$750 to \$540; Class B, \$800 to \$600 & \$480 to \$360; Class C, \$600 to \$500 & \$360 to \$300 . . . WTOP-TV, Washington, adding 73 ft. to its 300-ft. tower, increases RCA batwings from 6 to 12, says it will double ERP . . . Big WOR-TV studios on 67th St., New York, leased for 3 years to NBC-TV is now being prepared for new daytime *Home* show . . . WOAI-TV, San Antonio, now starts program day at 7 a.m. with NBC-TV's *Today*.

Seeking clarification of multiple ownership proposal (Vol. 9:52), Westinghouse Broadcasting Co. asked FCC to confirm its understanding that minority station stockholdings of directors of parent Westinghouse Electric Co. won't be counted in total of stations permitted a single entity. It reported these holdings: (1) Director John Hall is a director and v.p. of Herald Traveler Corp. which is licensee of WHDH, Boston, through subsidiary. (2) Director John Schiff owns 15% of Transcontinental Properties Inc., which, through subsidiaries, operates TV stations WFTV, Duluth; KETV, Little Rock; KCTV, Sioux City; WICS, Springfield, Ill. and AM station WCVS, Springfield. (3) Director Dillon Anderson owns 8% of applicant Houston Area TV Co.

Publisher J. R. Knowland, *Oakland Tribune* (KLX), father of the U. S. Senator from California and GOP floor leader, this week purchased 5% interest in application of Channel Two Inc., seeking Ch. 2 allocated San Francisco bay area, for which 3 others will also compete at hearings yet to be set. Knowland interests dropped own application last Nov. Simultaneously, Channel Two Inc. pres. Stoddard P. Johnston, stepson of John A. Kennedy, who sold San Diego's KFMB-TV & KFMB last year for \$3,150,000 (Vol. 9:5, 9, 13), announced that Howard L. Chernoff, recently resigned mgr. of the San Diego stations, has been retained as executive director; he will also hold about 5% of stock. Johnston will hold 35% of stock and Kinco Enterprises, owned by his mother, will hold 10%. Other stockholders are area business men. Robert Purcell, ex-operations mgr., KTTV, Hollywood, has been retained as consultant and Stanley Sievers as chief engineer. Contract has been signed with RCA for \$650,000 worth of equipment, including color apparatus. The other competitors for Ch. 2: KROW Inc., Oakland (Sheldon F. Sackett); General Teleradio Inc. (KFRC, San Francisco); Television California (Edwin W. Pauley & C. L. McCarthy).

Sen. Ed Johnson's bill to restrict telecasting and broadcasting of pro baseball games (S. 1396) was blocked in Senate third time Jan. 11 when attempt to get it passed by unanimous consent drew objection from Sen. Smathers (D-Fla.). Bitterly opposed by NARTB, measure would specifically permit major league teams to bar TV-radio from games within 50 mi. of their home cities (Vol. 9:12, 19, 22, 24-25, 28). Also passed over because of objections were 3 bills requested by FCC and already passed by House (Vol. 9:16): (1) To give FCC 30 days instead of 15 to act on protests (H. R. 4558), blocked by Smathers. (2) Easing penalties for some violations of Communications Act. (H. R. 4559), blocked by Sen. Gore (D-Tenn.). (3) Discontinuing requirement for CP for govt., amateur and mobile stations (H. R. 4557), blocked by Sen. Langer (R-N. D.).

Educators were offered use of WOR-TV's 810-ft. tower in North Bergen, N. J., built at cost of \$250,000 and unused since station moved transmitter to Empire State Bldg. General Teleradio v.p. Gordon Gray said tower has been offered to state educational depts. of both N. Y. & N. J. for joint use. In obvious rebuttal to North Bergen officials who have threatened legal action to tear down tower (Vol. 9:52), Gray said: "The concentration of TV transmission facilities in the Empire State Bldg. by all stations serving metropolitan New York makes it impractical to destroy the only available emergency facilities." He added de-icing equipment would be installed to eliminate icicle hazard which has brought complaints from some local residents.

FCC abolished filing of annual ownership reports by TV & radio stations. In order this week (FCC 54-52), it ruled that hereafter stations will file same information at time of making applications for renewal of licenses (every 3 years). Ruling is effective immediately and provides that ownership form must be filed with renewal applications beginning Feb. 1.

United Artists will shortly announce sale of its pioneering TV film service to Joseph Harris and son James, who will finance, produce and distribute films for TV; they're among founders of Motion Pictures for Television Inc., and in group recently acquiring KXLY-TV, Spokane (Vol. 10:2).

Power increases: WJBK-TV, Detroit (Ch. 2) Jan. 11 began telecasting from new 1057-ft. antenna with 100-kw power. WSLS-TV, Roanoke (Ch. 10) Jan. 10 boosted power to 296 kw. WSTV-TV, Steubenville, O. (Ch. 9) Jan. 9 went to 230 kw.

# Television Digest

with **ELECTRONICS REPORTS**

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**A WEEK'S EXPERIENCE WITH COLOR SET:** Operating a color TV set under home conditions for a week now, we have a lot of reactions to report -- from ourselves and from laymen who had never seen a color picture. These observations may help you anticipate problems and questions rising as sets become available and colorcasting increases.

In weighing our observations, it should be borne in mind that they're based on one week's viewing (though we've seen scores of industry demonstrations) and that receiver employed is a pre-production model which doesn't necessarily perform precisely the way production models will.

Here's the setup: Receiver is RCA model with newest type of tri-color tube -- 15-in round glass, giving 11½-by-8½-in. picture with round sides. It's a console 39-in. high, 27½-in. wide, 29-in. deep. It has 36 receiving tubes, 2 selenium rectifiers. Standing beside it for comparison is 20-in. black-&-white Philco Model 51-T2133 which is 39-in. high, 25-in. wide, 25½-in. deep.

Separate antennas feed the sets. This is because WMAR-TV, Baltimore (about 30 mi. away) has occasional colorcast and needs antenna directed toward it for best reception. Color antenna, a dipole with reflector, is aimed at Baltimore. WNBW, Washington, though picked up on rear of this antenna, has plenty of signal.

\* \* \* \*

First colorcast observed was the Dinah Shore program Jan. 19. Producer Alan Handley chose to open it with minimum of color, add more as program progressed, thus experimenting with pastels. We thought it excellent; some viewers said they would have preferred more striking colors. Color fidelity generally appeared quite accurate -- except for some too-pink flesh tones. Transparency of a Chevrolet came through with faithful robin's egg blue.

Second Dinah Shore colorcast Jan. 21 was designed as "a blaze of colors," as Handley put it. It was all of that -- extremely vivid costumes, reproductions of famous paintings, jewelry, etc. Polling viewers, we found a definite preference for the splash of color. For their first viewing, at least, they want to be overwhelmed with great variety of hues, highly saturated.

Third color program we saw was series of test slides from WMAR-TV, which came through quite well except that reds weren't sufficiently saturated. Chief engineer Carl Nopper confirmed that transmitted reds were down a bit for this test. There was some ignition interference at the time -- disturbing both black-&-white and color sets to same degree.

\* \* \* \*

Black-&-white reception on color set -- so called "reverse compatibility" -- was very good. Compared with black-&-white set, brightness is lower, though we've seen many monochrome sets with no greater brightness. Taken by itself, picture is completely acceptable. Registration is good. Up to 5-6 times picture height, a slight misregistration can sometimes be seen. Beyond that distance, none can be de-

tected. There's excellent resolution and complete freedom from any such disturbances as crawl, twinkle, etc.

But it seems like using a Cadillac to pull a plow to watch black-&-white on a color set -- feasible but wasteful.

Set is extremely easy to tune -- scarcely anything to it. Once the few dials are set right, they're right not only for color but usually for monochrome. If the dials are turned to wrong positions, accidentally or otherwise, a slight twist puts them where they belong. Furthermore, there's considerable latitude in tuning that will still produce satisfactory picture. Even skin tones can be varied and still look right at several different settings.

Dials are as follows: Large 2-control dial at left is for on-off-volume and brightness. At right are channel switch and fine tuning. Behind plate in center are small dials for contrast, hue, saturation and audio tone. In recess at side of set are 2 controls, for focus and convergence. Most can actually be ignored.

Whether set will get more ticklish as it gets older is hard to say. But RCA Service Co. technicians report very little trouble with receivers after they're installed. Furthermore, they're quite rugged in handling. James Cravens, supervisor of field color engineering, has followed sets all over country -- when they were air-expressed to Pasadena, etc. -- finding them in good shape on arrival.

\* \* \* \*

One reaction of laymen, somewhat amusing but quite real, is that they assume color set will reproduce all programs in color, right now. And there's a definite desire for larger screen, particularly when picture can be compared simultaneously with larger black-&-white picture beside it.

One of our reactions, a very natural one, is that we get impatient waiting for the next scheduled color program. A color set without color programs is a most frustrating device indeed.

But schedule of color programs is picking up. Following is NBC-TV color schedule through Feb., all originating in New York:

Zoo Parade Jan. 31, 4:30-5; Howdy Doody Feb. 1-5 (every day), 5:30-6; Judge for Yourself (Fred Allen) Feb. 9, 10-10:30; Meet the Press Feb. 14, 6-6:30; Your Hit Parade Feb. 20, 10:30-11; Armstrong Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4-4:30. No regular color test signals are scheduled as yet.

CBS-TV has weekly New Revue 5:30-6 Fridays, carried only in New York & Baltimore. It will add weekly program Tuesdays in March, feed both to more cities.

**3 GRANTED, 5 DROPPED; COURT FAVORS ZENITH:** Considerable action in grants this week, with 3 issued and 5 turned back, while FCC batted .500 in courts in 2 cases, but the recent bad weather prevented any station from getting on air -- unless WNEM-TV, Bay City, Mich. (Ch. 5) manages to get antenna up and operating by Sun. Jan. 24. There was also an owner-employee blowup at WTVP, Decatur, Ill. (Ch. 17) this week, followed by firings and/or quittings, and station went off air briefly.

The CPs: Hot Springs, Ark., Southern Newspapers, Ch. 9; Sioux City, Ia., KCOM, Ch. 4; Durham, N.C., WTIK, Ch. 11. Initial decisions favored: Radio Diablo, Stockton, Cal., Ch. 13; WDEF, Chattanooga, Tenn., Ch. 12.

The 5 CPs surrendered were most for any week to date: WMRI-TV, Marion, Ind. (Ch. 29); WCOW-TV, St. Paul (Ch. 17); KMON-TV, Great Falls, Mont. (Ch. 3); WPAQ-TV, Mt. Airy, N.C. (Ch. 55); WCHV-TV, Charlottesville, Va. (Ch. 64). All gave up because they foresaw insufficient economic support.

\* \* \* \*

FCC won handily in Court of Appeals when court rejected efforts of WCAN-TV, Milwaukee, to enjoin allocation of Ch. 6 to suburban Whitefish Bay pending court hearing on station's contention that allocation shouldn't be made. Thus, competitive hearing for Ch. 6 can go ahead, though WCAN-TV isn't precluded from later asking court to stop winner of hearing from going on air before court decides case.

But FCC got sharpest reversal yet on any litigation growing out of end-of-freeze decision, when court ruled that Commission must give Zenith comparative hear-

ing with CBS to determine which can operate on Ch. 2 in Chicago. Court rejected FCC argument that Zenith had waived right to such hearing by not participating in rule-making on city's allocations. CBS now operates WBBM-TV on Ch. 2, having purchased WBKB from United Paramount Theatres for \$6,000,000, then changing call letters from WBKB and shifting from Ch. 4 under FCC order.

Among other actions, FCC scheduled Feb. 19 for start of hearings for Ch. 7 in Miami, Ch. 2 in Charleston, S.C., Ch. 5 in Raleigh, Ch. 13 in Huntington. Commission also finalized the allocation of Ch. 10 to Parma-Onondaga, Mich., making it available for Jackson, where CP for WIBM-TV (Ch. 48) was recently cancelled.

FCC is now so up-to-date in its TV processing that all currently contested applicants will have received McFarland Letters by Feb. 1.

\* \* \* \*

In the fight at WTVP, Decatur, key employes and pres. W. L. Shellabarger, operator of grain milling business, got into argument Jan. 20. The 3 top staff members quit or were fired, whereupon many others walked off and station went off air. It got back on next day with help of engineers loaned by stations in nearby cities.

According to owner Shellabarger, station was mismanaged, overstaffed, and losing money at rate up to \$25,000 monthly. He said that top staff objected to his efforts to take active role in management. "They told me to go to Florida for 6 months," he said. "They also told me they had a buyer -- for 25¢ on the dollar."

He said station had about 50 employes, compared with 15-20 for similar nearby stations, and that employes refused to double up as at other stations. After resignation of mgr. Harold Cowgill, program director Paul Taff and chief engineer James Wulliman, Shellabarger said, about two-fifths of the other employes walked off. He added that he's prepared to stand another year or so of losses if "by doing so I can protect my half-million dollar investment."

Other side of story comes from Cowgill, former Washington radio lawyer who still holds 5% of stock. He said disagreement was over programming policy -- that staff believed in long schedule with considerable live programming, in anticipation of stiff competition from nearby stations. WTVP has been running 10 hours daily, getting some programs from ABC, CBS & DuMont.

Station was in black by Dec., Cowgill said, though it had started in August. It employed 42, he said, and 30 quit after he, Taff and Wulliman were fired.

**TRANSMITTER POWER AND UHF COVERAGE:** Maximum-power uhf transmitters are on the way -- from all major manufacturers. And the long-awaited RCA 12.5-kw uhf transmitter was announced this week, deliveries to begin in latter May or early June.

Telecasting plants which can radiate FCC's maximum 1-megawatt (1000-kw) power are still 1-2 years from production stage, and many stations are already adequately served by lower powers. There's still tendency to forget transmitter power isn't everything in uhf -- any more than it is in vhf.

There are plenty of "substitutes" for top power -- measures that can be taken and are being taken right now to achieve same results, and at lower cost. Perhaps the most important of these is improvement at TV receiver end; stations which have conducted technical education campaigns are increasing quality and range of their service by insuring good receiver installations.

At transmitter end, higher towers often achieve results which can't be obtained through brute power; directionalized antennas can concentrate signal toward heavily populated areas. And without discoursing on economics, let us again point out most important factor in uhf success is the amount of high quality programming which doesn't duplicate any other TV service to the community.

\* \* \* \*

Tubes for top-powered uhf stations -- rated at 50-75 kw and capable of delivering 1 megawatt from high-gain antenna -- are under development by RCA, by Varian Associates, Palo Alto, Cal., by Eitel-McCullough Inc. (Eimac), San Bruno, Cal. and probably by others. Varian and Eimac are working on higher-powered versions of the klystrons they now make for uhf, and hope to have samples some time this year.

RCA is aiming for commercial 50-75 kw transmitters by 1956. Says a high RCA

source: "Our tube dept. has 2 separate engineering groups assigned to the development of a tube for this power. One group has been working with a high-power uhf tube of essentially standard design; the other is working with a tube of less conventional type. Both groups have had considerable success, and successful tubes of both types have been built. We are presently evaluating the comparative advantages of the 2 types and will shortly make a decision on which we will use."

As for Eimac -- "With a little luck we should have a sample 50-kw klystron by midyear," pres. W.W. Eitel tells us. "There are no formidable hurdles now," he adds -- "it just requires a little doing."

Eitel sees little problem of building transmitter around tube. "The application will be no different from current [klystron-powered] models. It's mainly a matter of building a big enough power supply." Tube will require "much less than 1 kw to drive it," might conceivably be driven by same unit which now drives 12-kw transmitters. As to tubes of more than 50-kw power, "there should be no insurmountable problems -- but we'll wait and see what the industry wants."

Varian's tube will be rated somewhere in 60-75 kw range, and prototype model "probably isn't a year off," says pres. Russell Varian, pioneer in klystrons. "But we can't tell what problems we'll run into in the laboratory." He, too, agrees that there'll be no particular problems in building transmitter around new tube -- "it just needs bigger equipment." High-powered klystron, he says, will cost more than 12-kw tube, "but not enormously more."

After sample tubes are available it may well take transmitter makers 6 months to a year or more to begin production of the powerful new transmitters, on basis of past practices. Most transmitter makers themselves say the uhf "big Berthas" are at least a year away, probably more.

What about costs? None of the major transmitter makers would be pinned down on the bill for a complete 1-megawatt power plant. RCA offers "guess" that it will be "on the order of \$250,000"; a GE official says "maybe 50-100% more than our 12-kw" -- or in \$200,000-\$275,000 range. Another manufacturer estimates it may be \$400,000. Power to run 50-75 kw transmitter won't be important expense, probably will be about double that needed for 12-kw, or in neighborhood of \$10 an hour.

There will be no intermediate steps between 12-kw transmitters and 50-75 kw ones, manufacturers agree -- next stop is maximum power.

\* \* \* \*

Week's big transmitter news is RCA's 12.5-kw uhf plant which replaces its proposed 10-kw unit, ordered by many stations now using interim 1-kw transmitters. To date, only GE, using Varian-developed klystron, is delivering 12-kw unit; driven by 100-watt driver, it's priced at \$133,000 less klystrons, which are rented.

RCA transmitter is powered by new tetrode tube Type 6448, will be priced at about \$150,000, including crystals, tubes and filterplexer, or about \$100,000 for amplifier only. It will be driven by RCA 1-kw transmitter, which company says will "allow for best possible transmitter adjustment for color."

New transmitter's power rating is 12.5 kw at low end of band, decreasing gradually to 10.25 kw at Ch. 83, measured at output of filterplexer "when all the adjustments have been made for wide frequency response and low phase shift required for color TV transmission." Since 10% has been allowed for loss in filterplexer, RCA engineers say usable output actually may be "close to 14 kw" on some channels.

Two other manufacturers are coming out soon with 12-kw units, both using the Eimac klystron -- DuMont, which now offers klystron-powered 5-kw, and Federal, which has scheduled first 12-kw for April delivery (Vol. 10:3).

With prospect of competition in 12-kw field and slowdown in all uhf orders, GE can be expected to offer attractive price deal on its transmitters to telecasters using lower-powered units of other makes -- as well as incentive of quick delivery.

\* \* \* \*

When top-powered uhf transmitters are available, their use probably will be confined to big metropolitan areas, for some time at least. While highest power is one solution to some uhf coverage problems, there are other more immediately feasible ways to achieve similar results, industry's leading engineers point out.



Propagation is far better in low uhf channels than in higher ones. Channel 83 (884-890 mc) is nearly twice as high in the spectrum as Ch. 14 (470-476), which is only a little more than twice as high as vhf Ch. 13 (210-216). Naturally, it is advisable to get as low a channel as possible, to start with. At request of one uhf station -- WHIZ-TV, Zanesville, O. (Ch. 50) -- FCC has proposed to assign Ch. 18 to Zanesville, and presumably station plans to apply for new channel (Vol. 9:50).

But the average uhf station on air must stick to its channel, high or low. And instead of dreaming of the 1-megawatt pie in the sky, which few will be able to afford, there are several ways they can "effectively increase their power."

One such solution, applicable only in certain cases, is the directionalized transmitting antenna. Using 12-kw GE transmitter and tailor-made GE antenna, a few uhf stations now are sending out the equivalent of about 500 kw in direction of the heavily populated parts of their coverage areas.

Another solution is the high tower. Particularly in hilly terrain, tower height is as important as power, or even more important in obliterating shadow areas and nulls. This is a step that can be taken right now by many stations, without waiting for 1000-kw power plants -- and which can measurably increase coverage.

\* \* \* \*

But the area in which greatest increase in coverage can be realized doesn't involve transmitters, towers or transmitting antennas. It's the receiving end.

The top engineer of one large transmitter-receiver manufacturer lists these 3 steps to increase coverage of uhf stations -- in order of their importance:

(1) Good receiver installation practices. (2) More sensitive uhf tuners and receivers. (3) Increase in transmitter power.

In uhf's early days, receiver installations were incredibly sloppy. Servicemen hadn't yet learned that what will pass in vhf is intolerable in uhf. Even today the really good uhf installation is the exception to the rule, although big strides have been made in training servicemen during uhf's first year.

A poor installation which is improved so as to deliver twice as much signal to the TV set is equivalent to a fourfold boost in transmitter power. And there's still so much room for improvement in installation techniques that it's certain that a station's time and money used to educate servicemen and even supervise sample installations would be well spent.

Question of receiver sensitivity is all-important, by same token, but there's little the station operator can do about this. Set manufacturers are gradually but steadily improving tuners -- but today's, by and large, are still pretty "noisy" as compared to vhf tuners.

The goal is to develop ideal tubes and circuits for uhf tuning -- items which aren't yet available at marketable prices. A good vhf tuner develops average of about 7 db of internal "noise" which must be overcome by incoming TV signal. Good modern uhf tuners have noise factors as low as 16-18 db, far cry from the 30-db level of early ones. In the laboratory, manufacturers have reduced noise figure to as little as 10 db, and by 1955, production tuners may develop only about 12 db.

As more sensitive receivers are introduced, vhf history will repeat itself, and "fringes" will be pushed farther out. As with improved installation techniques, any improvement in receiver sensitivity is equivalent to its own square in transmitter power. For example, making a receiver 3 times as sensitive would give same results as ninefold power boost.

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Dropping TV-radio program logs, Nashville's two newspapers, jointly-owned *Nashville Tennessean* and *Nashville Banner* announced in front-page statement in Jan. 16 *Nashville Tennessean* that "broadcasters [who] use the air on exclusive licensed channels [should] share the cost of publication of the schedule of their commercial program." *Chico (Cal.) Enterprise-Record* also recently discontinued program listings, complaining they were no longer a public service because stations repeatedly failed to supply corrected logs, resulting in "loss of prestige and brunt of public ill feeling" borne by the newspaper.

"TV City" for Chicago: CBS this week bought 75,000-sq. ft. Chicago Arena for \$1,500,000, will spend another \$1,500,000 to remodel it into "largest enclosed TV studio center outside Hollywood" after taking possession April 1; on city's near north side, building will house WBBM-TV studios, originations due to begin there in late fall.

Exhaustive treatment of color, in scores of articles, comprises 566-page *Proceedings of IRE* for January. Incredible array of technical talent has written scores of papers on every conceivable phase of color—with something for every engineer and technician in the business.

**C**ONFIRMATION of FCC Comr. Robert E. Lee is expected Mon., Jan. 25 with no organized opposition, following his approval Jan. 19 by Senate Commerce Committee. Though Democratic committee members questioned him closely for more than 2 hours at Jan. 18 hearing—particularly on his associations with Sen. McCarthy and Texas oil millionaire H. L. Hunt — only dissenting vote was cast by Sen. Monroney (D-Okla.), who felt Lee's qualifications weren't sufficient for job. FCC appointment, said Monroney, was "obviously a consolation prize, as Lee had been endorsed by House members for the job of Asst. Comptroller General."

Sen. McCarthy sat in audience for part of hearing while Lee stoutly denied he was "beholden" to the Wisconsin Senator. "I like him," said Lee, "I think he's a great guy," but he was "very distressed" at implication friendship might influence him. The Senator had nothing to do with his appointment, he added. All Democratic committee members, except Magnuson (Wash.) who was absent, questioned him at length, but most critical questioning came from Monroney, Pastore (R. I.) and Smathers (Fla.). Lee said he had helped start Hunt's *Facts Forum* filmed TV program and had moderated first 3 sessions for which he received \$400 in expense money and returned \$100. He said program was fair and unbiased; Monroney disagreed, calling it "rather heavily loaded on the side of the moderator." Questioned by Pastore on Hunt's Ch. 43 grant in Corpus Christi, Lee replied he "had no idea Hunt was even an applicant till he came up on the agenda."

**M**ULTIPLE OWNERSHIP proposal by FCC, which would allow owners of 5 vhf stations to acquire 2 uhf (Vol.9:52), appears certain to get Congressional airing. Last week's attack by Sen. Edwin Johnson (D-Colo.), ranking minority member of Senate Commerce Committee (Vol.10:3), was seconded this week by committee colleague Sen. Smathers (D-Fla.). In letter to Chairman Bricker (R-O.), he urged committee to study proposed ruling to determine "whether or not it should be the national policy to further allow this concentration of communications mediums in the hands of so few persons."

Smathers expressed view that present ownership restrictions should be "maintained or even strengthened"—at any rate they shouldn't be changed "without thorough study by the representatives of the people." Bricker has announced committee will soon call up FCC for general "orientation" meeting, and multiple ownership proposal probably will be hottest issue discussed. Also due for discussion then is possible legislation to regulate political broadcasts.

Counter-attacking in the courts, Storer Bestg. Co. on Jan. 22 challenged legality of FCC's new multiple ownership rules in D. C. Federal Court of Appeals. Storer argued that Commission has no statutory support for limiting any entity to ownership of specific number of stations, that it must make determinations on case-to-case basis. Appeal also questions FCC's rule providing that 1% ownership in stations counts as much as 100%. If FCC approves purchase of Empire Coil's 2 stations (Vol. 10:2), Storer would be required to sell one vhf—leaving it owning 5 vhf, the maximum permitted, and one uhf. If FCC finalizes its uhf proposal, Storer could acquire another uhf station.

Another controversial subject awaiting discussion on Capitol Hill is subscription TV—specifically the bill to classify pay-as-you-look as "common carrier," introduced last July by Rep. Hinshaw (Vol.9:31). House Commerce Committee under Rep. Wolverton (R-N.J.) will be tied up rest of month in public health hearings, hasn't scheduled any consideration yet on Hinshaw bill or other TV-radio matters.

Monroney didn't doubt Lee's sincerity, but expressed concern lest his presence on Commission might exert "indirect influence on broadcasters, bringing an atmosphere of fear of pressure" on stations which refuse to give free time to programs such as *Facts Forum*. Lee's comments on other topics covered in hearing:

**Multiple ownership rule**—Answering a question by Chairman Bricker (R-O.), Lee said he voted for rule-making on proposal to raise ownership limit to 7 TV stations, while "not necessarily in favor of it, so that he may hear pros & cons, then make up mind. Discussion preceding vote, he said, indicated Commissioners' "concern for the future of uhf."

**Political broadcasts**—"The whole problem will be the subject of consideration [by the FCC] in the next few months because of the imminence of the election campaign."

**"Strike" applications**—Commission is concerned about some provisions of McFarland Act, particularly those relating to "protests," which can hold up construction of stations. FCC has investigated 3 or 4 suspected strike applications, "and we still have no solid evidence—but perhaps we will."

**Educational TV**—Replying to Sen. Smathers, he said he favors educational reservations and would be "reluctant to turn reserved channels over to commercial interests for many years," added he wasn't sure he agreed that educational TV should be completely non-commercial but that he has open mind on the matter.

In other Congressional activity, House Ways & Means Committee inserted in new tax bill a provision specifically defining TV-radio show giveaway prizes as taxable—previously subject to conflicting court decisions. And Rep. Keating (R-N. Y.) reintroduced perennial bill to ban TV-radio broadcasting of horse race information.

TV advertising increased 35.2% to total of \$688,700,000 in 1953, when total advertising expenditures went up 9.1% to record \$7.8 billion, according to preliminary estimate by McCann-Erickson Inc. for authoritative *Printers' Ink* advertising index, appearing in Jan. 22 issue. Figures show more money is now spent for TV than for magazine advertising. While all media shared in gain, TV's increase was by far the greatest. TV's share of national advertising budget increased from 7.1% in 1952 to 8.8% in 1953; TV-radio advertising now accounts for 17.8% of total U. S. advertising, up from 16.6% in 1953. National TV advertising was estimated at \$529,700,000 in 1953, up 30.5% from \$405,800,000 in 1952; local went up 53% to \$159,000,000 from \$103,600,000. Radio advertising increased 4.3% to \$707,900,000 from \$678,600,000; it now represents 9.1% of total advertising, down from 9.5% last year. Breaking down radio ad expenditures, national is \$379,900,000, up 2.8% from \$369,500,000; local \$328,000,000, up 6.1% from \$309,100,000. Total expenditures for other ad media in 1953 & 1952, followed by percentage of increase: Newspapers \$2.656 billion & \$2.473 billion (7.4%); magazines \$663,100,000 & \$615,800,000 (7.7%); farm papers \$30,800,000 & \$29,400,000 (4.8%); direct mail \$1.076 billion & \$1.024 billion (5%); business papers \$398,000,000 & \$365,200,000 (9.2%); outdoor \$174,700,000 & \$162,100,000 (7.8%); miscellaneous \$1.408 billion & \$1.292 billion (9%). For breakdown of *Printers' Ink* advertising figures, 1946-1952, see p. 370, *TV Factbook No. 18*.

**Reducing hour rates but raising min. are** WABI-TV, Bangor & KAFY-TV, Bakersfield, former cutting Class A hour from \$200 to \$150, increasing min. from \$40 to \$50; latter \$250 to \$235 and \$40 to \$47. KERO-TV, Bakersfield, increases Class.A hour from \$200 to \$250, min. from \$40 to \$50 in new rate card.

**T**RANSMITTER SHIPMENTS reported this week: RCA Jan. 19 shipped 10-kw to WRDW, Augusta, Ga. (Ch. 12), due on air next month. GE reported Jan. 8 shipment of 5-kw to WDSM-TV, Duluth-Superior (Ch. 6), which gets temporary single-bay antenna Feb. 1 and is due on air in February. Slated to be shipped by GE Jan. 23 is 20-kw amplifier to WSLI-TV, Jackson, Miss. (Ch. 12), which got 5-kw Jan. 12 and has latter March target.

For existing stations, Standard Electronics Jan. 18 shipped 50-kw transmitter to Crosley's WLWA, Atlanta (Ch. 11), and GE scheduled Jan. 23 shipment of 6-bay antennas for KABC-TV (Ch. 7) & KTTV (Ch. 11), Los Angeles, both due to get GE 50-kw amplifiers this year.

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

KARK-TV, Little Rock, Ark. (Ch. 4), has its 25-kw RCA transmitter, but won't finish construction for 8-10 weeks, now plans early April tests, mid-April programming, according to v.p.-gen. mgr. T. K. Barton. It will begin with 58-kw ERP with antenna 340-ft. above ground; later goes to 100-kw with 1175-ft. antenna. Rep will be Petry.

WMFD-TV, Wilmington, N. C. (Ch. 6), has ordered RCA equipment, plans March 1 tests from 358-ft. Truscon tower, goes commercial March 15, reports gen. mgr. R. A. Dunlea. Hour rate will be \$200. Rep will be Weed.

WPDV, Florence, S. C. (Ch. 8), will build \$500,000 studio-transmitter building and 750-ft. tower near Black Swamp School, plans to get going by Sept., reports exec. v.p. Charles H. Crutchfield. Owner Jefferson Standard Bestg. Co. also operates WBTV, Charlotte and owns 16.5% of WFMY-TV, Greensboro, N. C. Florence attorney Melvin Purvis is manager, plans 10 a.m.-midnight programming daily. Station is signed as basic CBS affiliate, will carry programs originated by WBTV. Make of equipment & rep not reported.

WTHI-TV, Terre Haute, Ind. (Ch. 10), has 50-kw RCA transmitter due in May, plans June 15 tests, July 1 programming, according to pres. Anton Hulman Jr. Rep will be Bolling.

WTOC-TV, Savannah (Ch. 11), hasn't yet got its antenna, is borrowing one from another upcoming station, now plans to test 5-kw GE transmitter before Feb. 15, reports pres.-gen. mgr. William T. Knight Jr. Hour rate will be \$200. Rep will be Katz.

KVAN-TV, Vancouver, Wash. (Ch. 21), has studio and transmitter buildings nearly ready, but is being delayed by equipment deliveries, now has tentative March 15 target, reports gen. mgr. Fred F. Chitty. Transmitter will be across Columbia River in Portland, Ore. Further delay may result from protests to Portland City Council by property owners near tower location. Owner Sheldon F. Sackett also is applicant for Ch. 2 in Oakland, Cal. Rep will be Bolling.

WMSL-TV, Decatur, Ala. (Ch. 23), RCA equipment ordered for March 15 delivery, will finish construction about April 15 when tests are scheduled, goes commercial May 1, according to pres. Frank Whisenant. Hour rate will be \$100. Rep will be Thomas F. Clark Co.

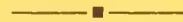
WCBI-TV, Columbus, Miss. (Ch. 28) plans to relinquish CP and apply next week for Ch. 4, newly allocated to city, writes gen. mgr. Bob McRaney. Grantee is owned by Birney Imes Jr., publisher of *Columbus Commercial Dispatch*.

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XETC, Tijuana (Ch. 12), located on Mexican border near San Diego, has cancelled order for Federal transmitter in belief that area, now served by San Diego's two stations and Tijuana's XETV (Ch. 6), won't support another station. It's owned by Romulo O'Farrill Sr., operator of XHTV, Mexico City, who holds CPs for other Mexican TV stations.

**Personal Notes:** John K. Herbert, who resigned Jan. 1 as NBC-TV sales v.p., returns to Hearst organization as exec. publisher of *New York Journal-American*; he is one-time gen. sales mgr. of Hearst magazines . . . Wm. H. Davidson, national mgr. of NBC Radio spot sales, named asst. gen. mgr. & sales director of WNBK & WTAM, Cleveland; at WNBK, he replaces Charles H. Phillips, now sales mgr. of WOR-TV, N. Y. and at WTAM, he succeeds Wm. P. Dix Jr., who takes same post with WOR . . . Julian M. Kaufman resigns as asst. mgr. of KPHO-TV, Phoenix, to be mgr. of XETV, Tijuana, succeeding A. G. Flanagan, now asst. mgr. of KCOP, Los Angeles . . . A. H. Constant, ex-KONA, Honolulu and KRON-TV, San Francisco, named mgr. of KAFY-TV & KAFY, Bakersfield, Cal. . . Fred Bohlen, pres. of Meredith Pub. Co. (WHEN, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix; KCMO-TV, Kansas City) named to top-level business advisory council, Dept. of Commerce . . . James Lobb, ex-WSPD-TV, Toledo, named production mgr., Earl Henton program director of upcoming KDAL-TV, Duluth-Superior (Ch. 3), due in March . . . Bob Lunquist promoted to program director of WICU, Erie, replacing Don Lick, now managing director of North American Film Corp.; Dick Johnson promoted to production supervisor . . . Norwood Patterson named gen. mgr., Ralph Sacks sales mgr. of grantee KSAN-TV, San Francisco (Ch. 32) . . . Rodney Ford appointed news director, WAVE-TV, Louisville, succeeding Hugh Sutton, retired due to ill health . . . Warren Wade resigns as exec. producer, WOR-TV, N. Y. . . Mavor Moore, chief producer of Canadian Bestg. Corp. and one of its programming pioneers, resigns to resume acting career with Shakespeare Festival in England . . . Gordon E. Morehouse,

ex-KOIL (AM), Omaha, named regional sales mgr. of new KHOL-TV, Kearney, Neb. . . Roger Pryor, TV-radio v.p., Foote, Cone & Belding, and J. James Neale, v.p. Dancer-Fitzgerald-Sample, awarded bronze medallions for TV-radio work in behalf of American Heart Assn. . . Stanley B. Cohen, ex-FCC hearing div., joins Leo Resnick in Washington TV-radio law practice . . . Fritz Jacobi promoted to press mgr. of NBC film div., reporting to new director Edgar G. (Ted) Sisson . . . Addison Armor named director of program sales, ABC Radio . . . Edward E. Hewitt, ex-ABC, named San Francisco sales mgr., Motion Pictures for TV Inc.; Bruce Collier, ex-WMAL-TV, Washington, named Dallas sales mgr. . . Alexander H. Anderson named TV v.p., Guild, Bascom & Bonfigli, San Francisco . . . Chet Brouwer resigns as TV director, N. W. Ayer & Son, Hollywood, to join Harry Owens TV Enterprises Inc., Hollywood . . . Samuel L. Northcross named TV v.p., Wm. Esty Co., replacing Kendall Foster, resigned . . . Charles Garland, gen. mgr. of KOOL-TV, Phoenix, elected pres. of Arizona Broadcasters Assn.



More new FCC attorneys, all assigned to hearing div.: Ashbrook T. Bryant, ex-SEC; Walter L. Baumgartner, ex-Defense Transport Administration; John A. Cooper, ex-Justice Dept.; Joseph McCormack, ex-Maritime Commission. New asst. chief of frequency allocation & treaty div. is Wm. H. Watkins, succeeding Louis DeLaFleur, now mgr. of RETMA international dept.

Wm. Cole Esty III, 59, founder and chairman of advertising agency which bears his name, died Jan. 21 at his home in New Canaan, Conn. after long illness.

**Telecasting Notes:** "Laugh tracks" on filmed TV shows are pet peeve of *Washington Star's* TV-radio critic Harry MacArthur, who wrote Jan. 10 that "seismographs from Madison Ave. to Hollywood & Vine will shake" when producers count the people who refuse to watch such shows; he blames agency men for dubbing in recorded guffaws on telefilm sound-tracks in order to sell prospective clients. "A guffaw doesn't make an unfunny line funny," he says—and he opines that Bing Crosby's recent TV debut is remembered only for "those horrible canned laughs" . . . Another illustration of changing pattern of network affiliations being wrought by TV (Vol. 10:3): ABC-TV pulls away from CBS-affiliated KPHO-TV, Phoenix, to become basic on share-time KOY-TV & KOOL-TV; yet KPHO (AM) remains ABC and KOOL (AM) remains CBS . . . "TV is the current pushover for pic plugs," says Jan. 20 *Variety*, commenting on TV's apparent softness for free blurbs for movies and pointing to actress Pat Crowley's 16 network appearances in 2-week period and Ava Gardner's 4 guest spots within 5 days, both plugging current films . . . On-the-spot films and tape recordings made during American Alpine Club's unsuccessful attempt to scale Karakoram, or "K-2" in northwestern Pakistan, world's second highest peak, will be presented on NBC-TV Jan. 31, 2:30-3:30 p.m., titled *K-2, the Savage Mountain* . . . First live show on 3-station Massachusetts uhf "network" (Vol. 9:49-50) was Jan. 22 forum, *This Is the Issue*, discussing proposed state budget, originating in studio of WTAO-TV, Cambridge-Boston and rebroadcast off-the-air by WWOR-TV, Worcester & WHYN-TV, Holyoke . . . "TV Guide" now being published in 19 local editions, latest added in last two weeks being Kansas City, Houston & Miami . . . Ft. Monmouth basketball to be carried by new WRTV, Asbury Park, N. J. (Ch. 58), which began programming Jan. 22, first game scheduled Jan. 26; station begins weekly series, *The Mayor Reports to the People* Jan. 24, featuring mayors of various communities in WRTV coverage area . . . Prizes totaling \$75,000 in cash to be awarded in promotional contest slated by WABC-TV, New York, involving pictures flashed on screen at various times of day for viewers to identify . . . TV-radio stations and disc jockeys being asked by Louis Braille Music Institute of America, 140 W. 58th St., N. Y. (Albert G. Gorson, exec. director), to seek contributions for new American Record Club for the Blind, making available for first time records with braille labels and jackets . . . KGUL-TV, Galveston (Ch. 11) to open Houston studios in April in new Prudential Insurance Bldg.

Flushed by success of *Today* (Vol. 10:3), NBC-TV launches new morning programming experiment March 1 when *Home* goes on air Mon.-thru-Fri. 11 a.m.-noon with partic. sponsorships in format similar to Dave Garroway's 7-9 a.m. show. Details of new program were disclosed Jan. 21 by NBC pres. Pat Weaver in closed-circuit telecast to affiliates. Show is aimed primarily at women, will feature fashion and beauty tips, cooking, child care & training, leisure time activities, shopping news, gardens, etc. It will originate from \$200,000 permanent set now under construction at 101 W. 67th St. studios and will be among first network programs to include color inserts on regular basis. Sales policy will be highly flexible to permit partic. sponsorships. It's planned to have eight 1-min. commercials, plus maximum of six 20-sec. spots per hour. And under "charter client plan," any advertiser who contracts for 52 commercials before March 1 will receive one day of free sponsorship for entire hour during year. Two sponsors have already been signed, identities undisclosed. Exec. producer will be Richard A. R. Pinkham, who'll continue in same capacity with *Today*; Jack Rayel will be producer and Richard L. Linkroum assoc. producer.

**ALARMED** by 3 fatal air crashes involving TV-radio towers—2 of them resulting from collisions with guy wires in bad weather—CAA next week will begin exploring new ways to make high tower guy wires plainly visible in fog and darkness. Meanwhile, CAB this week completed probe of recent crash in which Michigan's ex-Gov. Kim Sigler and 3 companions were killed after hitting guy wire of 550-ft. tower of WBCN-TV, Battle Creek, Mich.; staff analysis blamed pilot Sigler's use of "visual flight rules" in weather which called for instrument flying (Vol. 9:49). Earlier report blamed pilot for collision of private plane and WHUM-TV guy wire near Reading, in which 2 were killed last August (Vol. 9:33, 49).

Proposal to study guy wire marking and lighting possibilities will be discussed Jan. 27 in Washington at meeting of CAA's airdromes, air routes & ground aids subcommittee of the Air Coordinating Committee. Group is expected to ask development of joint industry-Govt. research project to attempt to solve guy wire problems. Broadcasters as well as tower manufacturers will probably be asked to cooperate. Problem is tough one, previous proposals on marking and lighting of guy wires having been discarded as impractical (Vol. 8:46; 9:9). "The problem is no nearer solution today than in the last 5 years," subcommittee chairman Joseph Blatt told us.

CAB report on Michigan crash gave ceiling as 400 ft., visibility three-fourths of a mile, with light rain and fog at time of accident. Plane, flying at low altitude, collided with top guy wire of tower, sheared off its right wing and toppled the tower, causing about \$40,000 damage to tower. Staff analysis attributed crash to "pilot's continuing visual flight rules (VFR) flight into unfavorable weather." Analysis noted that tower was new but was marked on charts available to Sigler, and that 2 American Airline flights same day had bypassed Battle Creek because of weather.

More realistic depreciation rates for telecasting equipment are asked by DuMont in proposal filed with Bureau of Internal Revenue. To bolster its argument, DuMont this week sent questionnaires to all TV stations asking their estimates of normal useful life and obsolescence factors for various telecasting components, to help Revenue Bureau set up final depreciation rates for tax purposes. DuMont objects to interim schedule of depreciation rates now being used as general guide by Revenue Bureau as not giving sufficient emphasis to obsolescence due to technological progress. DuMont proposes that composite overall life of TV station equipment, excluding buildings and towers, be set at 6 years for vhf, 5 for uhf, as opposed to bureau's interim rate of 15 years for audio, 10 years for video equipment. Other DuMont proposals (followed in parentheses by bureau's interim rate): TV transmitters & associated equipment, vhf 5-7 years, uhf 4-6 years (audio 12 years, video 10 years); towers 6-18 (15); antennas, vhf 7-9, uhf 3-5 (12); fixed studio equipment 4-6 (studio equipment, audio 10, video 8-10); mobile studio equipment 3-5; mobile field equipment 2-4 (mobile equipment 7). Copies of proposal and questionnaires are available from DuMont controller B. L. Graham, Clifton, N. J.

"The big news in Canadian TV is that improved programming in recent months has caused a growing percentage of the audience looking at U. S. border stations to swing to Canadian stations," writes James Montagnes in Jan. 17 *New York Times*, adding that more live shows are now produced in Toronto than in any other North American cities except N. Y. & Hollywood, with Montreal perhaps the continent's fourth biggest production center. Greater emphasis on "lighter program fare" together with imported U. S. shows have brought Canadian TV ratings up, he says.

**Network Accounts:** New merchandising plan to tie in advertisers with nation's food store chains will be launched in few weeks by NBC-TV under title of "Star Value Parade." NBC-TV will distribute pictorial displays featuring its stars to 20,000 food stores selling products of network advertisers. Displays will have room for inserts for local station designations. NBC-TV client pays proportionate share of cost of display material, for which both he and participating store can tie their product more closely to stars; network affiliates can establish closer liaison with retail food outlets and district sales offices of NBC clients. Promotion is divided into 4 separate 13-week campaigns, with each region getting one-quarter of year on exclusive basis . . . Ford Motor Co. claims 164 markets, nation's biggest audience, for its Ford Theatre film series on NBC-TV Thu. 9:30-10 p.m.; it's on 63 NBC outlets, then is sold to 101 additional stations within 48 hours, with regional Ford dealer organizations picking up the tab . . . CBS-TV continues to audition talent for its 7-9 a.m. show but maintains silence on details, won't even release on-air target date; program is tentatively titled *Eyeful*, has newsmen Walter Cronkite and Charles Collingwood in key roles . . . Chesterfield's dropping of Arthur Godfrey causes some realignments of sponsorships, Toni (shampoo) buying weekly 8-8:30 p.m. portion of *Arthur Godfrey and His Friends* on CBS-TV Wed. 8-9 p.m. thru Weiss & Geller, and Minnesota Mining & Mfg. Co. buying Mon. & Wed. 10-10:15 a.m. segment of *Arthur Godfrey Time* simulcast starting Feb. 8 thru BBDO . . . Gillette signs 3-year contract for TV-radio sponsorship of Kentucky Derby on CBS, thru Maxon Inc. . . . Dodge cars sponsors *Break the Bank*, returning to ABC-TV Jan. 31 Sun.

**Station Accounts:** "Multiple impact plan" designed to attain "multiple audiences and ratings at substantially reduced cost to sponsors" was disclosed this week by WOR-TV following move to one-studio operation atop Empire State Bldg. Under plan, effective Feb. 1, 3 different series of live programs will be repeated Mon.-thru-Fri. 7-9 p.m. in which sponsor may buy, at comparatively low cost, program itself or on partic. basis. To cut costs in single-studio operation, sets, props, technicians & rehearsals will be kept at minimum . . . Answering criticism that beer ads dominate TV, soft drink manufacturers and their bottling companies used spot TV in 67 markets in July-Sept. 1953, according to survey of 161 soft drink companies by Edward Petry & Co.; 40% of commercials were on children's shows or westerns . . . Scudder Food Products, for its potato chips and mayonnaise, sponsors *Annie Oakley* series on KMJ-TV, Fresno; KCCC-TV, Sacramento & KBTV, Denver, thru BBDO . . . Wage Earner's Insurance Co. buys *Drew Pearson Reports* for WNAC-TV, Boston, Wed. 6:30-6:45 p.m., thru Sifton Bros., Boston . . . Union Oil Dealers of Las Vegas sponsors *Range Rider* film series for 52 weeks on local KLAS-TV Tue. 7:30-8 p.m. thru CBS-TV Film Sales; series is now in 105 markets . . . Birdseye Foods adds 10 partic. a week to 6 it already sponsors, to boost chicken pies, on *Chef Milani Show* on KTTV, Los Angeles, Mon.-thru-Fri. 9:30-10:30 a.m. . . . Salada Tea allocates \$1,000,000 for 52-week spot campaign in more than 100 markets, thru Hermon W. Stevens Adv., Boston . . . Carling Brewing Co. buys all 77 road games of Cleveland Indians on WXEL; no home games will be televised . . . Chock Full O' Nuts drops *Jerry Lester's Late Date* on WNBT, N. Y., Sat. 11:30-midnight, will sponsor new variety show featuring singer Jean Martin in its place . . . Hartz Mountain Products (bird food) shifts *Adventures of Captain Hartz* from WABC-TV to WABD effective Jan. 23, Sat. 4:45-5 p.m. . . . Among other advertisers reported using or preparing to use TV: Morton Packing Co., Louisville (Morton frozen pies), thru Ted Bates, N. Y.; General

10-10:30 p.m., thru Grant Adv. . . . Old radio favorite, *Don McNeill's Breakfast Club*, becomes simulcast on ABC starting Feb. 22, Mon.-thru-Fri. 9-10 a.m.; radio sponsors Quaker Oats, Swift & Co., Philco get first option on TV sponsorship . . . Carter Products (Rise shaving cream) drops *This Is Show Business*, substitutes *Meet Millie* on CBS-TV starting Jan. 26, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Jacques Kreisler Co. (watch bands) buys 11 partic. on NBC-TV's 7-9 a.m. *Today* starting March 30, thru Foote, Cone & Belding; M&R Dietetics Laboratories (Pream) adds 79 partic. to 41 it already sponsors, thru Benton & Bowles . . . Beltone Hearing Aid Co. buys Fri. portion of *John Daly Views the News* on ABC-TV starting Jan. 29, Mon.-thru-Fri. 7:15-7:30 p.m., thru Olian & Bronner, Chicago.

All-night operation by NBC's 4 owned-&-operated clear-channel AM stations begins Feb. 1 on coordinated basis. Each using local disc jockey and programming separately "with music most popular in its area," stations are New York's WNBC (already on all-night operation), San Francisco's KNBC (which recently began all-night programming), Cleveland's WTAM, Chicago's WMAQ. NBC's 5th o-&-o, Washington's WRC, is not clear-channel. Half the commercials on each all-night program will be sold locally, other half offered to national advertisers by NBC Spot Sales—advertisers being required to buy all 4 stations. NBC also announced this week it will reduce sustaining network service by 10½ hours weekly beginning Feb. 1, signing off at 11:30 p.m. instead of 1 a.m. and eliminating its dance band pickups during those hours.

Foods Corp., Franklin Baker Div. (LaFrance bluing), thru Foote, Cone & Belding, N. Y.; American Sta-Dri Co., Brentwood, Md. (Sta-Dri masonry paint), thru Gordon Manchester Adv., Washington; Branchell Mfg. Co., St. Louis (Color-Flye dishes), thru Calvin & Co., St. Louis.

TV film will be \$60,000,000 business in 1954, predicts Jan. 25 *Sponsor Magazine* in lead article of information-packed TV film section, featuring survey treatments of these aspects of telefilm field: (1) Color—more than 60% of TV film producers replying to survey reported they had one or more series now being filmed in color. (2) Reruns—ratings are often as high as first run, sometimes higher. (3) Costs—\$27,000 is average for half-hour drama. (4) Tips on film buying. (5) 14-p. directory of available TV films. (6) Directory of syndicated film sources.

New officers of Federal Communications Bar Assn., elected Jan. 22: Vincent B. Welch, pres.; Percy H. Russell, 1st v.p.; Wm. J. Dempsey, 2nd v.p.; Thomas H. Wall, secy.; Parker D. Hancock, treas.; new executive committee members are Robert M. Booth, Jeremiah Courtney, Frank U. Fletcher.

Cost of service to subscribers of new community antenna in Casper, Wyo. (Vol. 10:3), served with signals delivered from Denver via 5-hop microwave, is \$150 for installation, \$7.50 monthly, compared with average system's \$135 and \$3.50-\$3.75.

National theatre-TV sales meeting, the first to be held during early evening hours, introduced 1954 advertising and sales program to more than 15,000 Dodge dealers Jan. 22 in theatres and hotels in 30 major cities, through Theatre Network TV Inc.

New England TV Exposition, featuring industry displays and sponsored by WWOR-TV, Worcester, Mass., scheduled for Worcester Auditorium, Feb. 5-7. Space reservations should be sent to R. Neily Assoc. Inc., Statler Bldg., Boston.

**1953 TV OUTPUT WORTH ABOUT \$2.375 BILLION:** At average factory value of \$170 a set, output of about 7,275,000 TVs in 1953 meant factory billings of some \$1.235 billion. When markups, antennas, servicing and other costs are added, year's TV production represented approximately \$2.375 billion to trade, compared to about \$2 billion last year, when production was 6,096,279.

It's proper to add about 60% as markup between factory and consumer, somewhat higher than year ago, say trade statisticians, who thus place retail value of TV production at about \$2 billion. With addition of value of antennas, parts and cost of servicing, total comes to about \$2.375 billion. Only item which showed substantial reduction in 1953 was servicing, amounting to average of about \$20 a year per set, compared to approximately \$40 in 1952.

Radios also had banner year, dollar-wise. Taking preliminary production estimate of 13,361,505, total dollar value is placed roughly at \$600,000,000, up about 50% from the \$400,000,000 of 1952. Factory cost of radio was about \$23 per set, roundly same as last year -- but output was about 50% greater than 1952's 9,711,236.

Combined TV-radio volume of almost \$3 billion, therefore, was achieved by the industry last year, compared with about \$2.4 billion in 1952.

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TV production and sales moved sluggishly through January, which seems to be following normal pattern of post-Xmas slump month. TV production totaled 95,915 week ended Jan. 15, second week of RETMA's statistical year, compared to 106,525 in preceding week. They were way down from the 329,240 TVs turned out in first 2 weeks of 1953 but set makers, holding tight rein on production, said comparison with year ago was unfair. Industry overproduced badly first quarter year ago, they agreed, and output this year is far more realistic and in tune with lowered demand.

Radio production held up well -- far better, in fact, than year ago. Output week ended Jan. 15 was 221,372 which, compared with 225,481 preceding week, gave 2-week total of 446,853, way up from the 267,480 produced in first 2 weeks of 1953.

Bad weather over much of nation aggravated normal January TV slump. As one set maker told us, "people in the northern areas are snowbound and wouldn't go out in this weather to get TV sets if we gave them away."

It was still too early to judge effect of lower-priced sets on retail sales but manufacturers seemed confident that, given a break in weather, low prices would send sales up. Philco and Admiral now have all-channel 21-in. table models at \$200 (Vol.10:3) and though no new price reductions were disclosed this week, rest of industry is expected to lower price of all-channel receivers still further.

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While RCA showed new 19-in. color tube this week (see p. 11), Admiral announced it would ship first color sets to dealers in second quarter of 1954, added first color service training clinic would start Feb. 8 in Chicago, with 30-35 Admiral distributors already enrolled. Priority is given to distributors in cities which will be equipped for color programs by June.

More support for belief color won't deter black-&-white sales in immediate future came this week in scattered but consistent reports from distributors and dealers. Few dept. stores which have put color set on floor (see p. 12) report that prospective consumers gasped when informed of over-\$1000 price for 11½-in. screens. Despite widespread publicity, consumers still cling to idea that color sets will be almost comparable to black-&-white models in price.

Meanwhile, industry continued to press its "truth campaign" on color, emphasizing in local newspaper advertisements, distributor and dealer meetings what color

holds in future and what black-&-white can do now. As example, Hoffman Radio Kansas City factory branch invited the sales and service staffs of local dealers for color demonstrations. Gen. mgr. Dave Doss told them:

"The best way to knock down the sales resistance of the customer who won't buy black-&-white now because he's waiting for color is to show him this set with a 12½-in. screen and a \$1200 price tag. After that, a 21-in. black-&-white set for \$200 looks pretty attractive, especially when color programming in this part of the country is still something in the indefinite future."

**RCA'S PLANS FOR LARGER COLOR TV TUBES:** Long-awaited details of 19-in. RCA color tube (Vol. 10:2) were disclosed to symposium of RCA tube licensees at Princeton Labs on Jan. 21, and it was announced that limited quantity would be available commercially in last half of this year. RCA officials also told licensees there are high hopes for producing, next year, the extremely bright focus-mask (grid) type of tube shown only once last year (Vol. 9:16); rectangular 21-in. version is planned.

Salient features of 19-in. tube: (1) Area of 162 sq. in., nearly double that of 15-in. now in production, but with same brightness and length. (2) All-glass, round construction. (3) Newly-designed gun, phosphors and shadow mask.

Gun differs from 15-in., in that it has magnetic controls inside tube, eliminating need for external convergence controls. Improved phosphors are so balanced that there's no difference in decay time among the 3 colors; principal change is new red phosphor -- zinc selenide. Holes in new shadow mask are largest in center, smaller toward edges -- yet with no appreciable loss in brightness. To achieve larger size with no increase in length, deflection has been increased to 59 degrees.

Discussing 19-in. tube, v.p. Ewen C. Anderson told group that it uses "many of the parts, materials, processing equipment and associated components of 15-in."

Regarding the focus-mask type, Anderson said: "We are pleased with the progress we are making and we hope that [it] will be brought by us to a commercial production stage next year. [It] will produce a very much brighter picture than any presently known color tube." When tube was demonstrated last year, its brightness was estimated at 60 ft. lamberts, compared with about 20 for current shadow-mask types.

Engineers at Jan. 21 symposium were shown two 15-in. and two 19-in. sets; program was dress rehearsal of Dinah Shore show microwaved from New York. Samples of 19-in. will be shipped to set makers in second quarter. As with 15-in., production will take place at Lancaster plant.

\* \* \* \*

Pushing on other color fronts, RCA announced that it would offer critical color-set components to other set makers, on mass production basis, within 30-60 days. According to Douglas Y. Smith, gen. marketing mgr. of tube dept.: "Production schedules will be geared to meet the needs of manufacturers who are expected to produce an estimated 100,000 color receivers this year."

The seven components to be offered initially include deflection yoke, high-voltage transformer, several types of focus and convergence transformers.

And on the station front, RCA is distributing new booklet: "Station Planning for RCA Color Equipment," describing equipment for various stages of programming -- network, slide, film, live -- with details of function and price.

GE is expected to disclose details next week on its station equipment plans which contemplate delivery of network rebroadcast equipment in Feb., slide scanners in June, film projectors in July, cameras in fall.

DuMont has licensed A. G. Healing Ltd., Melbourne, to manufacture and sell TV sets in Australia under Healing brand name. Healing now makes and distributes radios, appliances, bicycles and auto parts. Australian telecasting is slated to begin in 1956.

Emerson entered high-fidelity field this week with introduction of table model phonographs at \$100 & \$130, each with three 6-in. speakers, 4-tube amplifier and range of 50-12,000 cycles.

Shipments of TVs to dealers totaled 6,000,380 in first 11 months of 1953, when production was 6,765,000, according to RETMA's state-by-state and county-by-county tables released this week and available on request. They represented 15% gain over first 11 months of 1952, when shipments were 5,208,614, as against production of 5,175,193. New York led with 549,478, Pennsylvania second with 509,378, California third with 477,036. For Nov. alone, shipments were 695,308, compared to 690,711 in Oct. and 856,855 in Nov. 1952.

**Topics & Trends of TV Trade:** Philco took the lead this week in setting up subsidiary to finance inventories and extend credit of its distributors in program which may well be duplicated by other manufacturers shortly. It invested \$5,000,000 in common stock in Philco Finance Corp. to get subsidiary going for financing of distributor inventories on "all-year-round basis," promises more details later.

Other major set makers admitted they were considering similar programs but wouldn't elaborate. All said extension of credit was one of major problems confronting distributors. Neither Admiral, Motorola nor RCA has a distributor finance plan, though all use Commercial Credit Corp. for dealers.

The year-round feature of the liberalized credit plan was regarded as one of most significant features of Philco plan. It enables Philco to spread its production more evenly during year, with knowledge that its distributors will be able to carry more merchandise in stock. Distributors meanwhile won't be pressed for cash since they'll be given longer time to pay for merchandise, perhaps up to 6 months.

Philco announcement said only that plan will enable its distributors to "release their own capital to finance increased sales of Philco products, particularly the rapidly growing Philco air conditioning business, and home laundry equipment, which the company is offering for the first time." Financing plan was worked out with Pennsylvania Co. for Banking & Trusts, Philadelphia.

Officers of Philco Finance Corp.: pres., Wm. H. Crawford, ex-Commercial Credit Corp.; v.p.-treas., Edward W. Mayhew, ex-Philco credit mgr.; secy.-operations mgr., Bradley Young, ex-Dearborn Motors Credit Corp.

\* \* \* \*

**More TV layoffs:** CBS-Hytron furloughed 400 employes at tube plants in Newburyport and Salem, Mass., announced senior employes would work longer hours as result. Albert S. Nelson, personnel director, said no production cutbacks would be made. GE will lay off 1800 workers at Syracuse plants and 350 at Auburn, N. Y. parts factory for week beginning Feb. 1 because TV set sales so far this year had "failed to live up to industry expectations." Also this week, Local 101 of International Union of Electrical Machine Workers reported Philco had laid off 500 employes in TV-radio div. in last 2 weeks—but company spokesman wouldn't confirm or deny it.

More color sets went to dept. stores this week, with others announcing they'd have sets on floors shortly. Hale's, San Francisco, showed Admiral set and colorcast of *Your Hit Parade* drew more than 1000 spectators, all enthusiastic until informed of \$1175 price. Abraham & Straus, big Brooklyn store, demonstrated color slides on a \$995 Philharmonic set. Macy's and Wanamaker's advertised they'd have sets on hand for demonstration next month. Ray B. Denham Co., Fresno dealer, also showed Admiral set and Polk Bros., Chicago, displayed Hallcrafters and DuMont set, latter store guaranteeing black-&-white buyers full purchase price as trade-in on color.

Expanded tube replacement market is anticipated in 1954 by GE, which announced industry-wide replacement picture tube needs are expected to be up 50% over 1953, receiving tube needs 10%. To meet demand, GE plans increases in headquarters and field personnel, plus boost in adv. & sales promotion activities, highlighted by announcement this week that it would buy min. live & filmed spots on Dave Garroway's *Today* on NBC-TV starting March 2 for 18 weeks to plug its aluminized picture tubes, with provision for service dealers in 51 areas served by program to run local sales message immediately following commercials.

**Distributor Notes:** Motorola appoints Boyd Distributing Co. of Texas Inc., El Paso (Robert Harbaugh, pres.) and Salyer Distributing Co., Albuquerque (John Salyer, pres.); Porter Burgess Co., Dallas (Motorola) names Albert D. White asst. sales mgr. . . . Bendix Radio appoints Peaslee-Gaultbert Corp., 2844 Spring Grove Ave., Cincinnati (Ray Turner, pres.) and Delta Distributors, 923 Tchoupitoulas St., New Orleans (Andrew I. Meyer, pres.) . . . GE appoints American Communications Corp., N. Y., for installations in hotels, motels & institutions only . . . Admiral names Paul J. Dorsey, ex-Chicago factory branch sales mgr., as v.p. & gen. mgr. of San Francisco branch, succeeding Harold D. Conklin, now gen. sales mgr. of parent company; Chicago factory branch announces resignation of TV-radio sales mgr. Julian Rudoy . . . GE Supply Co. appoints Richard C. Porter mgr. of New Haven branch, replacing Patrick Damato, resigned; San Francisco branch promotes Wm. H. Struckman to TV-radio sales mgr. . . . Harry Knodel Distributing Co., Cincinnati (Zenith) promotes Paul G. Hagedorn to gen. mgr., succeeding Rodney Young, now news director of WAVE-TV, Louisville . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) names Thomas L. Donnelly treas. & operations mgr. . . . T. A. O'Loughlin & Co., Philadelphia (Philco) announces resignation of Albert Spears as exec. v.p. & director . . . Crosley-Bendix Omaha branch mgr. Paul P. Person resigns . . . Emerson Radio of Michigan, Detroit, announces resignation of sales v.p. Robert F. Perkins . . . Horn & Cox, Los Angeles (Raytheon) announces resignation of adv. mgr. John Paley, who retains interest in firm . . . George's TV & Radio Stores, Washington, announces resignation of gen. mgr. Philip Keller.

Grand-daddy of all sales contests is Hallcrafters' plan to take 3 top distributor salesmen and their wives on an around-the-world all-expense-paid 28-day trip starting May 24. Next 36 distributor salesmen and wives will get week's vacation in Bermuda or Mexico. Contest involves cumulation of points for sales of TVs, radio & high-fidelity components, runs from Jan. 18 to April 17. Canadian Admiral's running contest, too, with \$500,000 sales incentive contest offering 150 Packards, mink stoles, fiesta trips to Mexico and week-end at New York's Waldorf-Astoria to dealers buying specified amounts of Admiral TVs and appliances in first 3 months of 1954. Not to be outdone, Sylvania this week took some 650 distributors and dealers on 7-day cruise to Bermuda and Nassau on \$400,000 junket.

Ten-point sales planning program was advocated this week by CBS-Columbia sales v.p. Harry Schecter as prerequisite to "TV industry's return to hard selling." His points: (1) Establishment of clearly-defined current and long-range sales targets. (2) Fullest use of business statistics & economic forecasts. (3) Sound sales dept. program featuring impartial incentive compensation and adequate product & sales training. (4) Up-to-date record-keeping, with close watch on costs. (5) Advertising carefully planned for maximum results. (6) Year-round promotions at distributor and dealer levels. (7) Active pursuit of replacement business. (8) Fullest use of all outside selling techniques. (9) Concentration on sales power rather than sales territory. (10) Selling products and its benefits instead of merely price.

General Instrument Corp. plans public offering of 200,000 shares of additional stock within next few weeks, through Paine, Webber, Jackson & Curtis and Hirsch & Co., the additional capital possibly to be used to take advantage of any electronic "bargains" which might become available, according to chairman Abraham Blumenkrantz, who confirmed this week that company is negotiating for acquisition of other unnamed electronic parts manufacturers (Vol. 10:3).



**Trade Personals:** Larry F. Hardy, Philco v.p. and pres. of its TV-radio div. since 1949, named to new post of v.p. in charge of product development, responsible for expediting new products from research to sale; John M. Otter, v.p. & gen. mgr. of refrigeration div., appointed v.p. in charge of consumer products divs., with responsibility for coordinating merchandising of all consumer products, including TV-radio . . . Michael F. Callahan, plant mgr. at Newburyport, Mass., promoted to manufacturing v.p., CBS-Hytron, succeeding Charles F. Stromeyer, upped to exec. v.p.; Edgar K. Wimp named to new post of director of gen. engineering, Dr. Russell R. Law director of research & development, Clifford Hughes mgr. of Newburyport plant, Elwood W. Schafer mgr. of color planning, J. Farley director of quality control . . . Humbert P. Pacini promoted to mgr. of engineering dept., DuMont receiver div., replacing Alfred Y. Bentley, now in charge of advanced planning . . . Robert Bach resigns as asst. mgr. of TV operations, Federal Telecommunication Labs, to join Fairchild Recording Equipment Co., N. Y. . . Dr. Ivan A. Getting, Raytheon engineering & research v.p., reappointed chairman of electronics & communications panel of Air Force's scientific advisory board . . . Fred Gregg shifted from promotion director of Crosley Bestg. Corp. to adv. & sales promotion director of Crosley TV-radio div. . . James T. Buckley, Philco chairman, re-elected pres. of Goodwill Industries of Philadelphia . . . Dr. W. R. G. Baker, GE v.p.; Dr. Marvin J. Kelly, pres. of Bell Labs, and Dr. Reinhold Rudenberg, Gordon McKay professor of electrical engineering at Harvard, initiated into "Eminent Membership" of Eta Kappa Nu Assn., electrical engineering honor society . . . Dr. Wm. Osborn, ex-U of Virginia naval ordnance research lab, named project engineer for development of new antenna types, Channel Master; Dr. Miao Yung-Miao, ex-International Harvester and graduate of Peking U, placed in charge of mechanical test equipment for antennas . . . W. Walter Jablon, ex-David Bogen (sound equipment), named sales mgr. of new home instruments div., Freed Electronics & Controls Corp., N. Y. . . Sid Block, ex-RCA, named midwestern sales mgr., Olympic Radio, replacing Morton Schwartz, now assigned to Chicago factory branch . . . Edwin R. Wright, ex-Majestic Radio, named administrative exec. of Pioneer Electronics Corp., Los Angeles (tubes) . . . Arnold Henderson promoted to asst. to Emerson sales v.p. Sol W. Gross . . . Edwin Cornfield appointed sales mgr., Pilot Radio, replacing James L. Benjamin, resigned . . . George H. Meilinger appointed Westinghouse sales mgr. for major appliances, Mansfield, O. . . Sidney A. Schneider resigns as Stewart-Warner Electric's midwestern resident field engineer.

Col. Reginald P. Lyman named Army Signal Corps plans & operations chief, succeeding Brig. Gen. Emil Lenzner, who becomes commanding general of new Army Electronics Proving Ground, Ft. Huachuca, Ariz. (Vol. 10:3). Col. Albert J. Mandelbaum was named to head Electronic Warfare Center at Ft. Huachuca.

Arcan Corp. Ltd., Hamilton, Ont. (R. A. Armstrong, pres.), formerly Transvision Ltd., has signed contract to manufacture Tele King TVs. Until month ago, when contract expired, it had manufactured Emerson TVs & radios for distribution in Canada by Canadian Fairbanks-Morse Co. Ltd., Montreal.

E. W. Engstrom, RCA Labs v.p., named chairman, Defense Dept. research & development coordinating committee for electronics, reporting to Donald A. Quarles, asst. Defense Secy. for research & development.

Excise tax collections on TV-radio-phonographs totaled \$55,748,000 for July-Nov. 1953, up 14% from the \$48,920,000 collected in same 1952 period.

**Electronics Reports:** Defense electronics spending will continue close to current high levels in fiscal 1955, despite over-all cuts in President Eisenhower's military budget. In some phases of military electronics—notably within categories of guided missiles, aircraft systems, atomic energy, research & development—there will be increases. It's impossible to break down electronics-communications into dollar values in President's budget requests, because these items are included as parts of many different categories of military spending.

President asked total of \$37.6 billion in defense expenditures, including carry-over in unspent obligational authority from fiscal 1954—nearly \$4 billion below the \$41.6 estimated for current fiscal year. Major procurement expenditures will come to \$14.5 billion, some 15% below current year's \$17.3 billion—but electronics-communications procurement is expected to account for bigger proportion of this amount than in fiscal 1954, when govt. electronics-communications purchases were \$2.7-\$3 billion. President explained military procurement policy this way in his Jan. 21 budget message:

"The reduction in the total Defense Dept. expenditures will be effected despite the fact that expenditures for aircraft, shipbuilding, electronics, guided missiles, construction, research & development and many other defense programs will continue at close to record peacetime levels. I am also recommending some increased expenditures [for] the mutual military program and for atomic energy which will bring expenditures for these 2 programs to record levels . . . The number of guided-missile anti-aircraft battalions will be increased substantially . . . The emphasis on airpower is reflected in the objective of increasing the active aircraft inventory to more than 40,000 during the next 3 years, with more than half of these aircraft to be jets."

\* \* \* \*

Controlling interest in Weston Electrical Instrument Corp. has been acquired by Daystrom Inc., Elizabeth, N. J. Although deal probably won't be formally announced for several weeks, it was consummated this week with purchase of 115,000 of Weston's 428,221 shares (Vol. 10:3), putting Daystrom more deeply into electronics business. Daystrom is owner of American Type Founders, big manufacturers of type and printing equipment, and Daystrom Furniture Corp., which makes kitchen furniture, etc.—but it also is already heavily in electronics, more than 50% of its current output being electronic equipment, even before buying into Weston. Other electronics acquisitions by Daystrom may be in the works, company reportedly aiming to become "the Borg-Warner of the electronic parts business." Weston's latest financial statement shows sales of \$23,779,742, profit of \$825,395 (\$1.93 a share) for 39 weeks ended Oct. 2, 1953. In 1952 annual statement Daystrom reported sales of \$46,200,000, profit of \$1,410,000 (\$2.25 on 624,911 shares).

IRE 1954 convention in New York March 22-25 will have exhibits at Kingsbridge Armory, Bronx, instead of Grand Central Palace; latter has been leased by U. S. Govt. Technical sessions will be conducted at Waldorf-Astoria and the Armory, and buses will run to Armory where all exhibits will be on one floor—the largest unobstructed floor in U. S. Dr. Alfred N. Goldsmith, editor emeritus and co-founder of IRE, will receive Founders Award and deliver major address at March 24 banquet. Included in technical meetings will be sessions on color TV receivers and color telecasting, symposiums on TV broadcast transmission systems and "Uhf TV—Boom or Bust," latter featuring papers by FCC chief engineer Edward W. Allen Jr., National Bureau of Standards' J. W. Herbstreit and MIT's T. J. Carroll.

"Time has come when NARTB code needs to be tightened," reported NARTB code review board chairman John Fetzer (WKZO-TV, Kalamazoo) at TV board meeting at Phoenix January 21—and board quickly reacted by adopting 9 amendments as major changes to be made in the 2-year-old voluntary program standards. They add up to intensive industry consciousness of "the problem of family programming." Changes will shortly be published by NARTB in revised edition of the code, which Fetzer said is "now really working." Major change finalizes commercial time standards, until now presented only as "suggestions" for the guidance of telecasters. These now become definitive, binding on the 200-odd stations subscribing to the code. Good example of tightened, though self-imposed, restrictions is the new so-called multiple-spotting amendment relating to commercial announcements made between programs. It reads: "Even though the commercial time limitations of the code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements either at the station break or within the framework of a single program."

FCC budget of \$7,664,400 for fiscal 1955, starting July 1, 1954, is requested in budget sent to Congress this week by President Eisenhower. This compares with \$7,400,000 authorized by Congress last year. Because of reduced backlog of applications, budget seeks \$705,600 less than last year for FCC's "regular continuing activities," but an additional \$950,000 is sought for a new activity—"frequency usage monitoring." Purpose of latter is to monitor 10 kc-27.5 mc to gain data to aid in 4 areas: (1) Assignment of frequencies and management of the radio spectrum. (2) International negotiations. (3) Location of clandestine stations. (4) "Other national security purposes." FCC reports 1342 employes in current year (average 1200), to be reduced to 1264 (average 1137) in fiscal 1955. Average salary is \$5640. Commission processed 92 TV applications in fiscal 1952, 936 in 1953, estimates 691 in 1954 and 385 in 1955. For AM, respective figures are 270, 441, 535, 299; for FM, 135, 160, 161, 160.

Christopher Awards for TV for 4th quarter 1953 went to producer John Haggot, director Alex Segal; writer David Davidson for Oct. 27 *U. S. Steel Hour* production of "POW" on ABC-TV; producer Mort Abrahams, director Don Medford and writer Ben Zavin for *Medallion Theater's* "A Day in Town," Dec. 12 on CBS-TV; to producer Lynn Poole, directors Kennard Calfee and Herbert B. Cahen for "The Christmas Star" Dec. 16 on DuMont's *John Hopkins Science Review*; and to producer Felix Jackson, director Paul Mickell and writer Michael Dyne for "Master of the Rose" on *Studio One*, Dec. 28 on CBS-TV.

Conversion from AM to FM within 10 years, at cost of \$9,800,000, is aim of BBC which this week announced decision to build 51 stations in 41-68 mc and 87.5-100 mc bands. Move into aural vhf broadcasting has long been planned, but there has been bitter argument over virtues of AM vs. FM in vhf. European AM service has deteriorated severely because of indiscriminate establishment of stations by several nations, particularly Russia. Germany already has extensive FM broadcast system.

Two applications for new stations were filed this week with FCC; for Dothan, Ala., Ch. 9, by principals of WOOF; for Oak Hill, W. Va., Ch. 4, by Robert R. Thomas Jr., owner of WOAY. Three applications were dismissed this week, bringing total pending to 329 (66 uhf). [For further details about these applications, see *TV Addenda 18-C* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and *Addenda* to date.]

Regular industry audits of TV set ownership look like they're as far away as ever, as NARTB television board this week passed buck to still another committee yet to be appointed by pres. Harold Fellows. It's supposed to attempt to raise \$75,000 for "pilot study," along lines suggested in the still hush-hush proposal of New York researcher Dr. Frank Cawl, which envisioned a sort of Audit Bureau of Circulation for TV akin to newspapers' ABC—one designed to show sets-in-use in specific station coverage areas and thus presumably do away with some audience rating services. Meanwhile, crying need for authentic county-by-county set census on monthly, quarterly or semi-annual basis, which some networks and RETMA have indicated they would support, apparently won't be met soon under NARTB auspices. Some board members clearly expressed skepticism about ability to raise money for the test study proposed to be made in an undetermined market. Last county-by-county estimates came from NBC and CBS, dated last April 1 (see *TV Factbook No. 17*); next one, dated Dec. 1, 1953, is now being completed for CBS by Neilsen for release in Feb. (Vol. 9:46), but there's no assurance that either network will undertake to continue this extensive study on periodic basis henceforth.

Condemning "invasion of uhf markets" by vhf stations, Ultra High Frequency TV Assn. Jan. 22 wrote FCC urging "immediate investigation of the advisability of restricting the location of transmitters in the vicinity of the community to which the frequency is allocated." Letter by general counsel Wm. A. Roberts specifically objected to application of WORD-TV, Spartanburg, S. C. (Ch. 7), to move antenna site to mountain 23 mi. from Greenville, 25 mi. from Spartanburg. "We cannot concede that the Commission can avoid responsibility for the destruction of great investments" in uhf stations, wrote Roberts, requesting "action favoring uhf operation in all respects . . . now." Copies were sent to all members of Senate & House Commerce Committees.

NBC-TV has signed full 2-year affiliation contract with WVEC-TV, Hampton-Norfolk, Va. (Ch. 15), scrapping old one-year pact signed last June (Vol. 9:25). NBC affiliated the uhf station after Norfolk's WTAR-TV (Ch. 4) bolted to CBS (Vol. 9:20-21). New contract runs to Jan. 10, 1956, and NBC station relations v.p. Harry Bannister hailed it as "reaffirmation of our original and fundamental belief in the ability of uhf TV to provide a valuable and complete program service to communities wherever it is established." WVEC-TV expects to occupy new Norfolk studios this summer. NBC-TV last May signed 2-year agreement with pioneer uhf KPTV, Portland, Ore. (Vol. 9:21).

Meredith Publishing Co. this week purchased WAGE (AM), Syracuse ABC affiliate, 5 kv on 620 kc (1 kw night) for \$200,000, subject to FCC approval—as radio companion to its WHEN (TV) there. Publisher of *Better Homes & Gardens* and *Successful Farming* now has an AM in each of the 4 cities where it has TV, other 3 being WOW-TV, & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City.

Transmission of color test signals along with color or black-&-white programs, as suggested to FCC by Telechrome Inc. (Vol. 9:51) is perfectly permissible, Commission wrote to pres. J. R. Popkin-Clurman this week. It did suggest, however, that usefulness of technique may be limited. Clurman's idea is that such transmission would make available to everyone—from stations to viewers—a reliable test signal for alignment purposes.

Power increases: WSTV-TV, Steubenville, O. (Ch. 9), now radiating 230-kw from interim antenna tower, moves to 881-ft. tower in mid-March. Share-time WHEC-TV & WVET-TV, Rochester (Ch. 10) Jan. 15 increased from 40 to 125-kw ERP.

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

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# Television Digest

with **ELECTRONICS REPORTS**

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With This Issue: Full Text of the FCC's Proposed Schedule of License Fees

**COMMERCIAL ABUSES & SELF-REGULATION:** Even as NARTB telecasters' board was brushing up its Code of Practices at Phoenix last week to cut down on over-long commercials (Vol. 10:4), a group of distinguished Americans came out with the sharpest wallops yet at advertising practices on TV.

"Opening gun in a movement to improve the quality and effectiveness of TV commercials," is the way public relations counsel Edward L. Bernays termed survey he released this week, containing essence of 111 replies to 575 questionnaires he circulated among leaders in education, business, religion and labor -- whose opinions, he feels, might stimulate public to demand changes in TV commercial practices.

The release got warm reception from the publishing fraternity, who gave story big play -- and there's no doubt it aroused sympathetic reaction in large segment of general public. Though identified in past with educational TV, Bernays states categorically he's in this crusade on his own initiative -- pro bono publico -- with the hope it will give rise to stricter self-regulation by telecasters themselves.

Telecasters won't like it -- but, unlike the broadcasters of early years who either looked the other way or ranted and raved when programming and advertising standards were criticized, most of the men who run today's TV stations are inclined to listen, search their souls, and regulate themselves. Anyone who reads the telecasters' self-imposed Code of TV Practices (now binding on 203 of the 360 stations now on the air) knows the resolution of the industry to put its own house in order.

Principal change in TV Code approved by NARTB in Phoenix puts teeth in the formerly voluntary restrictions on multiple-spotting, cow-catchers, trailers, length of commercials, etc. (For text of changes, see p. 7). But most replies to the Bernays survey criticized not length but content of commercials.

The pitchmen, the hucksters, the phony doctors, the shouters -- telecasters aren't proud of them, but they exist. And an enlightened industry knows that pretending they're not there doesn't make them go away but encourages them to stay.

\* \* \* \*

Do present-day TV commercials meet "the public interest, convenience and necessity" criteria of FCC? To this question by Bernays, most but not all respondents replied negatively. Many said commercials now are defeating their own purpose.

Criticism came not just from longhairs -- though educators were predominant -- but from business, church and union leaders as well (Who's Who people, mostly). Responses have been too widely reprinted in the press to necessitate quotation here, but these words and phrases cropped up again and again to describe TV commercials:

Irritating, dishonest, misleading, phony, boring, repetitious, trite, anti-social, juvenile, insulting to intelligence, lacking in taste & dignity, etc.

Suggestions for improvement by respondents to survey: Fewer and shorter commercials; elimination of poorly timed interruptions; strengthening of aesthetic and intellectual appeal; reasonable and informative ad copy; establishment of industry-controlled panels or boards of censorship to pass directly on all commercials.

It's noteworthy that no one plumped for govt. ownership or elimination of commercials -- or even for Federal censorship.

Yet, the industry can't stand too much of this -- and it's to the credit of its leaders, particularly its Code Review Board under John E. Fetzer, that it's moving to do something about it. At least, the 203 dues-paying subscribers are -- but it's ironical that some of the leading stations in the country, including some whose pictures are watched by FCC itself, are non-subscribers and/or egregious offenders.

**SCRANTON AREA'S 5th UHF--TOTAL NOW 360:** Only handful actually made it out of score or more CP holders who had reported they would start in January -- whether due to weather or the now-prevalent disposition to make haste slowly and get started right. Up to this writing, only 4 new starters can be chronicled so far this year, latest being this week's WARM-TV, Scranton, Pa. (Ch. 16). None opened up a new market.

That makes an even 360 on the air to date, 125 of them uhf. Quite a few more are imminent -- but it's extremely doubtful, as things look now, that this year's crop of new starters will anywhere near equal last year's 231.

WARM-TV gives Scranton-Wilkes-Barre area, regarded as prime "uhf country," its 5th uhf outlet -- nearest vhf being in Binghamton, N.Y., across mountains 50-mi. north of Scranton. Wilkes-Barre's WBRE-TV (Ch. 28), one of first to get on air post-freeze (Jan. 1, 1953), got uhf off to good start in Scranton too, only 16 mi. away.

WARM-TV began regular test patterns Jan. 27 after preliminary tests Jan. 19, will go commercial Feb. 9 with ABC network off-air from N.Y., via one relay over 95-mi. span. Station goes into own new studio building same day, with 40x60-ft. main studio and latest GPL equipment. It has RCA transmitter & antenna and Wind Turbine tower rising 347 ft. above 1220-ft. Mt. Dewey. It's owned largely by Martin Memolo, managed by Wm. M. Dawson, starts with \$225 base rate. Rep is Hollingbery.

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CKCO-TV, Kitchener, Ont. (Ch. 13), Canada's 3rd privately owned TV and 8th station in the Dominion, is revealed to have been testing since Jan. 1, plans Feb. 20 commercial debut, joins CBC for network service Feb. 21. It uses 5-kw DuMont transmitter, 500-ft. Ajax tower. City is 35 mi. from Hamilton's CHCH-TV (Ch. 11), due to start in April; area hitherto has been served from Toronto, Buffalo & Erie. Dominion Electrohome Co. pres. Carl A. Pollock is 25% owner; radio CKCR, 25%; Famous Players Canadian Corp., 50% -- latter also 25% owner of CFCM-TV, Quebec City (Ch. 4) due in April. W.D. McGregor is operations mgr. Base rate is \$200. Weed is U.S. rep.

**STEP-UP IN FCC GRANTS AND DECISIONS:** With mergers and other deals in full swing, the FCC managed to grant 6 CPs, issue 3 initial decisions -- some of them substantial. Week brought surrender of one CP -- KSHM, Sherman, Tex. (Ch. 46). Week's grants:

Indianapolis, Ind., WISH, Ch. 8; Baton Rouge, La., WJBO, Ch. 2; Camden, N.J., WKDN, Ch. 17; Sharon, Pa., Leonard J. Shafitz, Ch. 39; Chattanooga, Tenn., WDEF, Ch. 12; Tyler, Tex., KGKB, Ch. 7. Initial decisions favored: Elyria, O., WEOL, Ch. 31; Tulsa, Okla., Arthur R. Olson, Ch. 17; Charleston, W.Va., WCHS, Ch. 8.

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Some hearings just aren't precluded or dissolved by mergers, faint hearts or what-have-you -- and some are getting quite frantic. For example:

(1) In Buffalo "strike" case (Vol. 10:2), Niagara Frontier counsel Thomas Dowd related how, after 18 hours of negotiating, he managed merger of 4 applicants only to find Enterprise Transmission Co. filing competing bid at last minute. In an agitated state, he and Niagara principal offered Enterprise counsel Philip Baker \$25,000 to dismiss. Baker said he hadn't authority to accept; offer was withdrawn next day, though Enterprise subsequently did drop out, arousing FCC suspicions.

(2) In Seattle Ch. 7 case, KVI counsel George Smith alleged that KIRO chairman Hardgrove had once suggested that KVI attempt to block KOMO Ch. 4 application and get bought off. KOMO-TV has since been authorized, is now on air.

(3) In Mansfield, O. Ch. 36 hearing, Mansfield Journal charged FCC counsel David Kraushaar with exhibiting an "antagonistic, biased and prejudiced attitude" toward it while favoring Fergum Theatres, asked he be removed from case. FCC Broadcast Bureau shot back with long defense of Kraushaar, saying: "In the face of unjustifiable provocation, he exhibited the highest degree of self-restraint." It asked that Journal's petition be dismissed as "sham, frivolous and scandalous."

(4) In Des Moines Ch. 8 fight, KSO counsel Benito Gaguine related that James Malloy of Cowles interests (KRNT) told KSO principal Kingsley H. Murphy Jr. that politics would decide case and that "Ike won't let the Cowles get hurt." Examiner French ruled the charge immaterial.

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Final court decision in long struggle of WSAL, Logansport, Ind., to get FCC to allocate Ch. 10 to city was ruling Jan. 28 that FCC has complete and unmistakable authority to establish an allocation plan, and that WSAL's efforts to get the channel were given ample consideration. Decision was written by Judge George T. Washington, U.S. Court of Appeals for the District of Columbia.

First industry comments were filed this week in multiple ownership proposal to permit owners of 5 vhf stations to acquire 2 uhf (Vol. 10:4). DuMont favors the proposal, but suggests owner of 5 stations be prevented from getting a uhf in uhf-only cities. Uhf Assn., getting responses from 31 stations of 115 queried, favored idea and volunteered that "more important monopoly factors" in uhf need attention.

Among other actions, the FCC this week: (1) Ended bitter WGAL-WLAN fight in Lancaster, Pa. after WLAN dismissed objections, by granting WGAL-TV change of site, power and height increases. (2) Finalized addition of Ch. 18 to Zanesville, O.; proposed adding Ch. 3 to Rapid City, S.D.; ordered rule-making on requests to shift Ch. 9 from Jackson, Tenn. to Tupelo, Miss. and Ch. 7 from University to Monford, Ala. (3) Set Feb. 26 for start of hearings for Ch. 11, Ft. Worth, Tex.; Ch. 6, Paducah, Ky.; Ch. 3, Phoenix, Ariz.; Ch. 5, Bristol, Tenn.-Va. (4) Approved transfer of CP for KFXD-TV, Nampa, Ida. (Ch. 6) to Idaho Bcstg. & TV Co., Boise. KFXD-TV had gone on air last June 18 but folded in 8 weeks (Vol. 9:39). Boise group gave up CP for Ch. 9 in favor of KFXD-TV's Ch. 6 facilities.

**THE VALUE OF TV NETWORK FRANCHISES:** There could be a trend to lower valuations on a good many TV stations -- what with more competition here or imminent and, most important right now, the enormous value of network affiliations and the strong bargaining position of the networks, especially the big billing leaders CBS & NBC (see PIB 1953 figures, p. 16). Incidentally, there's also the factor of big capital outlays soon to be required for colorcasting equipment.

[For Stop-Press story on reported sale of WHBQ-TV, Memphis, see p. 16.]

Effect of network affiliations on a station's value is strikingly pointed up in deal whereby Carl Haymond's 6-month-old KMO-TV, Tacoma, Wash. (Ch. 13) has been sold, along with radio KMO (5 kw on 1360 kc, independent), for only \$350,000 plus the assumption of \$150,000 debt owed on equipment.

Here's a significant case of "economic retreat" -- too much competition and loss of network affiliation. It's a case example of the key importance of a basic network affiliation for a TV station, especially in a major market.

Price is lowest ever quoted on a TV station, let alone with an AM counterpart, unless you count recent sale for nominal \$1 of KCTY, Kansas City (Ch. 25) to DuMont which was also forced by too much vhf competition (Vol. 10:1); and the 1949 sale of KRSC-TV, Seattle, now the highly successful KING-TV (Ch. 5), for \$375,000 because its then owner couldn't take \$1000-a-month losses and preferred to keep his radio.

Proposed purchasers of KMO-TV are Miss Jessica Longston, Miss C.V. Zaser and Robert E. Pollock, owners of KAYO, Seattle (5 kw day, 1 kw night on 1150 kc, independent); they with Mrs. A. T. Brownley own other radio stations in small towns in Washington & Idaho. Oddly, KAYO formerly was KRSC, profitable counterpart of old KRSC-TV.

Carl Haymond wants to take things easier at his Palm Springs home. An old-time broadcaster, he also sold his radio KITO, San Bernardino, Cal.; KOOL, Phoenix (latter now enjoying halftime TV); retains only radio KIT, Yakima. He dropped CP

for KIT-TV (Ch. 23) recently, pleading uhf unsuitable for Yakima area (Vol. 9:49).

Actually, Tacoma's KMO-TV became an independent when KOMO-TV, Seattle (Ch. 4) went on the air recently and took away its NBC affiliation. With Tacoma's KTNT-TV (Ch. 11) on CBS & DuMont and Seattle's KING-TV on ABC, Haymond's KMO-TV was left without any network, and it's obvious he doesn't relish running it as an independent. (There's also every likelihood that when Ch. 7 goes into Seattle, KTNT-TV will lose its CBS affiliation, especially if victor in competitive hearing is Saul Haas' 50-kw KIRO, a longtime CBS radio affiliate.)

That means 5 vhf stations in Seattle-Tacoma area, which for all practical purposes is one TV market -- to say nothing of one Ch. 9 educational grant and 4 uhf channels allocated, for which only one application has yet been made.

So without a network, and even in such a major market area, can any independent station survive, whether vhf or uhf? Some think not, pointing to troubles of some non-network TVs even in New York & Los Angeles. As station broker Howard Stark puts it: "TV is different from radio. Not only are you playing with blue chips in a TV station investment and operation but, whereas in radio the trend is to local independent operation, you cannot compete in TV without national programs. Look at the big effort even the network-owned radio stations are now making with localized programming. But in the present state of TV, only the networks offer full-rounded national program services, which is what the public demands most."

**GE-CBS COLOR CAMERA PATENT TIEUP:** Long-expected license agreement between GE & CBS (Vol. 9:41), whereby GE is to make CBS-type color cameras, was finally announced this week. Though the two fought bitterly over compatible vs. incompatible color systems in past, they now seek mutual advantage to combat RCA, which so far has been only company capable of producing the vital color cameras.

Sales of cameras will eventually tell the story, of course, determining which company is on right technical track -- in performance and cost.

Announcement confirmed that GE will ship four of the new cameras to CBS by March 1 (Vol. 10:3), whereupon RCA promptly issued statement reminding that CBS has purchased 12 RCA camera chains for about \$1,000,000 (Vol. 10:3), 2 for delivery in February and the rest by June.

Principal claim for CBS camera is less expense. Essentially, it's a mono-chrome camera modified with rotating disc to produce field-sequential picture, with vertical scanning. Signal is then fed to a "Chromacoder" unit which rescans picture horizontally and converts it to NTSC specifications. Currently, 3 image orthicons are employed in coder; other tubes are being tested, including vidicons.

GE estimates it will cost \$6000 to modify standard black-&-white camera for color and that coder will run about \$40,000. CBS points out that one coder can be used with several cameras at a station. CBS has built its own coder; the 4-camera order with GE didn't include coder.

If station orders camera already prepared for color, GE will adapt a new black-&-white camera -- whole thing to sell for \$21-22,000 -- in addition to the coder. RCA color camera chain is \$67,124, of which \$39,500 is for camera.

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GE hasn't offered new camera equipment for sale yet, expects to have it for delivery second half of 1954. More definite information will be available after GE seminar for its field men in Syracuse, Feb. 22.

License with GE is non-exclusive, so CBS can license other manufacturers if they're interested. Royalty rate wasn't disclosed, though Paul Chamberlain, mgr. of broadcast equipment, said it's about same as RCA rate.

GE had said it would make both CBS and RCA types of cameras, but Chamberlain now says: "We're not at all sure we'll offer the 3-tube camera."

Concerning performance of new camera-coder setup, marketing manager Frank Barnes says that analysis shows it can exceed capacity of NTSC specifications.

It will take time to discern just how successful GE will be in effort to catch up with RCA's headstart in cameras -- for stations aren't breaking their necks to buy equipment right now. Six very substantial stations, plus CBS and NBC,

have purchased RCA cameras (Vol. 10:3), but most others see no sense in signing contracts until equipment has shaken down more and there's a color audience to be reached with costly local live originations.

That's opinion of at least 2 of best-informed station officials in the business, both engineers and NTSC members -- ex-FCC Comr. E.K. Jett, mgr. of WMAR-TV, Baltimore, and Ralph Harmon, engineering mgr. of Westinghouse Broadcasting Co.

RCA was quick not only to note CBS \$1,000,000 order but to report progress in development of its single-tube camera (Vol. 9:16). Said research v.p. E.W. Engstrom: "We have sought to create a color camera that will enable direct pickup with a single tube that does not require coding and decoding from an incompatible to a compatible system. Our new single pickup tube achieves this result. Also, it is simple, flexible and rugged. While the new tube is still undergoing development, the progress already made assures its ultimate availability for commercial use."

Continually improving performance of 3-tube camera, Dr. Engstrom pointed out, has made demand for one-tube camera less insistent. Nevertheless, he said, the one-tube camera still offers many ultimate advantages.

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GE also reported on plans for other phases of colorcasting. It is now producing equipment for adapting transmitters to rebroadcast color, will start work to modify stations next month -- giving priority to those in cities getting color service from network facilities equipped for color. GE flying-spot scanners and slide projectors will be ready in June-July.

Then GE disclosed its plans for a film scanner for first time. It will be continuous-motion type, working with flying-spot scanner, with mechanism produced by Eastman Kodak. Delivery is "end of year," price not estimated.

Note: News of color has developed in such abundance that we've inaugurated a new department, "Color Trends and Briefs," to give even greater attention to the more significant details (see p. 11).

**COMR. STERLING'S PROPOSALS FOR UHF:** How can the FCC help uhf? Engineer Commissioner George E. Sterling this week outlined 3 fields in which Commission may be amenable to relaxing or changing its rules to help uhf stations get off to better start.

He also had plenty to say about how uhf telecasters might help themselves. Using Jan. 28 meeting of Boston IRE as sounding-board, he made these suggestions as to what the Commission might do if there's sufficient interest by grantees:

(1) License boosters and satellites. "While present experimental grants do not permit commercialization, I would be in favor of waiving this restriction in the interest of uhf broadcasters who want to go to the expense of installing a booster. In order not to waste spectrum space, extension of service by one or more low-power transmitters should be accomplished on the same channel from which the programs originate, if possible."

(2) Relax or lift limitations on directional antennas. "The Commission is open-minded on this subject and would welcome suggestions. To the extent that the Commission might relax its directionalizing rules to aid uhf stations in obtaining better coverage because of their power limitations, consideration must be given to the number of people that would gain service compared to those who would lose service or have it degraded, as well as the possibility of co-channel interference."

(3) Be more lenient toward requests for extension of time to complete construction where grantee can show sincere desire to actually go into telecasting but hesitates to proceed on low power.

Some low-power operations have given uhf a "black eye", said Sterling -- but he placed part of the blame on "a few overzealous broadcasters who were hell-bent on getting on the air before the 'bugs' were out of their transmitting installations" and who ignored problems of receivers, installation and cooperation with the trade.

"I do believe that we should look favorably on applications for extension of time to construct uhf stations where equipment and land have been purchased and construction commenced but the permittee desires to wait for a transmitter of power

greater than 1-kw before he begins programming. I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw transmitters."

He also proposed FCC require proof of transmitting antenna performance -- because of the haste with which such installations have been made in past, and some "discrepancies" which have been discovered in performance of some uhf antennas.

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Uhf telecasters can help themselves, he said, by: (1) Urging manufacturers to improve sensitivity of receivers and converters -- "some could be improved by at least 10 db by appropriate attention to design." (2) Educating dealers, servicemen and public to necessity of proper placement of receiving antennas. (3) Locating transmitting antennas as high as possible to minimize "shadow" areas.

Sterling made big pitch for local programming as "key to success for many uhf stations." He compared local uhf station to local newspaper, pointing out everyone likes to see his own family, friends and neighbors on TV.

Color originating equipment, though costly, eventually will help uhf telecasters, he predicted. He cited local dept. stores as particularly good prospects for color sponsorship, and added: "Since vhf stations may have network commitments, local stores will be knocking on the door of the uhf color broadcaster."

**CONVERSION FIGURES TELL STORY OF UHF:** Thirty-three TV markets can now be considered "completely converted" to uhf. Though many of them are regarded as "uhf-only" markets, 6 can also receive vhf signals of "local" calibre.

Fourth quarterly survey of vhf-uhf cities by American Research Bureau, completed this week, shows tremendous variation in uhf penetration among the 73 markets measured. And once more it confirms the conclusions drawn from previous ARB vhf-uhf surveys (Vol. 9:24,28,41) -- that the main stimulus to uhf conversion is the amount of good network programming offered on uhf which doesn't duplicate available vhf fare.

Other factors involved in buildup of uhf audience, as indicated by the 4 ARB surveys: (1) Length of time uhf station has been on air. (2) Amount and quality of local programming. (3) Number of uhf stations receivable in area. (4) Size of city; all other factors being equal, the larger the city the slower the increase in percentage of conversion to uhf.

Power, antenna height and terrain are important, too, but it's difficult to correlate them with ARB statistics because of number of variables involved. Because survey was conducted privately for ARB clients, we can't disclose city or station identities, but here are some conclusions we drew from studying survey as a whole:

In 70 of the 73 cities, uhf stations carry network programming, though many aren't primary affiliates of any network. The 20 cities where programs of all 4 networks are carried by uhf stations, had average uhf conversion of 74%. In the 10 cities where only one network's programs were on uhf, conversion averaged 45%.

All 73 cities measured are "vhf-uhf markets"; that is, there are vhf stations within 100 mi., with only one or 2 exceptions. Another 10 markets, not measured by ARB, can be considered "100% uhf." Breaking down all 83 markets:

Of the 33 markets with 80% conversion or more, 27 are beyond "easy reception range" of any vhf stations; the other 6 have one vhf station each.

Nineteen markets have 50-80% conversion. Of these, 7 are beyond range of good vhf reception, 11 have one easily received vhf station.

Six markets have 30-50% conversion, and only one of these is beyond range of good vhf pictures; three have one vhf each, and two have 2 or more.

Another 25 cities have 1-30% conversion. In only one can no vhf station be easily received; 11 cities get good picture from one vhf; 8 cities can get 2 vhf; 5 can get 3 or more.

Conversion increased 15 percentage points in average uhf city between Oct. & Jan. surveys -- not including those cities which had 80% conversion or greater last Oct.; these were considered "fully converted" and weren't remeasured. Rise in percentage of uhf-equipped sets varied from zero (in 2 markets with heavy penetration of good vhf signals) to 36.5% over the 3-month period.



Some more valuable statistics on economics of new TV stations -- vhf & uhf -- will be collected by FCC in second financial survey of post-freeze stations, covering Aug. 1, 1953-March 31, 1954 and augmenting its first survey (Vol. 9:51; 10:1). New study will be particularly important because it will contain first profit-&-loss tabulation for uhf stations in pre-freeze TV markets.

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TV industry produced 1,459,475 sets with built-in uhf tuners last year, or just 20% of total TV output, new RETMA figures show. Some 31% of sets built in Dec. were uhf-equipped at factory, or 139,657 out of 449,787 -- down from 35% in Nov.

Most TV manufacturers believe uhf set production has entered leveling-off period, will constitute 30-40% of industry's total black-&-white output for next 6 months or so, having risen from less than 16% in Aug. to 35% in Nov.

There seems to be general belief that advent of color will give uhf big shot in arm. This is probably a fallacy because: (1) It will be several years before color production will be numerically great enough to give uhf much lift via new set purchases. (2) Most colorcasting stations at outset will be well-heeled vhf outlets in larger cities. (3) The big set makers -- with only one exception that we know of -- say they'll follow same practice as in black-&-white, equipping color sets with vhf tuners as standard equipment, charging extra for uhf tuners or strips.

We think uhf will get much greater boost from current price-cutting spree in black-&-white. Both Admiral and Philco now offer 21-in. all-channel sets at \$200 -- differential of only \$20 for uhf continuous tuner, normally \$40-60 extra. Motorola and some other major set makers can be expected to follow pattern.

**T**IGHTENED-UP TV CODE, as approved by NARTB board last week in Phoenix (see p. 1 & Vol. 10:4), contains 8 changes—most significant being in section on advertising which finalizes the formerly "suggested" time standards for advertising copy and restrictions on cow-catchers and trailers, and includes new paragraph discouraging more than 2 back-to-back announcements. Full text of Code, before amendments, is printed on pp. 362-367, *TV Factbook No. 18*. NARTB is preparing, and will distribute to members in few weeks, new edition as amended. The amendments (newly added material in italics, deleted material in brackets):

Acceptability of Program Material—new numbered paragraph between (a) (i) & (a) (ii): "Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words."

Subparagraph (p) revised: *Excessive or unfair exploitation of others [for personal gain] or of their physical or mental afflictions shall not be presented as praiseworthy.*

Presentation of Advertising — subparagraph 1(b) changed to read: "A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A TV broadcaster should [seek to] avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called 'cow-catcher' announcements) or by following the apparent sign-off of the program (as in the case of so-called 'trailer' announcements). To this end, the program itself should be announced and clearly identified *both audio and video* before the sponsor's advertising material is first used, and should be signed off *both audio and video* after the sponsor's advertising material is last used."

Time Standards for Advertising Copy—Paragraph 1,

preceding table: "In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:" New paragraph between 1 & 2: "Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1 above; however, any aural or visual presentation concerning the product or its donor, over and above such identification and statement, shall be included as commercial time within the meaning of paragraph 1 above."

New paragraph between 4 & 5: "Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than 2 announcements, either at station break or within the framework of a single program." Last sentence of paragraph 4 is deleted. Paragraph 5 revised: "Any casual reference *by talent* in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged."

Regulations and procedures, V Section 3 (b), changed to read: "The TV Code Review Board shall meet regularly once each quarter of the calendar year, on a date to be determined by the chairman. The chairman of the Review Board may, at any time, on at least 5 days' written notice, call a special meeting of the Board."

J. Walter Thompson Co. has supplied us with several dozen more copies of its Sept. 1, 1953 mimeo report on *Where the Sets Are* (Vol. 10:1), tabulating households and TV ownership in the first 312 markets of U. S. (Census Bureau divisions). They're available to our subscribers as long as supply lasts.

Big-circulating *This Week*, Sunday magazine supplement of *New York Herald-Tribune* and many other newspapers throughout country, names Leslie Lieber TV editor in move to increase coverage of the medium.

**Personal Notes:** Harold E. Fellows, NARTB president, assumes additional duties of board chairman April 1, succeeding Judge Justin Miller, who retires on \$7500 annuity and will serve as legal consultant on \$5000 annual retainer. Judge Miller returns in April to his home in Pacific Palisades, Cal., where he will write books on legal phases of TV-radio; he will be honored at a testimonial dinner in Washington in March . . . Pat Weaver, NBC pres., and Robert Sarnoff, exec. v.p., will be presented to President Eisenhower Feb. 6 by RCA-NBC chairman David Sarnoff . . . A. E. Joscelyn resigns as CBS Hollywood director of TV-radio operations . . . Hugh Terry, gen. mgr. of KLZ-TV & KLZ, Denver, hospitalized with heart ailment . . . Sterling Quinlan, gen. mgr. of ABC's WBKB, Chicago, promoted to v.p. . . . Theodore H. Walworth Jr., ex-NBC Spot Sales, appointed sales mgr. of WNBK, Cleveland, succeeding Charles H. Phillips, now sales mgr. of WOR-TV, N. Y. . . . George Dietrich promoted to national radio mgr., NBC Spot Sales, succeeding Wm. N. Davidson, now asst. gen. mgr. & sales director of WNBK, Cleveland; Edwin T. amcsn succeeds Dietrich as eastern radio mgr. . . . Ernest E. Stern promoted to ABC publicity mgr. . . . Harold E. Anderson resigns as v.p.-gen. mgr. of KOLN-TV, Lincoln, Neb., to join upcoming WDEF-TV, Chattanooga (Ch. 12); he will direct construction and become gen. mgr. of the new Tenn. outlet. . . . Harry Bubeck, NBC Radio program mgr. in Hollywood and veteran of 20 years with NBC, resigns . . . E. F. McLeod, ex-mgr. of WBML, Macon, appointed gen. mgr. of WDAK-TV, Columbus, Ga., under pres. Allen Woodall; Jack Rathbun adds programming to duties as operations director of WDAK-TV, Columbus, Ga.; Johnny Hugenberg promoted to production chief; Jack Poole to technical director . . . Don P. Molony, ex-WEHT, Henderson, Ky-Evansville, Ind., appointed v.p. of new WTSK-TV, Knoxville . . . Glenn Shaw, ex-KCCC-TV, Sacramento, named sales mgr. of KDYL (AM), Salt Lake City . . . Jerry Taylor, v.p. of

KMBC-TV & KMBC, Kansas City, who runs St. Mary's Lodge at Estes Park, Colo., has opened another—Lake Pleasant Inn, Beardsley, Ariz., about 45 mi. from Phoenix . . . Miss Claire Collins promoted to supervisor of ABC TV-radio sustaining traffic, succeeding Mrs. Jane Hagan Farno, resigned . . . Dan Lindquist promoted to production director, KCOP, Los Angeles; Don Forbes resigns as program mgr. . . . Richard H. Gourley, ex-WSPD-TV & WSPD, Toledo, appointed director of public relations, Edward Lamb Enterprises Inc. . . . Joan Thompson appointed DuMont coordinator of religious programs . . . Jack Simonsen assigned by CBC to upcoming CBHT, Halifax, N.S., due on air next fall, as technical director . . . Tom Flynn, ex-CBS and WOR, named DuMont account supervisor, David Alber Assoc., N. Y. . . . John McPartlin resigns as sales mgr. of WNBQ to join Chicago sales div. of Motion Pictures for Television Inc. . . . Thomas S. Cadden joins TV-radio dept. of Krupnick & Assoc., St. Louis . . . Jack Creamer joins Young & Rubicam TV-radio dept. in charge of General Foods accounts . . . Richard P. Buch named Atlanta office mgr. of CBS TV Film Sales . . . A. M. Martinez, ex-Melchor Guzman Co. rep firm, named v.p. of new Caribbean Networks Inc. . . . J. Robert Covington, asst. v.p. for sales & promotion, and Kenneth I. Tredwell, asst. v.p. for programs, promoted to v.p.'s of Jefferson Standard Bestg. Co. (WBTW & WBT, Charlotte) . . . Myron J. Bennett, newsman and onetime candidate for Gov. of Iowa, named program mgr. of KSTM-TV, St. Louis.

Judge Justin Miller, retiring chairman of NARTB, ex-dean of Duke U Law School, and onetime pres. of Federal Bar Assn., named chairman of a Federal Bar Assn. committee to draw up a report on "dismissals from govt. service."

Arthur B. Donegan, 44, publicity-promotion mgr. of WABC and ex-asst. publicity mgr. of ABC, died Jan. 22 at his N. Y. home after long illness.

Two more TV tower mishaps this week took toll in life and property. Steeplejack James Jones, of Jacksonville, fell 400 ft. to his death Jan. 26 when 29-ft. section of new 1000-ft. Lehigh tower for WTVJ, Miami, slipped and crashed to ground as he was swinging it into place. Station's promotion mgr. Burt Toppan suffered neck burn as piece of broken cable whipped by him. In Weslaco, Tex., \$35,000 GE Ch. 5 antenna for upcoming KRGV-TV dropped 660-ft. Jan. 27 and planted itself 25 ft. in ground before 3000 spectators who came to watch steeplejacks for J. J. Phillips Corp. raise it onto 700-ft. tower. No one was seriously injured. Station had planned Feb. 1 start, probably won't be delayed too long because GE had another antenna on hand, shipped it out at week's end. Two top sections of tower also had to be replaced. There was silver lining, though, and promotion-wise station, taking advantage of accident's news value, offered \$200 in prizes for best amateur photographs of crash.

Ad hoc committee to study tower lighting & marking problems as they relate to aircraft will be named by airdromes, air routes & ground aids (AGA) subcommittee of CAA's Air Coordinating Committee at next meeting, probably Feb. 10. At Jan. 27 meeting, subcommittee began preliminary discussions aimed at deciding whether methods should be devised to mark and light guy wires of high towers (Vol. 10:4). Committee will be composed of representatives of govt. and private agencies concerned with aviation, FCC, tower manufacturers, RETMA, NARTB. At this week's subcommittee meeting, Bureau of Standards representative reported on preliminary study made for Navy of possibility of using flashing beacons on ground near base of tower to warn pilots when visibility is limited.

"Round robin" microwave route encircling north-eastern quarter of nation will be completed this week by AT&T when new New York-Albany and Buffalo-Cleveland sections will be ready for use. System follows 2400-mi. circular route, connects New York, Albany, Buffalo, Chicago, St. Louis, Columbus, Pittsburgh, Washington with cities in between—and then back to New York. It will be arranged so that any interconnected station can originate program and transmit it to all others on system. Actual operation of full loop is expected late this summer. System ultimately will have 4 channels. N. Y.-Albany route has 3 channels, Buffalo-Cleveland 2. First network service for Albuquerque, only pre-freeze city non-interconnected, has been ordered for KGGM-TV by CBS. AT&T is expected to provide service by fall, probably by microwave from Amarillo. Tentative Feb. 1 date is set for these AT&T network interconnections: WRDW-TV, Augusta, Ga.; WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KHOL, Kearney, Neb.; WTOC-TV, Savannah; KWFT-TV & KFDX-TV, Wichita Falls, Tex.; WNEM-TV, Bay City, Mich.

Pacific broadcaster J. Elroy McCaw acquired 75% and Jack Keating 25% ownership of WINS, New York (50 kw on 1010 kc, independent) this week in \$450,000 purchase deal recently approved by FCC (Vol. 9:32, 52). Seller was Crosley, which originally paid more than \$1,000,000 for station. Theatreman Charles Skouras, originally announced as prospective 50% purchaser, pulled out of deal and the McCaw-Keating combination was banked by Bankers Trust Co., N. Y. Broker Howard Stark handled deal. McCaw is required by FCC to divest himself by Feb. 15 of his interests in AMs KPOA, Honolulu; KILO, Hilo; KORC, Mineral Wells, Tex.

**T**RANSMITTER shipments have trickled down to small flow, with no more waiting lists for equipment and manufacturers saying they can fill new orders promptly now. This week, RCA shipped 10-kw transmitter to WMUR-TV, Manchester, N. H. (Ch. 9), which should get on air in Feb., and on Feb. 1 DuMont ships 5-kw by boat to KULA-TV, Honolulu (Ch. 4), due in March.

GE reported no new-station shipments, but on Jan. 25 it sent 20-kw amplifier to 5-kw KTVV, Sioux City, Ia. (Ch. 9), and this week its engineers were testing new 12-kw transmitter for KJEO, Fresno, Cal. (Ch. 47), and were checking out new 35-kw of WOI-TV, Ames, Ia. (Ch. 5). DuMont also sent new 5-kw to WNHC-TV, New Haven, Conn. (Ch. 8).

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

KUTV, Salt Lake City (Ch. 2), owned by Frank C. Carman-Grant Wrathall group, will have transmitter house ready by June when it's due to get composite transmitter being custom-built in own Salt Lake City workshops. It plans Aug. tests with 150-ft. Blaw-Knox tower, will go commercial Aug. 15, affiliated with ABC, reports pres. Frank C. Carman. Rep will be Hollingbery, who will offer it under "group market plan" along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began last Aug.; KWIK-TV, Pocatello, Ida. (Ch. 10), and KLIX-TV, Twin Falls, Ida. (Ch. 11), both due this spring; KIFT, Idaho Falls (Ch. 8), due next fall.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage outlet atop 6288-ft. Mt. Washington, N. H., this week named John H. Norton Jr., ex-ABC Central Div. v.p., as gen. mgr., effective Feb. 1. Last announced target date was end of summer 1954, but it's expected station, jointly owned by New England radio interests headed by ex-Washington radio attorney John H. Guider, will go into operation before that. Studio construction is already underway at Poland, where the Ricker Inn, on grounds of famed Poland Spring House, is being renovated for purpose. Harrington, Righter & Parsons will be rep.

WDXI-TV, Jackson, Tenn. (Ch. 9), has ordered DuMont equipment for April delivery when construction is scheduled for completion, plans July tests, goes commercial in Aug., reports pres.-gen. mgr. Aaron B. Robinson, who also publishes *Corinth* (Miss.) *Corinthian* and operates radio WCMA, Corinth; WDXI, Jackson; WENK, Union City—all in Tenn. Rep will be Burn-Smith.

WTKI-TV, Durham, N. C. (Ch. 11), hasn't begun construction yet, but has DuMont equipment on order, plans start next Sept., according to pres. Harmon L. Duncan. Rep not yet chosen.

WRDW-TV, Augusta, Ga. (Ch. 12), has its 10-kw RCA transmitter, plans Feb. 1 tests using 425-ft. Emsco tower topped by 74-ft. 12-bay RCA antenna, goes commercial Feb. 8 with CBS-TV affiliation, according to gen. mgr. W. Ray Ringson. Exec. v.p. Allen M. Woodall also owns 50% of WDAK-TV, Columbus, and has interest in WETV, Macon. Hour rate will be \$200. Headley-Reed will be rep.

WGAN-TV, Portland, Me. (Ch. 13), has rescheduled target from Feb. 1 to May 1, goes commercial May 16, reports gen. mgr. C. E. Gatchell. Its 20-kw GE transmitter and 240-ft. Truscon tower surmounted by 74-ft. 12-bay superturnstile antenna, 626-ft. above av. terrain, will be atop Blackstrap Hill in W. Falmouth, Me. Owner Gannett Co. Inc. publishes *Portland Press-Herald* and *Express* and other Maine newspapers. Hour rate will be \$250. Avery-Knodel will be rep.

WQED, Pittsburgh (Ch. 13, educational), now plans Feb. 15 tests with 5-kw DuMont transmitter being installed on Herron Hill, overlooking Pitt Stadium. It will use Westinghouse's KDKA-FM tower. Studios at 4337 Fifth Ave. are in historic building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. Grants totaling \$350,000 to get started came from the Arbuckle-Jamison Foundation, Ford Foundation and A. W. Mellon Trust. Operating funds depend on allocations by schools, public subscriptions and gifts. Schools in 10-county area around city have been asked to contribute 30¢ a year for each child. Families with TV are asked to subscribe \$2 for monthly WQED *Program Previews*. To boost subscribers and to get "to the grass roots for program sources," WQED is organizing neighborhood Subscribers Television Guilds. For each block of 500 subscriptions from a Guild, WQED will place a TV set in a school or other institution designated by the group. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward C. Horstman, ex-ABC Chicago, chief engineer.

WJPB-TV, Fairmont, W. Va. (Ch. 35), which originally expected to get under way with only \$117,565 investment in equipment (Vol. 9:50), has revised original estimate to "under \$123,000" which pres. J. Patrick Beacom regards as record low for any station with complete camera chain. He's seeking CP modification to tilt beam, now plans Feb. 15 start with 1-kw Continental transmitter, will use 230-ft. Blaw-Knox tower from which FM antenna has been moved to another location. Hour rate will be \$200. Rep will be Headley-Reed.

Life Magazine again takes full-page ads in N. Y. newspapers Jan. 29 to show "how business ranks national advertising media"—with itself in first place with 1953 revenues of \$109,708,903. Next ranking (all PIB gross figures): (2) CBS-TV, \$97,466,809; (3) NBC-TV, \$96,658,551; (4) *Saturday Evening Post*, \$80,865,877; (5) CBS-Radio, \$62,381,207; (6) NBC-Radio, \$45,151,077; (7) *Time*, \$35,391,178; (8) ABC-Radio, \$29,826,123; (9) *Better Homes & Gardens*, \$27,240,924; (10) *This Week*, \$26,322,080; (11) MBS-Radio, \$23,158,000; (12) *Look*, \$22,971,144; (13) ABC-TV, \$21,110,680; (14) *Ladies' Home Journal*, \$19,660,979; (15) *Good Housekeeping*, \$16,324,132; (16) *Collier's*, \$16,310,942; (17) *American Weekly*, \$15,904,772; (18) *Newsweek*, \$15,205,490; (19) *McCall's*, \$13,165,666; (20) *Business Week*, \$13,150,555.

"Traffic cop" concept of FCC's functions — mere arbiter of electrical interference problems — was deplored by Comr. Robert T. Bartley in Jan. 29 address at Radio & TV Institute at U of Georgia, Athens. Citing Supreme Court decisions and Congressional actions, he said it was FCC's duty to "inquire not only into the technical feasibility of the proposed operation, but also into the more important aspects affecting the service to the public which will result from the grant of a broadcast license." He also frowned on those entering broadcasting for a "fast buck" and on absentee ownership. Discussing monopoly, he endorsed policy of multiple ownership, saying it permits networks to provide better service.

DuMont reorganized broadcast equipment setup this week, abolishing TV transmitter div. and creating transmitter dept. under new communication products div. (Herbert E. Taylor Jr., mgr.) in move which will "greatly enlarge production, sales and distribution" of broadcast equipment. It said sales of such equipment in 1953 were 80% greater than in 1952 and 167% over 1951. New dept. is headed by James B. Tharpe, national sales mgr. of old transmitter div. Charles E. Spicer is sales operations mgr., with these district mgrs.: Lewis C. Radford, eastern; Herbert Bloomberg, central; Robert J. Myers, western; Thomas B. Moseley, southern.

**Telecasting Notes:** Another big radio station boldly hikes daytime rates—CBS's KNX, Hollywood, which this week released Rate Card No. 13 upping rates Jan. 31 by 15.4%, first rise since March 1946; it's based on 38.8% increase in radio homes and claim of 108.2% increase in delivered daytime audience . . . Radio's thriving 1953 reflected in newly issued 1954 *Broadcasting Yearbook* guesstimate of aggregate AM times sales of \$498,428,000, up \$25,000,000 from 1952, with only network down (see also PIB report, p. 16) but with spot & local up; figure is broken down thus: local \$257,254,000, spot \$144,595,000, national network \$89,528,000, regional network \$7,051,000—all net time sales after discounts but before commissions to agencies & reps . . . Best TV guesstimate for 1953 is still \$450-475,000,000, up from official FCC figure of \$324,000,000 in 1952 (Vol. 9:52)—but true figures won't be available until reported by FCC auditors in spring; *Printers' Ink* places time-&-talent expenditures by advertisers at \$688,700,000, up 35.2%, in its McCann-Erickson survey Jan. 22 (Vol. 10:4) . . . TV rate trend continues upward (see *TV Factbook No. 18*) and these are latest to raise tariffs: KGMB-TV, Honolulu, Class A hour from \$200 to \$300, min. \$40 to \$60; WTVI, St. Louis, hour remains \$400 but 1-min. up from \$40 to \$60; WTVN, Columbus, hour remains \$500, min. up from \$80 to \$100; WKST-TV, New Castle, Pa., hour remains \$200, min. up from \$30 to \$40 . . . Wm. F. Broidy in deal with Robert L. Lippert whereby he will produce 12 features for Lippert release and will take over all Lippert TV sales, to be handled thru Official Films Inc. . . . Another TV hit to become feature film: Warner Bros. signs Jack Webb (thru Mark VII Ltd.) to make full-length movie out of *Dragnet* . . . Warner Bros. sets up new TV-radio unit in adv.-publicity dept., headed by Frank Hobbs, to concentrate on buying time to promote its pictures; Mort Blumenstock is v.p. in charge, with Hobbs reporting to Gill Golden, adv. mgr., and Larry Golob, eastern publicity director . . . Rabco Inc. is new TV film production company organized by ABC, producer Hal Roach Jr. and Wm. Morris Agency; new firm reportedly will go into large-scale production of TV films

FCC will come under closer surveillance of Congress this session as result of 2-hour Senate debate and unexpectedly heavy opposition vote Jan. 25 when ex-FBI man Robert E. Lee was confirmed as commissioner. Though he received comfortable margin of 58-25, opposition vote was biggest yet tallied against an Eisenhower nominee. Sen. Monroney (D-Okla.), who cast sole ballot against Senate Commerce Committee approval (12-1) of nomination (Vol. 10:4), led opposition to confirmation. While praising Lee's integrity and ability in other fields, he insisted nominee wasn't qualified for FCC and that his endorsement by Sen. McCarthy and association with Texas oilman H. L. Hunt's Facts Forum Foundation would create atmosphere of fear not only among broadcasters but among newspapers affiliated with TV-radio stations. Monroney lamented that President Eisenhower hadn't appointed "a practical broadcaster" to the post. Voting for confirmation were 40 Republicans, 18 Democrats; against were 22 Democrats, Republicans Aiken (Vt.) and Smith (Me.) and Independent Morse (Ore.) Minority leader Lyndon Johnson (Tex.), whose wife owns KTBC-TV & KTBC, Austin, was absent during most of debate and vote; later he said he would have voted for Lee nomination.

Amendment of "protest" section of Communications Act was requested by FCC in letter this week to House Speaker Martin. Commission asks that language be changed so that filing of protest doesn't automatically stop effectiveness of CPs. Present law, Commission said, makes possible "delaying tactics on the part of existing licensees or permittees attempting to forestall competition."

to be distributed through ABC Syndication . . . 1200 theatres closed their doors in 1953, compared to 973 in 1952 & 886 in 1951, reports *Hollywood Daily Variety* in preview of testimony to be presented to Congress by exhibitors seeking elimination of 20% admission tax; President Eisenhower vetoed similar bill last year . . . Who views re-runs of TV film? Audience isn't all new, A. C. Neilsen Co. found out in special survey of audiences of 13 shows for ABC, CBS & NBC; study indicates 34% of original audience watched same shows again on second run . . . Phonograph record producers are now gearing "tele shots" to coincide with release date of their new waxings, reports *Variety*, which observes TV is "developing into the top medium for getting new platter releases off the ground," citing case examples . . . First 4 documentaries of series titled *The Animal Fair*, produced by Pathescope Productions for American Cyanamid Co.'s Lederle Laboratories Div., being released to TV stations by Movies U.S.A. Inc., N. Y.; 27-min. films cover various livestock expositions, are offered free for showing as public service features . . . New TV farm programs: *RFD 6*, daily at 12:30 p.m. on KOIN-TV, Portland, Ore., aimed at Oregon & Southwest Washington farmers, conducted by Wm. E. Drips, onetime NBC director of farm programs; *Farm Program Sat.* on WTMJ-TV, Milwaukee, with stockyards traffic chief Hig Murray as m.c. Both shows will be partic. . . . National Assn. of Manufacturers weekly *Industry on Parade* film, handled by veteran G. W. (Johnny) Johnstone now being carried on 182 stations on exclusive-in-your-market basis . . . Charlotte's WBTB & WBT, owned by Jefferson Standard Life, broke ground Jan. 25 for new \$1,000,000 home on 6-acre tract, containing 47,000 sq. ft. of floor space, including 40x60 and 40x40 studios with 27-ft. ceilings . . . Students of 4 high schools and Rutgers U taking over complete operation of Walter Reade's new WRTV, Asbury Park, N. J. (Ch. 58) for full day each as part of community promotion . . . KMTV, Omaha, offers week's all-expense vacation in Sun Valley for 2 in slogan contest based on its call letters . . . KDRO-TV, Sedalia, Mo. (Ch. 6), due on air in Feb., switches rep to Pearson.

Metropolitan Opera opening nights go on TV again beginning this year—but this time it's theatre TV. Metropolitan Opera Assn. and Theatre Network TV this week announced 3-year contract to televise annual opening night—the celebrities and fashions as well as the operas—on closed-circuit theatre hookup as benefit for Opera Assn. and a local charity in each city where telecast is shown. TNT pres. Nathan L. Halpern has set goal of 100 theatres for the 1954 telecast in Nov. TNT televised *Carmen* from Metropolitan to 31 theatres in 21 cities last year, drawing audience of about 60,000. Theatre telecasts are expected to substantially cut down Met's annual deficit. Officials of Opera Assn. and TNT credited cooperation of unions with making the plan possible. Opening nights of 1948-50 were presented on home TV, sponsored by Texaco on ABC-TV, but were discontinued because of high costs.

National Football League rewrote its TV-radio restrictions this week to conform with last November's anti-trust decision (Vol. 9:46) after club owners voted unanimously not to appeal. Amendment to Article 10 of NFL constitution now specifically permits local TV-radio broadcasts within city where a game is being played provided part of broadcasting receipts are added to gross receipts of game. When club is away from home, any other club may telecast into its territory. Also added to constitution was new section binding each club to court decision. TV network representatives attended club meeting in Philadelphia to start working out plans for next season.

FCC's "functional music" proposals for FM (Vol. 10:1) were endorsed by NARTB board at Phoenix meeting.

**Color Trends & Briefs:** Each color program is still an event, because there is average of only 2-3 live shows a week, anywhere. NBC feeds its color premieres to whole network, of which 20-30 stations rebroadcast them in color, rest in monochrome. CBS has one program weekly, carried only in New York and Baltimore. Only other stations able to originate color are: WABD, New York, slides & film; WPTZ, Philadelphia, slides & film; WMAR-TV, Baltimore, slides. Many others have origination equipment on order, expect it to start coming through in next month or two. For benefit of those who have the 2-300 color "sets-in-use," here are known color schedules:

NBC-TV—*Zoo Parade* Jan. 31, 4:30-5; *Howdy Doody* Feb. 1-5 (daily), 5:30-6; *Judge for Yourself* (Fred Allen) Feb. 9, 10-10:30; *Meet the Press* Feb. 14, 6-6:30; *Camel News Caravan* Feb. 16, 7:45-8; *Your Hit Parade* Feb. 20, 10:30-11; *Armstrong Circle Theatre* Feb. 23, 9:30-10; *Excursion* Feb. 28, 4-4:30; *Ding Dong School* March 8, 10-10:30 a.m.; *Eddie Fisher* March 10, 7:30-7:45; *Name That Tune* March 15, 8-8:30; *On Your Account* March 19, 4:30-5.

CBS-TV—*New Revue*, every Friday, 5:30-6, New York and Baltimore only. Paul Tripp is tentatively scheduled for 5:30-6 *Paul Tripp's Party* Tuesdays, starting March 2.

In NBC's schedule are many "firsts." Beside network programs, it had first commercial local origination schedule for WNBT, New York, Jan. 29, with Jinx Falkenburg show 1:45-2:30, featuring guests Ethel Waters, Dennis Day and Beatrice Kraft and fashion show.

Another milestone will be first non-closed-circuit film-and-live program on Feb. 16 sixth anniversary of *Camel News Caravan*. Films will be Far Eastern documentary shot by famed photographer twins Gene and Charles Jones, plus fashion shots from Florida and California.

*Zoo Parade* is built around theme of "animal adaptation," featuring, among other animals, a crow, white cockatoo, golden pheasant, green frogs.

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Beside color programs for network, NBC is conducting closed-circuit demonstrations for various groups, such as Feb. 25 session for Folding Box Assn., makers of packages, and ink manufacturers. In addition, it feeds color signals to WPIX, New York, which broadcasts them 11 a.m.-12:30 p.m. weekdays. CBS is still reticent about color plans. A third once-a-week program is to be added during first quarter, so as to provide a program near beginning, middle and end of each week. All will be offered to whole network, though number that will take them is still unknown. WCBS-TV also offers color test signals weekdays, 6:30-7 a.m.

Analyzing success of NBC Spot Sales' closed-circuit demonstration of how to integrate color commercials into black-&-white schedule (Vol. 10:3), Jan. 30 *Tide Magazine* quotes reaction of a couple influential advertisers, not now heavily in TV. Wm. Gorman, controller of Gimbels, said: "Having seen the demonstration, I personally feel color TV will be a far more useful medium to stores such as ours than black-&-white now is." A. F. Guckenberger, adv. mgr. of Ward Baking Co., commented: "Cake really looks like cake in color."

Still hope for color converters? Quote from FCC Comr. George Sterling's Jan. 28 address to Boston IRE: "While I had thought that the point of no return had been passed in converting black-&-white receivers, I now have a notion that some gimmick not too costly in price will be devised which will enable a monochrome receiver to receive color programs—in color. It would surely meet public acceptance by those who cannot afford a color receiver until they are available at reasonable cost."

**Network Accounts:** Million-dollar promotion campaign, biggest ever for any network program, is being launched Feb. 1 by NBC-TV for upcoming women's-angle daily series, *Home*, which debuts March 1, weekdays 11 a.m.-noon (Vol. 10:4). Campaign breaks with full-page ads in metropolitan newspapers, will run at least until April 1, features on-air plugs, 1-min. promotional films, letters to adv. agencies, etc. Four sponsors have already been signed, but NBC prefers to wait until larger group has signed before releasing any names . . . International Minerals & Chemicals Corp. (Ac'cent food flavoring) buys 26 partic. on Garroway's 7-9 a.m. *Today* on NBC-TV thru BBDO; Polaroid Corp. buys 60 partic., thru BBDO; Magic Chef (ranges) 12 partic., thru Krupnick & Assoc., St. Louis; Jacques Kreisler Mfg. Co. (watch bands) 11 partic., thru Foote, Cone & Belding . . . Borden's drops *Treasury Men in Action* from NBC-TV, Thu. 8:30-9 p.m., effective in late April, when it goes to unstated time on ABC-TV . . . American Home Products Corp. sponsors *Secret Storm* on CBS-TV starting Feb. 1, Mon.-Wed.-Fri. 4:15-4:30 p.m., thru Biow . . . Quaker Oats sponsors *Contest Carnival* on CBS-TV starting Feb. 7, Sun. 12:30-1 p.m., thru Sherman & Marquette . . . Helene Curtis Co. (hair preparation) expands sponsorship from alt.-week to weekly of *Down You Go* on DuMont starting Feb. 5, Fri. 10:30-11 p.m., thru Ruthrauff & Ryan . . . Thor Corp. (appliances) drops *Quick as a Flash* on ABC-TV, effective Feb. 25, Thu. 8-8:30 p.m. . . . With regional sponsors, *Jane Pickens Show* debuts on ABC-TV Jan. 31, Sun. 9:15-9:30 p.m. . . . Old Gold sponsors *Truth or Consequences* on NBC-TV starting May 18, Tue. 10-10:30 p.m., as summer replacement for Fred Allen's *Judge for Yourself*, thru Lennen & Newell.

Army Signal Corps' film *Atrocities in Korea*, barred from TV until Jan. 28, now being released to 261 stations.

**Colorcasting Miscellany:** CBS-TV plans to convert to color its Studio 43 at Hollywood TV City . . . KMTV, Omaha, doesn't expect to originate color until late 1955, but it has appointed as color consultants Eugene Kingman, director of Joslyn Memorial Art Museum, and Kendrick Wilson, director of Omaha Community Playhouse . . . Katz rep firm has published 39-p. *Focus on Color TV*, a status report on color covering networking, slides, film, local origination, tape, receivers, etc. . . . NBC's mobile unit, back from Pasadena, is now being remodeled, will get a third camera before use on next remote. . . . DuMont reports sale of a "Colorvision" slide scanner to Eitel-McCullough; previous units went to Motorola & CBS.

First RCA receiving tubes, made specially for color, announced this week: 6AN8, triode-pentode for low-frequency oscillator, sync-separator and phase-splitter circuits; 6BD4, beam triode for voltage regulation of high-voltage, low-current DC power supplies; 3A3, half-wave vacuum rectifier for rectifying high-voltage pulses; 6BY6, pentagrid amplifier for use as gated amplifier, also as a combined sync separator and sync clipper; 6AU4-GT, half-wave rectifier for damper-diode service in color sets and for monochrome sets with 90-degree deflection tubes.

Preparing for color shipments, GE TV-radio dept. this week announced division of responsibility between monochrome and color for 3 functions: receiver sales, advertising, engineering. In first appointments, Paul H. Leslie, ex-TV sales mgr., is named sales mgr. for monochrome sets and Joseph F. Effinger, ex-Cincinnati district sales mgr., is appointed sales mgr. for color receivers.

Transmission of color test signals simultaneously with regular black-&-white or color programs would be so useful, says NBC engineering v.p. O. B. Hanson, that NBC has been studying techniques for months. Among methods considered is one suggested by Telechrome Inc. (Vol. 10:4).

**TV SALES GO UP AS PROFITS COME DOWN:** TV business apparently picked up generally in recent weeks after sluggish start in early Jan., giving trade much-needed boost and raising hopes month's sales showing at all levels won't be as bad as first feared.

Local conditions vary, of course, but even RETMA lent statistical support to widespread bullish reports in disclosing distributor sales to dealers went up to 190,000 week ended Jan. 22 from about 150,000 in each of 2 preceding weeks. And while official RETMA statistics on retail sales won't be available for a few weeks, reports from field point consistently to recent pickup.

Major set makers, who set the industry pace, say their business is holding up well in face of normally slow post-Xmas tendency, bad weather over much of nation, advent of color, etc. They said they had no definitive explanation to offer.

Motorola v.p. E.R. Taylor said his company, while not cranking up full tilt, had increased output considerably over last 2 weeks to meet increased demand. And accenting trend to low-priced merchandise, he also disclosed Motorola had discontinued production of all 24 & 27-in. sets, now makes only three types: 17 & 21-in. tables and 21-in. open consoles. Other manufacturers have sharply curtailed production of larger sizes, probably have quietly eliminated some types, too.

Admiral's Joe Marty said sales so far were ahead of last Jan., with sizable pickup last 2 weeks. RCA and Philco spokesmen said much the same thing. Philco confirmed reports that 700 TV-radio workers had been laid off in last 4 weeks, but said they were hired on temporary basis last summer when new factory was opened and were retained rest of 1953 as long as production remained high.

Though volume was improving, profits weren't. Said Taylor: "Nobody's making money with 17-in. sets selling for \$150 & \$160, and 21-in. all-channel sets at \$200. Labor hasn't gone down, components have gone down only slightly. The only thing that's really gone down is the profit -- and that hurts!"

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The few color sets got wider distribution on dealer floors this week, permitting fuller evaluation of public reaction. Differing with locale, consumers usually showed keen interest, liked pictures but not the \$1000-plus price tags and small screens. The few dealers who had color set used it as traffic-builder, reporting they drummed up some black-&-white business as a result. Big Abraham & Straus dept. store in Brooklyn became perhaps first retail outlet to sell a color set. It took order from unidentified woman for \$995 set assembled by Philharmonic, using tube and other components from RCA and merchandised under store's AMC label.

Manufacturers show no inclination to sell current small-screen sets. Even RCA, stating it possessed only 150 sets, would not sell any -- merely has them out on loan -- and no other major manufacturer could be found with a set he would sell and immediately deliver. Admiral has 25-30 on loan, hasn't told of selling plans.

When larger color screens will be marketed, is still anybody's guess. Zenith v.p. H.C. Bonfig, speaking this week to Chicago Federated Advertising Clubs, said he could not escape the feeling that current 15-in. color set is "already obsolete, or if not obsolete, it will be before the year is out." He added: "The industry's race for development of an inexpensive color picture tube makes the race-for-obsolescence factor stare right out of that tube face in 3 primary colors."

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TV production advanced to 111,188 week ended Jan. 22, up from 95,915 preceding week and 106,525 week of Jan. 8, bringing 3-week production for year to date to about 313,000, compared to about 520,000 for first 3 weeks of 1953. Jan. 22 week's radio production totaled 215,976, compared to 221,372 week ended Jan. 15 and 225,481 week before. It brought 3-week output to about 462,000 vs. 746,000 in 1953.

RETMA also reported official 1953 production of 7,214,787 TVs & 13,368,556 radios, including auto sets. TV output was second only to 1950's 7,463,800, was well up from 1951's 5,384,798 and 1952's 6,096,279 (for month-by-month tabulations of TV sets by types, 1947-53, see p. 334, TV Factbook No. 18). Radios were up from 1952's 10,934,872 but far from 1947's record 20,000,000. Here's monthly breakdown of TV and radio production for 1953:

	<u>1953 Production</u>		<u>1953 Radio Production by Types</u>			
	<u>Total TV</u>	<u>Total Radio</u>	<u>Home Sets</u>	<u>Portables</u>	<u>Clock</u>	<u>Auto</u>
January.....	719,234	1,093,142	361,921	93,962	189,592	447,667
February.....	730,597	1,192,439	402,742	87,711	210,924	491,062
March (5 wks)	810,112	1,549,203	442,101	177,656	275,079	654,367
April.....	567,878	1,158,936	286,974	201,476	198,394	483,092
May.....	481,936	1,108,991	278,156	204,065	129,391	497,379
June (5 wks).	524,479	1,163,831	287,724	239,189	131,144	505,774
July.....	316,289	674,459	172,197	78,434	87,620	336,208
August.....	603,760	991,637	299,939	145,460	169,301	376,937
Sept. (5 wks)	770,085	1,216,525	529,427	147,355	182,417	357,326
October.....	680,433	1,052,493	370,178	135,009	189,230	358,076
November.....	560,197	1,065,785	457,151	127,316	171,356	309,962
Dec. (5 wks).	449,787	1,101,115	514,428	103,931	117,672	365,084
TOTAL.....	7,214,787	13,368,556	4,402,938	1,741,564	2,041,120	5,182,934

**'WORLD'S FASTEST GROWING MAJOR INDUSTRY':** Electronic industry's Mr. Statistics had some fabulous figures for N.Y. Society of Security Analysts this week. Sylvania's sales research director Frank Mansfield, who also heads RETMA statistical committee, called electronics "world's fastest growing major industry", estimated sales and revenue volume at about \$8 billion a year at present, foresaw more than \$13 billion annually in sales and revenue within next 8 years.

An accurate prophet in the past, Frank Mansfield's figures are usually taken quite seriously by the industry. So it will sit up and take notice when he says that by 1960-62 color will amount to 80% of all TV set sales. Here's a summary of what he foresees, with some amazingly precise figures which could some day rise to plague him, even though he allows himself a 3-year leeway for their achievement:

Television: Receiver sales at retail in 1953 totaled 6,600,000 units, at factory value of \$1.1 billion. In 1957-59, they'll average 5,300,000-to-6,900,000, valued at \$1.9-to-\$2.5 billion, with about 46% of them in color; in 1960-62, between 5,400,000-&-8,100,000 annually, valued at \$1.65-to-\$2.47 billion, about 80% of them in color. By end of 1955, entire country except for "very fringe territory" will be covered by good TV signals, he declared, noting that half of the homes of U.S. are now 85% saturated, while another 36% of nation's homes have 40% TV saturation.

Radios: About 7,000,000 home radios, at \$113,000,000 factory value, were sold at retail in 1953, plus 5,200,000 auto sets at \$150,000,000. In 1954, about 6,000,000 home sets valued at \$100,000,000 plus 4,100,000 auto sets at \$123,000,000 will be sold. For 1957-59, he foresaw home set sales of 7,800,000 a year at annual value of \$126,000,000 and auto set sales of 3,600,000-5,000,000 at \$108-150,000,000.

Phonograph players: Should maintain fairly level volume of sales between \$120,000,000 & \$130,000,000 a year in next decade -- though increasing popularity of high-fidelity systems may well increase this total considerably. (RCA v.p. Mannie Sacks predicted phonograph record sales of \$300,000,000 a year by 1960; Vol. 10:3.)

Tubes and components for repair: Totaled about \$600,000,000 in 1953, will be about \$850,000,000 in 1954, \$1.4 billion in 1957-59, \$2.2 billion in 1960-62.

Defense purchases of electronics products totaled \$2.8 billion in 1953, may go up to \$2.9 billion this year, to \$3.1 billion a year in 1957-59 and \$3.8 billion in 1960-62. He said this estimate was based on assumption of "no shooting war". Though Govt. will remain biggest customer of industry and bulk of production will continue to go for defense and entertainment, electronics equipment for industry and

commerce will make steady advances, totaling some \$274,000,000 in 1954, \$520,000,000 by 1957-59 and \$945,000,000 by 1960-62.

Markups on all electronics items from factory to consumer will account for another \$1.4 billion in 1954, he figures, and should reach \$2.5 billion in 1960-62.

\* \* \* \*

Lumping revenues from TV-radio broadcasting with radiotelegraph & commercial cables, Mansfield arrives at a total of \$1.285 billion in 1953, says these should go up to \$1.4 billion in 1954, \$1.5 billion in 1957-59, \$1.8 billion in 1960-62.

RCA v.p. Dr. C.B. Jolliffe, at same meeting, said he agreed with Mansfield's over-all statistical forecasts, though differing on some individual items. Philco v.p. Courtney Pitt predicted factory value of all electronics items sold in 1954 would be \$5.1 billion -- got this total from estimated \$3.5 billion for defense purchases, \$1.2 billion for TVs, \$300,000,000 radios, \$100,000,000 industrial items.

**Trade Personals:** W. A. Bles, ex-v.p. & gen. sales mgr. of old Crosley div. prior to reorganization last year, resigns as v.p. of parent Avco Mfg. Corp., returns to Los Angeles home, but continues with Avco as consultant . . . John Kelly, ex-Raytheon Distributor Inc., Chicago, named gen. sales mgr. of Raytheon TV-radio div., succeeding Wm. J. Helt, now pres. of Appliance Distributors Inc., Indianapolis Raytheon outlet . . . Ellis L. Redden resigns as Motorola adv. & sales promotion director; effective on March 1, he will be succeeded by David H. Kutner, now in same position at Norge div. of Borg-Warner Corp. . . . Kenneth C. Meinken Jr. resigns as v.p. & gen. sales mgr. of National Union Radio Corp. (tubes) to become sales mgr. of Automatic Mfg. Corp., Newark (electronic components); he assumes duties handled by sales v.p. Bert E. Smith, to whom he reports . . . Fred M. Link, ex-pres. and founder of old Link Radio Corp., appointed director of DuMont's new mobile communications dept., supervising marketing of mobile and fixed-station radio transmitter & receiver equipment; he thus renews association with Dr. DuMont begun when both were with old De Forest Radio Co. in late 1920's . . . Thomas Ryan named Sylvania midwest sales mgr., Robert Burbidge west coast sales mgr. . . . Eugene S. Fields Jr. resigns as mid-Atlantic district mgr., Raytheon TV-radio div. . . . Wm. Rider, ex-Avco, named CBS-Columbia district mgr. in Cleveland . . . Raymond P. Weis promoted to sales promotion mgr., Stromberg-Carlson sound equipment div. . . . Allen N. White Jr. resigns as sales promotion mgr. of Westinghouse TV-radio div. . . . Raul H. Frye, ex-Raytheon, appointed engineering v.p., National Co., Malden, Mass.; Thomas D. Walsh promoted to v.p. & controller . . . Neil R. Seitzman appointed sales mgr. of Reon Resistor Corp., Yonkers, N. Y., taking over duties handled by pres. Leon Resnicow . . . Harold J. Adler, ex-Hallcrafters, appointed engineering v.p., Edwin I. Guthman Co., Chicago (capacitors) . . . E. Hoy McConnell upped to Capehart-Farnsworth sales promotion mgr.; Philip B. Parker, ex-Landers, Frary & Clark (appliances), named Dallas sales mgr. . . . Wm. H. Rickards, ex-Radiart & Cleveland Electronics, named to new post of director of engineering, Ward Products div. of Gabriel Co. (antennas) . . . Howard N. Gross named Motorola regional sales mgr. for Washington-Baltimore-Newark territory, replacing Charles Klein, resigned . . . John Jipp, ex-Motorola, named instrumentation recorder sales mgr., Ampex Corp., Redwood City, Cal.

Distributors Notes: RCA Victor appoints Prudential Distributors Inc., Spokane (Bedri Saad, pres.), replacing Harper-Meggee Inc., now out of business . . . Hoffman Radio appoints Covington Distributing Co., Houston (A. B. Covington, pres.) . . . CBS-Columbia appoints McCormack & Co., ex-Hoffman Radio San Francisco outlet, replacing Pacific Northern Appliances . . . Philco appoints Luckenbach Inc., Pottsville, Pa. (Russell W. Zacharias, pres.), replacing Al Saphin Co. . . . Emerson appoints Graybar, Cincinnati . . . Crosley-Bendix appoints Robert L. Rice Co., Portland, Ore. . . . Meck TV appoints Milmar Inc., Cleveland . . . Tele King closes factory branches in Philadelphia, Cincinnati, Hartford & Charlotte for reasons of economy, appoints Kingsley Stubbs Co., San Francisco, and F. E. Becker & Co., Portland, Ore. . . . Hoffman Radio appoints Paul G. Bryant, ex-gen. mgr. of Hoffman Sales Corp. of Los Angeles, as gen. mgr. of Hoffman distributor organizations in Seattle, Portland, San Francisco, Los Angeles & San Diego; he's succeeded by Jack Herbst, ex-sales mgr. of Hoffman Sales Corp. of Los Angeles . . . Admiral Chicago factory branch appoints Wm. A. Larson mgr. of distribution, replacing Paul Dorsey, now gen. mgr. of San Francisco branch; Wm. Oppenheim appointed TV & appliances sales mgr., replacing Julian Rudoy, resigned . . . Philco Distributors, Philadelphia, appoints James F. Haley TV-radio sales mgr.; Philco-Los Angeles appoints Milton Golden sales mgr. of electronics div. . . . Raytheon Little Rock factory branch appoints Albert F. Bushkuhl mgr., replacing James Sprague, resigned . . . J. M. Oberc Inc., Highland Park, Mich. (Arvin) appoints Robert F. Perkins, ex-Emerson of Michigan, as sales mgr.

Frederick D. Ogilby, v.p. & gen. mgr. of Philco TV-radio div., takes full charge of TV, Wm. H. Chaffee takes over for radio, following promotion last week of Larry F. Hardy, ex-pres. of TV-radio div., to be v.p. in charge of product development. Raymond A. Rich is promoted to v.p. & gen. mgr. in charge of Philco refrigeration div., succeeding John M. Otter, now v.p. in charge of consumer product divs.; Samuel N. Regenstrief, ex-v.p. of refrigeration div., named v.p. in charge of manufacturing for all major appliance products, including newly-acquired Dexter home laundry equipment line (Vol. 9:50).

Westinghouse cut prices by \$20 this week on 4 more vhf-only sets: 17-in. black plastic table, from \$180 to \$160; 21-in. mahogany masonite table, \$200 to \$180; 21-in. open-face mahogany console, \$300 to \$280; 21-in. open-face frosted oak console, \$320 to \$300. Optional uhf tuners are \$40 extra. Westinghouse also announced construction had started on 150,000-sq. ft. warehouse adjoining TV-radio plant at Metuchen, N. J.

General Foods Corp. has set up new post of "director of electronic applications," assigning Harold H. Cauvert to job; he's ex-mgr. of staff operations for sales div.

Pitching for RCA account which quits J. Walter Thompson June 1, William H. Weintraub & Co. placed full-page ad in Jan. 28 *New York Times*, strikingly captioned with letters RCA in Morse code and addressed to executives of RCA-NBC, listing top 28 by name, then followed this up with presentation. New adv. agency will be chosen in month or two.



**Full Text of FCC's**

# **PROPOSED SCHEDULE OF LICENSE FEES**

## **Charges to Be Made for Handling of Applications, Modifications, Licenses**

**Of All Broadcast Stations, Safety & Special Services, Experimental Services, Equipment Type Acceptance & Approval, Operator Licenses, Ship Inspections, Common Carrier Services**

Notice of Proposed Rule-Making Issued Jan. 28, 1954 as FCC Public Notice No. 54-76, Mimeo 215

Comments Due by April 1, 1954 (see *Television Digest*, Vol. 10:5)

In the Matter of  
Establishment of Fees for the  
Commission's Licensing and  
Similar Activities

} Docket No. 10869

### **NOTICE OF PROPOSED RULE MAKING**

1. Notice is hereby given of rule making in the above entitled matter.

2. Pursuant to the provisions of the Independent Offices Appropriation Act of 1952 (5 U.S.C., Sec. 140), set out in Appendix A hereto, Congress has stated that work performed by Government agencies in connection with the issuance of franchises, licenses, permits, certificates, registrations and the like for any person, except those engaged in the transaction of official business of the Government should, to the full extent possible, be self-sustaining. In order to bring about the accomplishment of this objective, Section 140 of Title 5 authorizes the head of each agency to prescribe by regulation such fees and charges as he shall determine to be fair and equitable "taking into consideration direct and indirect costs to the Government, value to the recipient, public policy or interest served, and other pertinent facts."

3. The enabling legislation referred to above also provides that the fees and charges shall be as uniform as practicable throughout the Government and shall be subject to such policies as the President may prescribe. In view of this provision, the Commission refrained from taking any action looking toward the establishment of a schedule of fees, pending consideration of the matter on an over-all Government basis by the Bureau of the Budget operating in behalf of the President. Such a study has now been completed, and the Bureau of the Budget has issued Circular No. A-25 relating to "Fees for licensing, registration, and related activities" which sets out, in some detail, uniform standards to be applied by the various departments and agencies of the Government in implementing the provisions of Section 140, Title 5 of the United States Code.

4. The attached proposed schedule of fees for the various Commission licensing activities has been drafted in compliance with the provisions of the Budget Bureau Circular. In order that interested parties may be advised as to the basis upon which the proposed schedule of fees has been prepared, the following information is provided:

(a) The Commission has determined that all of its activities including the issuance, renewal, modification, transfer, or termination of any license or certificate must be characterized as licensing activities for which appropriate fees shall be charged with the exception of the enforcement activities of the Field Engineering and Monitoring Bureau and, to a limited extent, in the Broadcast and Safety & Special Radio Services Bureaus as well, and with the exception of the non-certification common carrier regulatory activities performed by the Common Carrier Bureau. And, in accordance with the policy of both the

Congress and the over-all government program, the Commission's licensing activities for which reimbursement charges are to be levied include both the direct and indirect costs of such activities. It has been determined that during the Fiscal Year 1953 approximately 45% of the Commission's entire expenditures were in fact directly or indirectly related to licensing activities. This percentage of the Commission's budget has been utilized as the full cost recovery base from which the fees set forth in the attached schedule have been derived.

(b) In determining the proper groups or categories of licensing fees the Commission has made use of the primary functional divisions into which the Commission has been organized and has calculated separate fees for the licensing activities of each of the 4 functional bureaus as well as for the special licensing activities in the Office of the Chief Engineer. By such a segregation it has been possible to avoid any subsidization of one type of licensing activity by another. At the same time, where personnel of one of the Commission's bureaus have performed services which are related to the licensing functions for which another bureau bears primary responsibility, the expenditures for such activities have, for purposes of the attached schedule, been allocated to the licensing functions of the latter bureau. Thus, the antenna survey and initial inspection activities of the Field Engineering and Monitoring Bureau, which are directly related to the licensing of broadcast stations, have been included in calculating the expenses of processing broadcast applications. Similarly, the expenses of such separate offices of the Commission, as the Office of Opinions and Review and Office of Hearing Examiners, have been allocated among the various functional bureaus at a ratio approximating our budget estimates as to the relative amount of time spent by such offices on the several types of licensing activities.

(c) Within each bureau the Commission has endeavored to avoid any undue multiplicity of separate charge. It has done this both upon the belief that such general grouping of related and similar licensing activities will aid both the Commission and the affected parties in complying with the new provisions with a minimum amount of additional time and effort and because of our recognition that no accurate allocation of exact costs between the various sub-categories of the Commission's licensing activities is possible. Accordingly, and in conformity with the provisions of the Budget Bureau's Circular, fees for different services within each particular bureau have been limited to a few broad comparable classes of actions.

(d) In the attached schedule no direct fees are proposed with respect to the institution of rule making proceedings; the cost of such proceedings has been considered as a portion of the normal costs of license processing in the areas covered by such rules. Moreover, no fees are proposed to be charged with respect to revocations or modifications of station licenses or suspension of operators' licenses initiated by the Commission. Finally, it is proposed to exempt from the category of applications for which a fee

will be charged for processing, applications having as their sole objective the modification of existing licenses to conform with the requirements of the EARC program. This latter exception was made because the Commission believes it would manifestly not be in the public interest to penalize persons who voluntarily cooperate with the Commission in carrying out the EARC program, or similar programs, when no fees would be assessed against those persons who refuse such voluntary cooperation and are required to modify their licenses on the basis of action initiated by the Commission itself.

(e) With the exceptions indicated in the paragraph above it is proposed to charge a fee in connection with all licensing activities of the Commission. In all cases the fees have been calculated upon the basis of recovering approximately the full costs involved in carrying out the particular licensing activity in question.

5. Proposed Schedule for Broadcast Services—It is proposed to divide all applications for authorizations in the broadcast services into two categories. For the first of these categories, involving major analysis and action by the Commission a fee of three hundred twenty-five dollars (\$325) would be charged. For all other applications in the broadcast services a fee of fifty dollars (\$50) would be charged.

A. Major Broadcast Applications ..... Fee \$325

(1) AM, FM, and Television Facilities—applications for:

- (a) Construction permits for new stations
- (b) Modification of construction permits or modification of licenses involving any of the following types of action:
  - i. Change in station power
  - ii. Change in station frequency
  - iii. Change in station location
  - iv. Change in mode of operation (including any change in the antenna pattern or hours of operation)
- (c) Licenses to cover new stations or modifications of construction permits listed under (b) above
- (d) Renewals of licenses
- (e) Assignment or transfer of permits or licenses
- (f) Special Service Authorizations covered by Section 1.325 of the Commission's Rules

(2) International broadcast stations—applications for:

- (a) Construction permits for new stations

B. Minor Broadcast Applications ..... Fee \$50

- (1) All applications relating to auxiliary broadcast stations (Part 4 of the Commission's rules)
- (2) All applications with respect to international broadcast stations, except applications for construction permits for new stations
- (3) All applications for construction permits, or for modification of construction permits, or licenses for AM, FM, and Television stations other than those listed in "A" above
- (4) Applications under Section 325 (b) of the Communications Act of 1934, as amended

6. Proposed Schedule of Fees for Safety and Special Radio Services—It is proposed that a fee of ten dollars (\$10) be charged for the processing of all types of applications in these services including original applications, renewals, modifications, etc., with the exception of applications in the Amateur, Disaster, and RACES Services, for which a charge of three dollars (\$3) will be assessed. The three dollar charge with respect to the amateur service is for *each* application filed whether for station license, operator license, change of address, renewal, etc., or any combination thereof. The lesser fee for the processing of applications in the Amateur, Disaster, and RACES services is because the Commission believes that it would be contrary to the public interest, to require applicants therefor to pay the full amount that would be required if

applications in such services were grouped, for purposes of this notice, with the other services coming within the jurisdiction of the Safety & Special Radio Services Bureau.

7. Proposed Schedule of Fees for Experimental Services—It is proposed that a fee of twenty dollars (\$20) be charged for the processing of all applications, both formal and informal, filed in this service in accordance with the provisions of Part 5 of the Commission's rules.

8. Proposed Schedule of Fees for Type Acceptance and Approval—It is proposed that a fee of one hundred dollars (\$100) be charged for each application for type acceptance of equipment; that a fee of six hundred dollars (\$600) be charged for all applications for type approval filed in accordance with Part 18 of the rules, and that a fee of fifteen hundred dollars (\$1500) be charged for the processing of any application for type approval covered by Parts 3, 8, or 19 of the Commission's rules.

9. Proposed Schedule of Fees for Operator Licenses—It is proposed that a fee of three dollars (\$3) be charged in connection with the processing of all applications for commercial operator licenses regardless of class, including original applications, applications for renewal either by examination or by service under waiver of Section 13.28 of the rules, requests for duplicate licenses, endorsement on all outstanding licenses, and verification cards requested at any time other than upon the issuance of a license or a renewal thereof. It is also proposed that a fee of three dollars (\$3) be charged for processing an application for a restricted radio telephone operator's license.

10. Proposed Schedule of Fees for Ship Inspections—It is proposed to charge a fee of thirty dollars (\$30) for each application filed for the following type ship inspections even though an inspector may be required to visit a ship more than once before a certificate is issued:

- (a) U. S. Compulsory Ocean-going Telegraph.
- (b) U. S. Compulsory Ocean-going Telephone.
- (c) U. S. Compulsory Great Lakes Telephone.
- (d) Foreign Compulsory Ocean-going Telegraph and Telephone.

(This does not change in any way the existing requirement under Section 4(f)(3) of the Communications Act, as Amended, that the U. S. Government be reimbursed for extra compensation resulting from overtime services in connection with ship inspections.)

11. Proposed Schedule of Fees for Common Carrier Services—It is proposed to charge the following fees in the Common Carrier services:

- (a) Applications filed by telephone companies under Section 221 of the Act for acquisitions, consolidations, etc.—\$350.
- (b) Formal applications filed by telephone companies under Section 214 of the Act for the construction or extension of a line—\$150.
- (c) Applications for exemptions from Commission jurisdiction under Title II of the Act—\$150.
- (d) All other applications filed by common carriers under Titles II and III of the Act, except applications filed by carriers under Parts 7, 8, 10 and 14 of the Commission's Rules and Regulations which are covered by the fees set forth in the schedule of fees for the Safety and Special Radio Services—\$30.

12. It is contemplated that this schedule be reviewed biennially, and adjustments made where necessary to conform the fees charged to actual experience in the light of new or changed circumstances.

13. Each application for which a fee is prescribed must be accompanied by a remittance in the full amount of the fee. In no case will an application be accepted for filing or processed prior to payment of the full amount specified. Applications for which no remittance is received, or for which an insufficient amount is received, may be returned to the applicant.

14. Provision will be made for a Cashier's Office to be located in the Commission's Offices in Washington, D. C., for the purpose of accepting application fees presented in

person or submitted through the mail. Applications received in Washington will be processed through the cashier's office and stamped with the amount received prior to being forwarded to the appropriate bureau or staff office for further handling. Such payments may be made in United States legal tender, Domestic or International Postal Money Orders, or checks payable to the Federal Communications Commission. All fees collected will be paid into the United States Treasury as miscellaneous receipts in accordance with the provisions of Section 140 of Title 5 of the U. S. Code.

15. For the convenience of applicants presenting applications at field offices in person or by mail, arrangements will also be made for the acceptance of money orders and checks at such field offices, and in payment for such types of applications, as provided for in the Commission's Rules.

16. Receipts will not be issued for payments sent through the mails. The money order procedure provides a receipt and cancelled checks constitute a receipt for payments made in this manner. Receipts will be furnished upon request only in the case of payments made in person. The sending of cash through the mails is done entirely at the risk of the sender.

17. No refunds of fees will be made except in the case of payments in excess of the fee prescribed in the Commission's Rules.

18. No radio operator examinations will be given prior to filing of an application and payment of the proper fee at an appropriate Commission office. Such applications and fees will only be accepted at District and Sub-District offices. They will not be accepted at quarterly, semi-annual or annual examination points in cities other than those in which District and Sub-District offices are located.

19. The proposed amendments to the rules are issued pursuant to Section 4(i) of the Communications Act, Section 140 of Title 5 of the U. S. Code, and Budget Bureau Circular A-25.

20. Any interested party who is of the opinion that the proposed amendments should not be adopted in the form set forth herein and any person desiring to support this proposal may file with the Commission on or before April 1, 1954, a written statement or brief setting forth his comments; replies to such comments may be filed within 10 days from the last date for filing original comments. The Commission will consider all comments and briefs presented before taking final action in this matter.

21. In accordance with the provisions of Section 1.764 of the Commission's rules, an original and 14 copies of all statements, briefs, or comments filed shall be furnished the Commission.

#### APPENDIX A—5 U.S.C., Sec. 140

"It is the sense of the Congress that any work, service, publication, report, document, benefit, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any Federal agency (including wholly owned Government corporations as defined in the Government Corporation Control Act of 1945) to or for any person (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business of the Government, shall be self-sustaining to the full extent possible, and the head of each Federal agency is authorized by regulation (which, in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) to prescribe therefor such fee, charge, or price, if any, as he shall determine, in case none exists, or redetermine, in case of an existing one, to be fair and equitable taking into consideration direct and indirect cost to the Government, value to the recipient, public policy or interest served, and other pertinent facts, and any amount so determined or redetermined shall be collected and paid into the Treasury as miscellaneous receipts: Provided, that nothing contained in this Title shall repeal or modify existing statutes prohibiting the collec-

tion, fixing the amount, or directing the disposition of any fee, charge or price; Provided further, that nothing contained in this title shall repeal or modify existing statutes prescribing bases for calculation of any fee, charge or price, but this proviso shall not restrict the redetermination or recalculation in accordance with the prescribed bases of the amount of any such fee, charge or price."

#### SEPARATE VIEWS OF COMMISSIONER HENNOCK

The Commission has today adopted a notice of proposed rule making to charge fees to applicants for licenses for the first time in its history. The notice lists a schedule of fees, classifying them for various activities, including a \$325 fee for AM, FM and TV applications.\*

In my opinion, this proposal is of such vital importance that it should have a full hearing to determine whether fees should be charged at all, and if so, their amount and the method of apportioning them among the various categories of applicants.

The principal consideration in determining the level of the proposed fees appears to be the cost to the government of administering the services involved. The objective is to recover this cost. The enabling legislation (5 USC 140) and controlling governmental policy recognize that the recovery of the costs to the government is but one of several considerations in determining the charges for applications. The other considerations include "value to the recipient" and "public policy or interest served."

In my opinion, a hearing on this subject would help decide which of these considerations or a combination of them should become the touchstone in determining the amount of fees.

For example, in the broadcast field, the "public policy or interest served" might be shown to far outweigh all other factors and justify no fee, or, at the most, only a nominal application fee to emphasize the overwhelming public interest considerations and to impress upon the applicants the importance of the public responsibility that goes with a broadcast license.

Moreover, the value of a broadcast license and the public policy and interest served might require a graduated scale of fees rather than a uniform fee determined on the basis of a formula which does not seem to take into account either the size, type or location of a station, or the relative importance of the applications. For the fee here proposed would be the same for every broadcast applicant and for many different types of applications; an applicant for a Class IV standard broadcast station and an applicant for a VHF television station in a large metropolitan area; a struggling FM operator seeking a change in location or renewal or modification of his license as well as a prosperous licensee of a television station.

Similarly, in the safety and special services where a fee of \$10 is proposed, a graduated scale of fees, ranging from a nominal to a substantial level, based on the type of service and the purpose for which radio is used, might be shown to be more equitable and better adapted to accomplish the objective of the law and policy.

In no event, however, do I think that this basic change in the Commission's licensing policy should be adopted without a hearing in which all the considerations involved would be fully developed.

#### CONCURRING STATEMENT OF COMR. BARTLEY

Since, as set forth in the notice, we must issue a proposal for some system of fees, I have no alternative but to concur. I believe, however, that the Commission's proposal with respect to broadcasting should give more weight to the criterion of relating the amount to be collected to value to the recipient. I believe that, spreading the fees over the full license period and basing such fees on the card rates established by the licensee, would be more in line with the Budget Bureau directive.

\* It should be noted that this substantial fee will have to be paid not only with the initial application but also with requests for renewals of licenses and the modifications listed above, with the result that there may be instances of multiple payments of \$325 during one license term.



**Electronics Reports:** Wedding of atomic energy and transistors produced a giant's step toward realization of scientists' half-century dream of converting radioactivity directly into electricity, as RCA demonstrated an "atomic battery" at chairman David Sarnoff's New York offices Jan. 26. Though output of battery is miniscule—1/5 volt, 5 microamperes, 1 microwatt—the principle is the thing. As Gen. Sarnoff stated:

"When Michael Faraday first produced an electric current it was with a relatively simple device—a copper disk rotated between the ends of a magnet. Faraday, 120 years ago, did not visualize the future of his invention, yet, today, the huge power generators at Niagara and the Hoover Dam operate on the same basic principle of Faraday's discovery."

First possible uses of battery visualized by Gen. Sarnoff—though he didn't attempt to predict when—would be to power portable and pocket-size radio receivers, hearing aids, signal controls, etc. Beyond these, he fore-saw atomic batteries powering home electrical appliances, replacing car batteries, perhaps becoming a major source of electricity for all except heaviest duty purposes.

Gen. Sarnoff estimated that 10 of units demonstrated could now power a small portable radio and that 1 or 2 could run a hearing aid.

Basic significance of development is that it forshadows production of device capable of providing almost inexhaustible source of electricity—since it would lose only half of its power in 20 years of continuous use.

Importance of RCA's contribution is the enormous increase in efficiency—200,000 times as great as former efforts. Previous techniques could derive only one electron of electricity for each radioactive particle. RCA gets 200,000-for-1, yet this still represents only 1% utilization of radioactive energy released. RCA scientists say new process has theoretical limit of 10% efficiency.

Device works by placing radioactive material, strontium-90 in this case, against transistor-like wafer of silicon; latter is bonded to antimony to form junction. Beta particles from strontium bombard wafer, producing current.

Strontium-90 is now a waste product of atomic energy plants such as Oak Ridge & Hanford, but it cost \$25 to refine amount in RCA battery (50 millicuries). RCA says

mass production of strontium-90 might bring price down to 10¢ for same amount. Output of battery could be increased by making larger units or stacking small ones.

Though device itself is about size of cigarette tip, presence of some alpha and gamma particles requires lead shielding, making whole unit about half size of cigarette package. With purer strontium-90, it's expected shielding can be eliminated.

Hailing development, Atomic Energy Commission chairman Lewis L. Strauss, former RCA board member, noted: "If a press release of the sort that you are making had been issued 120 years ago at the time of Faraday's discovery of the electric motor, it would have been received with considerable disbelief."

Said RCA consultant David Lilienthal, ex-chairman of AEC: "The results achieved reflect great credit on the scientific imagination of RCA scientists in applying RCA's extensive experience with electrons and semi-conductors to the efficient direct conversion of atomic radiation to electricity."

Scientists credited with development at Princeton Labs—under way since end of World War II, with Air Force backing since 1951—are Paul Rappaport, 31 (Carnegie Tech, '48-'49) and Dr. Ernest G. Linder, 51 (U of Iowa '25-'27 and Cornell Ph.D. '31).

Microphone with built-in transistor pre-amplifier is now in production and being offered commercially by Remler Co. Ltd., San Francisco. It's designed to improve quality of radio voice communication between pilots and airport control towers, and Remler claims it also clarifies announcements to travelers in airport terminals, aboard planes, etc. Telephone headset with transistor pre-amplifier, coil cord and 3-circuit plug is priced at "about \$95," hand-held type \$80.

Midget radio receiver the size of cigarette pack is now being manufactured by Lehigh Valley Electronics Engineering & Mfg. Co., Allentown, Pa., for use by subscribers to radio paging systems, police, firemen, etc. Set has range of 20 mi., will run continuously for 80 hours on single set of miniature batteries, uses 3 subminiature tubes. Company says it can produce 1000 a month, selling at \$75 apiece, or \$40 each in lots of 50 or more.

**Financial & Trade Notes:** Aeco Mfg. Corp. doesn't break down its Crosley & Bendix manufacturing-appliance operations, nor does it reveal separately the gross and net of its highly successful Crosley Broadcasting Co. (WLW, WLWT, WLWC, WLWD, WLWA)—but revamping of its TV-appliance structure, particularly with relation to Bendix distributors, accounted largely for sharp drop in profits for fiscal year ended Nov. 30, 1953. Consolidated sales reached record \$414,783,527, compared with \$326,585,641 in preceding year. Net profit went down to \$3,368,598 (34¢ a share) from \$11,028,927 (\$1.20). Chairman-president Victor Emanuel reported that defense contracts accounted for record volume, but earnings were hit by strikes and certain non-recurring costs in consolidating home appliance divisions as well as a weakening in price structures necessitating year-end inventory adjustments.

Hearing involving Don Ferraro's 3 companies—Fidelity Tube Co., Gem Radio & Television Corp. & Jewel Radio Corp., all of Newark—was postponed this week to Feb. 4, when Ferraro was ordered to present satisfactory plan to pay unsecured creditors (Vol. 10:1) or be adjudged bankrupt. In another Chapter XI proceeding, Transvision Inc., New Rochelle, N. Y., offered amended plan to pay unsecured creditors 30%, payable 5% in cash and balance in monthly installments of 1%; original offer was 100% payable in monthly installments of 2%.

Muntz TV reports net loss of \$1,457,288 for 5 months ended Aug. 31, 1953, after giving effect to \$746,740 tax adjustment credit. Sales for period were \$17,420,828. No comparison is available as company changed its fiscal year to end Aug. 31 instead of March 31. This was done, according to pres. Earl W. Muntz, to give better impression by reporting summer months at end of year rather than beginning. "We've always lost money in the summer, and last summer was worse than previous years," he is quoted in *Retailing Daily*, which reports Muntz may not reopen Chicago branch, closed 2 weeks ago because union salesmen rejected proposed cuts in commissions.

Cornell-Dubilier, for quarter ended Dec. 31, reports sales of \$11,434,918, profit of \$598,800 (\$1.15 on 512,390 shares), compared with \$10,574,073 & \$404,533 (75¢ on 465,834 shares) for same 1952 quarter.

Packard-Bell reports fourth quarter 1953 sales of \$6,333,923, net income of \$269,575 (39¢ on 688,000 shares), compared with \$10,479,295 & \$577,949 (98¢ on 588,000) same 1952 period.

Olympic Radio is merchandising its own standard and custom TV lines this year, buying custom cabinets from Shaw Television Corp., Brooklyn, among other suppliers. We erred in reporting that Olympic would handle national sales for Shaw's own TV line (Vol. 10:3).

## Network TV-Radio Billings

December 1953 and January-December 1953  
(For November report see *Television Digest*, Vol. 10:1)

**N**ETWORK TV TIME sales soared to \$227,610,400 in 1953 from \$180,794,780 the preceding year as all 4 networks achieved gains—particularly CBS-TV, which forged ahead of NBC-TV with all-time record of \$10,381,879 in billings in Dec. to reach \$97,466,809 for year. NBC-TV billings for year were \$96,658,551. ABC-TV scored \$21,110,680, DuMont \$12,374,360. CBS led NBC in 7 of the 12 months.

These are the final Publishers Information Bureau figures for year, based on one-time network rates before discounts; actual dollar volume is roughly about 40% less than the figures given, which are generally used in the industry as an index to trends.

The PIB reports show network radio down to \$160,516,407 in 1953 from \$163,453,466 in 1952, with CBS continuing its consistent lead and actually showing an increase of nearly \$3,000,000 in 1953 over 1952. Only other network to show increase, slightly more than \$2,000,000, was Mutual which has no TV. The PIB figures for Dec. and for all 1953:

NETWORK TELEVISION				
	December 1953	December 1952	Jan.-Dec. 1953	Jan.-Dec. 1952
CBS	\$10,381,879	\$ 7,088,506	\$ 97,466,809	\$ 69,058,548
NBC	10,062,808	7,830,806	96,658,551	83,242,573
ABC	2,619,862	1,331,588	21,110,680	18,353,003
DuMont	1,617,058	1,211,316	12,374,360	10,140,656
<b>Total</b>	<b>\$24,681,607</b>	<b>\$17,462,216</b>	<b>\$227,610,400</b>	<b>\$180,794,780</b>

NETWORK RADIO				
	December 1953	December 1952	Jan.-Dec. 1953	Jan.-Dec. 1952
CBS	\$ 5,554,313	\$ 5,717,800	\$ 62,381,207	\$ 59,511,209
NBC	3,630,971	4,370,265	45,151,077	47,927,115
ABC	2,854,169	2,856,714	29,826,123	35,023,033
MBS	2,127,192†	1,980,320	23,158,000†	20,992,109
<b>Total</b>	<b>\$14,166,645†</b>	<b>\$14,925,099</b>	<b>\$160,516,407†</b>	<b>\$163,453,466</b>

NETWORK TELEVISION—January-December 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,804,638	\$ 17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July	1,299,471	7,422,337	592,890	6,903,092	16,217,790
Aug.	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept.	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct.	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov.	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec.	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
<b>Total</b>	<b>\$21,110,680</b>	<b>\$97,466,809</b>	<b>\$12,374,360</b>	<b>\$96,658,551</b>	<b>\$227,610,400</b>

NETWORK RADIO—January-December 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,157,148*	\$ 1,786,134	\$ 4,260,555	\$ 13,878,459*
Feb.	2,538,663	4,670,833*	1,633,075	3,813,602	12,661,173*
Mar.	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr.	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug.	1,958,683	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept.	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct.	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov.	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec.	2,854,169	5,554,313	2,127,192†	3,630,971	14,166,645
<b>Total</b>	<b>\$29,826,123</b>	<b>\$62,381,207</b>	<b>\$23,158,000†</b>	<b>\$45,151,077</b>	<b>\$160,516,407</b>

\* Revised as of Jan. 1, 1954. † Preliminary.

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.

Total TV sets in U. S. went up to 26,973,000 as of Dec. 1, 1953, reports NBC research chief Hugh M. Beville Jr. This was addition of 6,534,000 since Dec. 1, 1952. In Nov., more than 600,000 were added. NBC-TV network had 137 affiliates as of Dec. 1, of which 107 were interconnected, latter serving 26,057,600 sets (96.6% of total).

**U**NDER MANDATE of Congress, FCC this week issued proposal showing how it intends to raise about \$3,000,000 annually from fees levied on those whom it regulates, to defray part of its \$7,000,000-plus annual budget. Since proposal would treat all TV-AM-FM broadcasters equally, regardless of type or size, it's certain to bring howls from smaller broadcasters, perhaps undergo considerable modification before final adoption. Comments on the proposal—full text of which is included as Special Report herewith to all subscribers—are due April 1. Minimum for any applicant is \$325 when he applies, plus \$325 when he gets license, plus \$325 every 3 years when he gets license renewed. If he has to get modification of power, frequency, location, antenna pattern, or hours of operation, he would have to pay additional \$325 for each application for such change. Largest single charge for any activity would be \$1500—for type approval of equipment such as transmitters or monitors. Smallest would be \$3—for operators and amateurs. Proposal is deliberately silent on charging for existing licenses and pending applications; Commission wants reactions first. FCC is first of govt. licensing agencies to make proposal, required by Budget Bureau.

First Mexican border station to aim for American TV audience, XELD-TV, Matamoros (Ch. 7), just across Rio Grande from Brownsville, Tex., has been authorized to move to either Guadalajara or Monterrey, reports *Billboard's* Sam Chase from Mexico City. Efforts to obtain confirmation were unavailing up to our press time, but move wouldn't be surprising because XELD-TV, owned equally by Mexican TV-radio tycoons Romulo O'Farrill Sr. and Emilio Azcarraga and directed by Monte Kleban, got first competition last Sept. from KGBT-TV, Harlingen, Tex. (Ch. 4), and shortly will get another competitor in Weslaco's KRGV-TV (Ch. 5)—former with CBS & ABC service, latter NBC. It went on air during freeze, was reputed to be big earner. While other border allocations have been made and stations authorized by Mexican Ministry of Communications (see pp. 117 & 225, *TV Factbook No. 18*), only other one actually built is XETV, Tijuana (Ch. 6), serving also San Diego area, owned by George I. Rivera and Mr. Azcarraga.

Three applications for TV stations were filed this week with FCC, 4 were dismissed, leaving 322 pending (64 uhf). Week's applications: for Great Bend, Kan., Ch. 2, by group of local business men headed by appliance dealer E. C. Wedell; for San Antonio, Ch. 12, by KMAC; for E. St. Louis, Ill., Ch. 11, by KSTM-TV, currently operating on St. Louis Ch. 36, which resubmitted application following court stay order holding up hearing on Ch. 11 unless FCC acts to hear KSTM-TV's arguments. [For further details about these applications, see *TV Addenda 18-D* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and *Addenda* to date.]

Memphis' WHBQ-TV (Ch. 13), which began operating last Sept. 27 as CBS outlet, was reported sold to General Teleradio, General Tire & Rubber subsidiary, as we went to press Jan. 30. Details were unavailable, but deal is understood to involve \$600,000 cash payment and \$1,900,000 leasehold payments to licensee Harding College over 10 years. With the CBS-affiliated TV outlet goes radio WHBQ (5-kw day, 1-kw night on 560 kc, MBS). Harding College, located in Searcy, Ark., was represented in deal by W. O. Beaman, secy.; General Teleradio, by Wm. O'Neil, pres.; with Richard C. Crisler, broker. Outlet will be 4th TV owned by General Teleradio—others being WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles. It also holds CP for WGTH-TV, Hartford (Ch. 18), under agreement whereby *Hartford Times* (Gannett) is to acquire 45%.

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

# Television Digest

with **ELECTRONICS REPORTS**

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**FCC LIKELY TO FINALIZE 'TWO UHF' RULE:** Proposed change in multiple ownership rules, to permit owners of 5 vhf stations to acquire 2 uhf (Vol. 10:4), received the overwhelming support of industry in comments filed with FCC this week. Matter of fact, some urged that uhf would benefit even more if restrictions were further relaxed.

These comments leave Sen. Johnson (D-Colo.) the sole objector, except for WSAY, Rochester, inveterate network-baiter. Sen. Johnson says he plans no further comments on proposal and stands on his original statement (Vol. 10:3). One reason for his objections was that he felt FCC had too few facts on which to make the proposal. Presumably, Commission now has more data to back action.

All networks gave proposal hearty support, CBS and NBC stating flatly that they would acquire uhf stations if the rule-making goes through. Said CBS:

"Insofar as networks are concerned, it is only natural that their economic interests should impel them at the present time to seek vhf affiliates in markets having both vhf and uhf stations. On the other hand, if a network is the licensee of a uhf station in a combination uhf and vhf market its economic interest would impel it to make its own station the network outlet in that city." CBS then went on to urge that owners of 5 vhf be permitted 5 uhf, stating that it is "eager and willing" to operate uhf outlets.

"If the Commission permits," NBC stated, "NBC will proceed to acquire, by purchase or by grant, 2 uhf stations in markets where there are presently existing vhf stations. NBC will expend every effort to make these stations successful through use of its network programs, talent, promotion, technical skill and operating know-how." This would undoubtedly be paralleled by other networks, NBC said.

ABC stated it hasn't decided whether it would seek uhf stations, but it supported proposal vigorously. "Even a handful of successful uhf stations in major competitive markets," it said, "would tend to eliminate the doubts that now surround the uhf in the minds of the public, advertisers, broadcasters and manufacturers. If such doubts could be eliminated, the vicious circle of not enough stations -- not enough listeners -- not enough all-channel receivers -- not enough programs -- not enough advertisers -- not enough stations, etc., would be broken."

DuMont said there's need for final action so that plans can be made with assurance. "Insofar as the proposed rule is intended to aid in the development of uhf stations," it said, "it is fully expected that it will have efficacy."

Storer also supported proposal, saying it would obtain uhf station "in a market where its judgment indicates uhf operation ultimately can be successful."

\* \* \* \*

Individual stations commenting were KACY, Festus-St. Louis (Ch. 14) and WENS, Pittsburgh (Ch. 16). Former suggested that single entity be permitted to own majority interest in 5 vhf or uhf stations plus minority interests in 5 uhf. WENS commented: "Even a relatively slight delay in the development of uhf tends to make its eventual development even more difficult. Conversely, any increased impetus to

uhf given at this time will snowball and produce an effect far greater than could be achieved by any encouragement given at a later date."

Virtually all supporters pointed out that: (1) Seven stations comprise far smaller fraction of total stations now than 5 did when limit of 5 was adopted. At one time, ABC and NBC together owned more than 10% of all stations. (2) Networks and other large organizations have the "programs, talent, promotion, technical skill and operating know-how." (3) Successful uhfs in big cities, regardless by whom controlled, will increase confidence in uhf generally. (4) FCC still has authority, regardless of new rule, to consider applications on case-to-case basis, refuse licenses when it feels monopoly may be fostered.

With most of the commissioners apparently in favor of letting the "big boys" give uhf a needed hypo, with even the uhf operators supporting the proposal through their UHF Assn. (Vol. 10:5), there's every indication rule will go through -- with all proponents hopeful it will be reasonably soon. As things stand now, it looks as though it will take month to 6 weeks to get subject on Commission's agenda.

\* \* \* \*

As predicted in these columns (Vol. 10:3), quite a few more station sale deals are in the making -- only major one we're able to divulge yet being General Teleradio purchase of WHBQ-TV, Memphis (Ch. 13), as reported last week (Vol. 10:5). Most of big deals now cooking involve vhf outlets, but it won't be surprising if a few uhf change hands too in event the multiple ownership rule is changed. Networks may elect to buy already-established stations in major markets, and a Miami report even has George Storer dickering for uhf in that area; he will soon be deep in uhf by reason of acquiring pioneer -- and highly successful -- KPTV, Portland, Ore. as part of his \$10,000,000 Empire Coil Co. package purchase (Vol. 10:2).

**ONE CP ISSUED, 2 DROPPED, ZONE CHANGED:** Tally of new-station grants showed net loss this week as FCC granted only one, cancelled 2 at request of grantees. Other actions included first change in allocation zone boundaries and one initial decision.

Week's sole CP was for Tulsa, Ch. 17, granted local industrialist Arthur R. Olson; it came, by coincidence, just as Tulsa's first uhf station was beginning to test (see p. 3). An initial decision favored WEAT-TV Inc. for West Palm Beach, Fla. (James Meacham, pres.) after competing WWPG had dropped out under agreement whereby WEAT-TV reimburses it for \$6000 expenses.

Dropping CPs were 2 uhf holders -- KEYC, Cedar Rapids, Ia. (Ch. 20) and KSPJ, Alexandria, La. (Ch. 62). Since freeze, 47 CP holders have quit before building.

FCC examiner proposed denial of Ch. 9 grant to KVOG, Ogden, Utah, which failed to show up for hearing after competitor KLO dropped application.

In week's major allocation change, the Commission adopted a proposal it once rejected -- redefining Zone I boundary to include all of West Virginia in that zone, permitting closer station separation minimums in the 4700-sq. mi. tip of state formerly in Zone II. Move made possible the allocation of Ch. 6 to Bluefield, W.Va., requested by WHIS, Bluefield. This necessitated substituting Ch. 4 for 6 in Beckley and rescinding last October's allocation of Ch. 4 to Fayetteville, W.Va.

This action shouldn't precipitate flood of demands for other zone changes, Commission hopes and believes. It's considered special case, doesn't have "chain-reaction" effect on allocations. Sterling & Hennock dissented; Webster abstained.

Bowing to court order, Commission allowed KSTM-TV, St. Louis (Ch. 36) into hearing for St. Louis' Ch. 11 (Vol. 10:3), but advised it that hearing would inquire into (1) KSTM-TV's legal right to be in hearing, since it already is on the air on another channel; (2) whether it has authority to do business in E. St. Louis, Ill., where it seeks grant; (3) its financial ability to operate station on Ch. 11.

Among other actions, FCC this week: (1) Finalized substitution of Ch. 72 for Ch. 60 in Baltimore (Vol. 9:52) and permitted grantee WITH-TV to switch to the new channel to get better site without violating spacing requirements. (2) Rejected a petition by Puerto Rico Dept. of Education to reserve San Juan's Ch. 4 for non-commercial operation in lieu of Ch. 6. (3) Set March 5 for start of hearings for Fort Smith, Ark., Ch. 5; Las Vegas, Nev., Ch. 13; Lexington, Ky., Ch. 18.



**SAVANNAH'S FIRST, TULSA'S UHF TESTING:** First brand-new TV market to be opened up so far this year is Savannah, Ga., where WTOC-TV (Ch. 11) began test patterns this week. Also due on air shortly, possibly this week end, is WRDW-TV, Augusta, Ga. (Ch. 12), which would give that city its second vhf. Only other new starter to add to on-air list is KCEB, Tulsa, Okla. (Ch. 13) -- making just 6 new stations since Jan. 1 and exactly 362 on the air at this writing, 126 of them uhf.

Several more are in completion stages, including WNEM-TV, Bay City, Mich. (Ch. 5), reported just about ready to test. But fact is that pace of new starters, to say nothing of equipment deliveries, has slowed down considerably from recent one-a-day -- and, as noted earlier in these pages, it will be surprising indeed if as many as 200 more start this year as against the 231 of 1953. Latest starters:

KCEB, Tulsa (Ch. 23), first local competitor to Helen Alvarez's pre-freeze vhf KOTV (Ch. 6), began oft-delayed tests of RCA transmitter Jan. 28, has not yet announced commercial debut date. Owned by oil millionaire Elfred Beck, it's housed in magnificent new building of own, one of the industry's showplaces, located on 120-acre tract embracing crest of nearby 1400-ft. Lookout Mt. N. Ray Kelly, ex-NBC executive, is gen. mgr., returning to his hometown to take charge; John Howley, commercial mgr.; Richard Pickard, chief engineer. Base rate is \$200. Rep is Bolling.

WTOC-TV, Savannah (Ch. 11) began test patterns Feb. 2, is slated for Feb. 14 commercial debut with CBS affiliation. It opens up new market, nearest other service being Ch. 5 in Charleston, S.C., just 83 mi. up the coast. Station uses 5-kw GE transmitter with 430-ft. Ideco tower, is controlled and managed by Wm. T. Knight Jr., veteran broadcaster, with Ben B. Williams, commercial mgr.; Dwight J. Bruce, program mgr.; Kyle E. Goodman, chief engineer. Base rate is \$200. Rep is Katz.

**FCC CLICKS WELL IN GETTING TV STARTED:** Something of a milestone was passed Feb. 1 when FCC sent "McFarland letters" to the last of the competitive applications filed since post-freeze processing of applications began July 1, 1952. Significance of this is that it has processed -- i.e., granted, dismissed, heard or started toward hearing -- 1200 applications since end of freeze.

Results of this processing are impressive: 527 grants, of which 254 went on the air to add to the 108 pre-freeze stations. As of today, only 320 applications are pending, almost all of which are tied up competitively. Incidentally, U.S. still has about 750 stations in prospect -- counting those on air, CPs, channels sought.

Only shadow on Commission's exemplary performance in getting TV going, once freeze was lifted, is the paucity of final decisions in strongly contested cases. Commission realizes this, intends to do something about it.

Much credit for this record belongs to chairman Rosel H. Hyde, career man who succeeded to chairmanship last April under one-year appointment. Though his tenure as a Republican commissioner doesn't expire until 1959, the appointment as chairman was for one year only, or until April 18. But he's being strongly supported for continuance as chairman despite Eisenhower Administration's apparent predilection for rotating chairmanships at the independent agencies. Two of the other 3 Republican members, Doerfer & Lee, are relatively new at their jobs, while the veteran engineer Comr. George Sterling has never evinced any particular desire for the chairmanship.

Hyde has been importuned incessantly to wander off into labyrinths of other projects, but he has doggedly insisted that the Commission's first order of business is to get TV stations granted and built. Thus Commission has been tough, almost ruthless, in cutting red tape and changing procedures in its objective of getting stations built -- but it has brought TV to people who should have had it 6 years ago.

\* \* \* \*

Where Commission is admittedly weak is in finalizing decisions. Decision-writing arm, the Office of Opinions & Review, has always been understaffed. Several of its ablest lawyers have resigned to enter private practice, and Commission has yet to assign to it additional experienced personnel. However, now that basic processing is done, the matter is getting more attention.

So far FCC has rendered only 2 true final decisions -- i.e., those fought out in hearing to the end. They were the Ch. 7 case in Denver & Ch. 2 in Portland, Ore.

Vancouver, Wash. All other so-called final decisions came after competition dropped out, leaving no tough job in choosing winner. About a half-dozen initial decisions await Commission action -- and some have been dangling for months.

There are always some political blandishments, of course, but as far as we can tell they're not particularly effective. For one thing, hearing examiners can't be fired by Commission and they generally try to be judicial -- though a few really aren't very bright. For another thing, there are 7 commissioners, all fairly independent, and it's a mighty tough job to "influence" a majority consistently.

Commission gets agitated when a Senator pops off, especially if he's on the powerful Interstate Commerce Committee. Occasionally, it's evident that a commissioner is doing some Senator's bidding, but he seldom manages to swing a majority against its best judgment. When constituents complain or seek favors, Senators and Congressmen are usually relieved to pass the buck to FCC. However, several Congressmen are chronic pressurers and they do give FCC a lot of headaches.

**Personal Notes:** Richard P. Doherty, NARTB v.p. in charge of employe-employer relations and one of the TV-radio industry's foremost economic authorities, resigns March 1 to form own management consultant firm in Washington; his aide Charles H. Tower will carry on temporarily . . . J. Roger Wollenberg, FCC asst. gen. counsel in charge of litigation, resigned as of Feb. 5 to join law firm of Haley, Doty & Schellenberg . . . Earl Rettig, in charge of production & business affairs for NBC-TV network programs div., elected v.p. . . . David C. Adams, NBC administrative v.p., seriously ill in Grasslands Hospital, Valhalla, N. Y. . . . Blayne Butcher, veteran N. Y. agency executive, named gen. mgr. of WITV, Ft. Lauderdale, Fla. . . . Seymour M. Chase, ex-FCC law staff, and Edwin S. Nail, ex-clerk to chief judge of municipal court of District of Columbia, join law firm of Segal, Smith & Hennessey . . . C. R. Dods-worth Jr. promoted to sales director of WLWD, Dayton, succeeding Wm. J. Williamson, resigned . . . Wm. T. Lane, ex-gen. mgr. of WLTV, Atlanta (now WLWA), onetime gen. mgr. of WAGE, Syracuse, has opened Wm. T. Lane Co., adv. & public relations, Wilson Bldg., Syracuse . . . Herbert W. Hobler, ex-CBS-TV, son of Atherton W. Hobler, excc. chairman of Benton & Bowles, named gen. sales mgr. of Teleprompter . . . Art Sprinkle, ex-KPHO-TV, Phoenix, now asst. gen. mgr., KULA, Honolulu, and upcoming KULA-TV (Ch. 4), due on air in March . . . John J. Dunn appointed asst. to CBC program organizer; he's replaced as chief producer of CBOT, Ottawa, by Bruce McPherson, ex-CBLT, Toronto . . . Paul E. Peltason, treas. & major stockholder, named pres.-gen. mgr. of WTVI, St. Louis-Bellefonte, Ill., replacing Bernard T. Wilson, resigned . . . Ray A. Furr, ex-asst. to pres., elected v.p. and director of program development of WABT & WAPI, Birmingham; Maury Farrell named special events director . . . Karel Pearson promoted to radio program mgr. of NBC western div., replacing Harry Bubeck, resigned . . . Harry Folts resigns as gen. mgr. of WINS, New York, recently sold by Crosley to J. Elroy McCaw interests (Vol. 10:5); McCaw is temporarily in charge . . . George L. Griesbauer, ex-Paul H. Raymer Co. & WMAL-TV, Washington, named sales mgr. of WTTG, Washington, succeeding Neal J. Edwards, now WMAL-TV gen. sales mgr. . . . Walter Dennis, ex-commercial mgr., named gen. mgr. of WILS-TV, Lansing, Mich.; Walter Braeger, ex-promotion & merchandising mgr., named production director; Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, director of technical operations . . . Steve Pozgay, ex-gen. mgr. of WNAM-TV, Neenah, Wis., appointed gen. mgr. of WTVP, Decatur, Ill., succeeding Harold Cowgill . . . Herman Liveright, onetime ABC-TV, promoted to executive producer-director, WDSU-TV, New Orleans . . . Ned R. Brooke, ex-film director, named production mgr.,

Micky Roth appointed asst. production mgr. of WSAZ-TV, Huntington, W. Va.; Bert Shimp named director of educational programs . . . Edwin J. Lasko, ex-WBKZ-TV, Battle Creek, named program mgr. of WSJV, Elkhart, Ind. (Ch. 52), due late this month; Lester W. Zellmer is chief engineer, and Donald R. McFall, WTRC (AM) mgr., also will be WSJV administrative mgr. . . . Chester T. Behrman, ex-program director, promoted to operations director of WEHT, Henderson, Ky.-Evansville, Ind., replacing Don P. Molony, now v.p. of new WTSK-TV, Knoxville . . . Raymond Brown Jr., ex-WSBA-TV, York, Pa., appointed sales mgr. of upcoming WTRI, Schenectady (Ch. 35) . . . Robt. Gardner promoted from commercial mgr. to gen. mgr. of KLAS-TV, Las Vegas, Nev., succeeding Fred Stoye, who has sold his minority interest . . . J. Allen Mitchell, ex-Benton & Bowles, named group head of TV copy, Wm. H. Weintraub & Co. . . . Copp Collins promoted to MBS mgr. of public relations. . . . Rodney Chipp, DuMont Network engineering chief, leaving Feb. 18 with Mrs. Chipp on 5-week business trip to South America . . . J. Wm. Quinn, program supervisor of WBTV, Charlotte, named managing director of upcoming WPDV, Florence, S. C. (Ch. 8), due on air next summer and also owned by Jefferson Standard Bcastg. Co.; Melvin Purvis, Florence attorney and ex-FBI agent, will be station mgr. and Robt. Rierson, ex-WBT, program director . . . Edward P. Wegener resigns as program director of WOI-TV, Ames, Ia., for same post at upcoming educational WQED, Pittsburgh . . . Melvin A. Goldberg resigns as exec. director, Ultra High Frequency TV Assn.

Mary Jane Morris is new FCC secretary, succeeding Democrat Thomas Slowie who resigned in Dec. A vigorous party worker with many powerful Republican friends, Miss Morris started career in 1943 with New York law firm of Willkie, Owen, Otis, Farr & Gallagher, went to work for Republican National Committee in 1944, later joined Washington law firm of Hogan & Hartson, and in 1948 moved to FCC general counsel's office where she has been ever since. She's 33, native of Midland, Mich., starts new job Feb. 8 at \$10,000 a year. After 1952 Republican victory, she was ardent candidate for commissionership.

Ted R. Gamble, ex-asst. to Secy. of Treasury in charge of war bond drive, who disposed of theatre interests to go into TV-radio and who is part owner of KLZ-TV & KLZ, Denver, and KOIN-TV & KOIN, Portland, Ore., elected a director of Transamerica Corp. He has been a director of its largest subsidiary, First National Bank of Portland.

Henry Souvaine, 59, musician, composer and radio producer, who was in charge of Metropolitan Opera broadcasts, died Jan. 27 in New York.

**Station Accounts:** More pre-Lenten TV-radio campaigns include salad promotion by combined California Cling Peach Advisory Board, American Dairy Assn. & Ralston Purina (Ry-Krisp), whose respective agencies are BBDO, Campbell-Mithun & Gardner Adv.; also Comet Rice Mills, thru Tracy-Locke Co., Dallas. Combination popcorn premium promotion of American Popcorn Co. and Kraft (Jolly Time popcorn unit) has been started in newspapers in 221 cities, plus TV-radio; respective agencies are Buchanan-Thomas and Needham, Louis & Brorby . . . Waffles-&-syrup will be promoted in combined campaign via TV-radio in Feb.-March campaign by Waffle Corp. of America (Frozen Downyflake Waffles), thru J. M. Korn & Co., Philadelphia, with General Foods (Log Cabin Syrup), thru Benton & Bowles . . . Toy Guidance Council plans 13 half-hour shows in more than 40 markets, leading up to Xmas; Ralph Danziger, ex-Norman D. Waters Adv., appointed adv. director for account, to be placed thru Friend, Reiss, McGlone Inc., N. Y.; Chesterfield sponsoring Giants home games on WPIX for 7th year, Ballantine sponsoring Yankees except for 3rd & 7th innings, when White Owl is sponsor; respective agencies are Cunningham & Walsh, J. Walter Thompson, Young & Rubicam . . . Schaefer Beer & Lucky Strike again to co-sponsor all Brooklyn Dodger home games on WOR-TV, Andre Baruch succeeding Red Barber as commentator . . . National Brewing Co. to sponsor Baltimore Orioles' and Washington Senators' games on WAAM, Baltimore, thru Kenyon & Eckhardt, New York . . . Among other advertisers reported using or preparing to use TV: Globe Pharmaceutical Corp.,

San Francisco (Restall capsules), thru Jim Diamond Adv., San Francisco; MacArthur Products Inc., Indian Orchard, Mass. (Portable Porter strap-on luggage wheels), thru Fred Gardner Co., N. Y.; Roma Wine Co. (Roma wine in dripless bottle), thru Foote, Cone & Belding, San Francisco; Gorham Co., Providence, R. I. (sterling & plated silverware), thru Kenyon & Eckhardt, N. Y.; Coty Inc. (cosmetics), thru Franklin Bruck Adv. Corp., N. Y.; Meridian Co., Beverly Hills, Cal. (unfinished hardwood furniture), thru Beaumont & Hohman, Los Angeles; Colter Corp. (Jekyll Island shrimp), thru Geyer Adv., N. Y.; Economics Labs., Minneapolis (Soilax cleanser), thru Scheideler, Beck & Werner, N. Y.; Morrison Milling Co., Fort Worth (Little Lu Lu corn meal), thru Jack T. Holmes & Assoc., Fort Worth; International Harvester Co. (IH refrigeration products), thru Leo Burnett Co., N. Y.; Aluminum Import Corp. (aluminum in primary & fabricated forms, bauxite, chemicals), thru J. Walter Thompson Co., N. Y.; Safeco Insurance Co. of America, Seattle (auto insurance), thru MacWilkins, Cole & Weber; M & R Mfg. Co., Pontiac, Mich. (Sno-Bol bathroom cleaner), thru Ewell & Thurber, Chicago; National Carbon Co. (Eveready batteries), thru Wm. Esty, N. Y.; Eberhard Faber Pencil Co. (Paint with Pencil sets), thru Hicks & Greist, N. Y.; Better Living TV Enterprises Inc., N. Y. (household aids), thru Wolf, Dorleg & Wolf, N. Y.; St. Mary's Packing Co., Sidney, O. (Duncan Hines macaroni products), thru Ralph W. Jones Co., Cincinnati; H. Daroff & Son Inc., Philadelphia (Botany "500" Clothes), thru Alfred J. Silberstein-Bert Goldsmith, N. Y.

**Network Accounts:** Program plum of the fall season, new weekly 30-min. show produced and emceed by Richard Rodgers & Oscar Hammerstein, is being readied by NBC-TV, reports Feb. 6 *Billboard*—but network won't confirm or deny. Program would be original dramatizations of songs written by Rodgers & Hammerstein and others. Also from authoritative sources, but unconfirmed by NBC-TV, is that *Show of Shows* (Sat. 9-10:30 p.m.) will go off air in fall because of high costs, with co-stars Sid Caesar and Imogene Coca each going into own new half-hour shows . . . No sponsors announced yet, but NBC-TV this week appointed Arlene Francis as editor-in-chief of its much-publicized *Home* show starting March 1, Mon.-thru-Fri. 11 a.m.-noon; assisting will be several home economics experts . . . GE, for sets & tubes, buys 21 partic. on Dave Garroway's 7-9 a.m. *Today* on NBC-TV thru Maxon Inc.; Mutual Benefit Health & Accident Assn. of Omaha 39 partic. thru Bozell & Jacobs Inc., Omaha; Bissell Carpet Sweeper Co. 11 partic. thru N. W. Ayer & Son; C. F. Church Co. (wall tile) 4 partic. thru Wm. B. Remington Inc., Springfield, Mass.; Brown & Haley Candy Co., Tacoma, Wash., 1 partic. thru Honig-Cooper Co., Seattle . . . Economics Laboratory Inc. (Soilax compound) buys Tue. 2:15-2:30 portion of *Garry Moore Show* on CBS-TV starting March 11 thru Scheideler, Beck & Werner . . . Philip Morris drops *Philip Morris Playhouse*, will substitute filmed *Public Defender* on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Biow . . . Bishop Sheen's *Life Is Worth Living*, sponsored by Admiral on DuMont Tue. 8-8:30 p.m., now on 169 stations.

Hollywood's Academy Awards will be televised again this year, sponsored by Oldsmobile div., General Motors, which is paying total of \$275,000 for NBC simulcast March 25 on some 75 TV and 200 radio stations. Of this amount, \$115,000 will go to Academy of Motion Picture Arts & Sciences which presents awards. Agency is D. P. Brother & Co., Detroit.

J. B. Woodbury becomes pres., R. J. Potts chairman of R. J. Potts-Calkins & Holden Inc., big Kansas City agency.

**G**IVEAWAY SHOWS were front-page news this week as action flared on 2 legal fronts aimed at blocking at least part of the big payoff.

Some observers felt that U. S. Supreme Court justices' critical questioning of FCC asst. gen. counsel J. Roger Wollenberg's case against giveaways, argued Feb. 1, was a dead giveaway that they would uphold lower court ruling which threw out Commission's ban against certain types of something-for-nothing TV-radio shows—adopted nearly 5 years ago (Vol. 5:34-39; 9:6). Wollenberg told highest court all programs based principally on chance are lotteries. that shows in which people are called on telephone at home represent "worst type of lottery lure," but FCC has no objection to shows where studio audience gets prizes.

Attorneys Alfred McCormack for ABC, Paul W. Williams for NBC and Max Freund for CBS argued that giveaways don't come under legal definition of a lottery.

New York City this week cracked down on another type of giveaway show, when Welfare Commissioner McCarthy ruled Colgate-Palmolive's daily *Strike It Rich* (CBS-TV, NBC-AM) solicited funds for allegedly needy persons and therefore requires city license. He said—and newspapers played story up big—that at least 55 families have landed on city relief rolls after coming from all over country seeking show's "easy money." But producer Walter Frammer denied show solicits funds, said all contributions were voluntary—and show continued as scheduled. Actually, Frammer will be notified officially Mon., Feb. 8, and if he refuses to apply for license, city could take matter to court.

Call them lotteries, charity, contests of skill, or just plain entertainment—nevertheless, TV-radio giveaways are big business. One of the larger giveaway agencies, Richard S. Robbins Co., 163 Bleecker St., New York, said this week that it had arranged giveaways for merchandise worth more than \$2,000,000 last year via 12 network and 400 local TV & radio shows it services. Merchandise is contributed free by manufacturers in exchange for on-air plugs—and show packagers, networks or stations pay the giveaway agency.

DULUTH-SUPERIOR area's 2 new vhf stations apparently are racing to get on air, with WDSM-TV (Ch. 6) reporting this week that it expects to begin testing with 5-kw GE transmitter by Feb. 20, using interim 90-ft. tower, and to go commercial March 1. When weather permits, construction will begin on 500-ft. tower to be topped by GE 5-bay superturnstile. It will be CBS outlet, represented by Free & Peters. KDAL-TV (Ch. 3), which got 5-kw RCA transmitter in Dec. and which will be NBC outlet, has reported March tests (Vol. 10:2). Its rep is Avery-Knodel. Stations will bring first vhf competition to WFTV (Ch. 38), on the air since last May.

Only new-station shipment reported this week was 5-kw RCA transmitter which went out Feb. 3 to WMFD-TV, Wilmington, N. C. (Ch. 6), due on air around March 1. DuMont reported 25-kw amplifier shipped Feb. 1 to WJBF-TV, Augusta, Ga. (Ch. 6) which has been operating since Sept.

GE reported new order, due for shipment by end of month, for 12-kw transmitter and associated equipment for WGTH-TV, Hartford (Ch. 18), granted to subsidiary of General Tire's General Teleradio, with *Hartford Times* holding option to acquire 45%. GE also reported 12-kw amplifier ordered by KCCC-TV, Sacramento (Ch. 40) to hike power of present 1-kw RCA. GE also noted that its 5-kw at CKOC-TV, Kitchener, Ont. (Ch. 13) was still on test in preparation for Feb. 20 commercial debut.

\* \* \* \*

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

KSAN-TV, San Francisco (Ch. 32), has 1-kw GE transmitter, plans Feb. 15 tests, goes commercial April 6, according to owner Rev. S. H. Patterson who also owns radio KSAN and radio KJAY, Topeka, Kan. Roger Skelton, ex-KPIX, is asst. mgr.; Ralph Sacks, sales mgr. Hour rate will be \$500. Rep not yet chosen.

WHA-TV, Madison, Wis. (Ch. 21, educational) has its 1-kw RCA transmitter, but awaits delivery of Workshop Associates antenna, now has tentative mid-March target, reports exec. director H. B. McCarty.

**P**ROBLEMS OF UHF stations may eventually come under Congressional scrutiny. Some lawmakers say they've received quite a few requests for investigations or legislation to "protect" uhf operators in vhf areas.

Sen. Johnson (D-Colo.) this week shot letter to FCC Chairman Hyde in effect asking Commission to justify recent grant of STA to WORD-TV, Spartanburg, S. C. to move antenna site to Paris Mt., 23 mi. from Greenville and 25 mi. from Spartanburg (Vol. 10:4). Said the Senator: "It is my understanding, if that be done, 2 uhf stations already operating and 2 uhf stations which have been granted permits but are not yet on the air, may be forced to abandon operation. [FCC] should not put on technical 'blindness' and overlook the adverse effect this temporary authorization will have on the current and proposed uhf operations in the Anderson, Greenville, Spartanburg and Greenwood area."

Indicative of the pressures now being put on lawmakers, is this excerpt from letter to us by AM operator who recently gave up uhf CP because he couldn't get network affiliation: "I think personally the ultimate answer is a Congressional directive to the FCC clearly authorizing that body to regulate network affiliation arrangements and rates, and it can all be done simply by just requiring that in multi-station towns no station, vhf or uhf, can affiliate with more than one or two networks. I have writ-

KFBB-TV, Great Falls, Mont. (Ch. 5), on Feb. 2 began work on antenna, expects to begin testing 5-kw DuMont transmitter within 2 or 3 weeks, reports TV director LeRoy Stahl. Its owned 50.04% by Joseph P. Wilkins, with Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, as 30.5% stockholder. Network will be CBS, base rate \$150. Weed will be rep.

WORD-TV, Spartanburg, S. C. (Ch. 7), which got STA last week authorizing interim operation from Paris Mt. site, 6 mi. north of Greenville, using former WFBC-FM tower, has ordered DuMont equipment, plans to get going in 3-4 months, according to pres. Walter J. Brown. Grantee Spartan Radiocasting Co. got CP when Bestg. Co. of the South dropped out following agreement that Spartan would buy WSPA (5-kw on 950 kc, CBS) with WSPA-FM for \$400,000. Spartan now has filed for approval of sale of its WORD (1-kw on 910 kc, NBC) & WDXY (FM) for \$150,000 to principals of WNOK-TV, Columbia, S. C. (Ch. 67). Spartan expects to ask for new call letters, probably WSPA-TV, and will be CBS affiliate. Rep not yet reported.

WDEF-TV, Chattanooga (Ch. 12), granted last week, has RCA transmitter ordered for mid-Feb. delivery, is building transmitter house atop Signal Mt., 6.5 mi. N of city, plans April or May start, using 300-ft. Emsco tower, according to pres. Carter M. Parham. Rep will be Branham.

WNET, Providence (Ch. 16), has been delayed by weather, now plans tests about March 1 of 1-kw RCA transmitter and 420-ft. Stainless tower, reports v.p.-gen. mgr. John R. Porterfield. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest. WNET rep will be Raymer.

KBID-TV, Fresno, Cal. (Ch. 53), has its 12-kw GE transmitter, now plans Feb. 13 start "barring extremely bad weather" which would stop installation of antenna on Bear Mt. tower shared with KMJ-TV, reports gen. mgr. Robert H. Wesson. It will be city's third uhf. Hour rate will be \$225. Rep will be Meeker. It's first of 3 John Poole CPs to begin—KBIC-TV, Los Angeles (Ch. 22), being due next spring with plans still indefinite for KBIE-TV, Sacramento (Ch. 46).

ten to our Congressmen and Senators to urge their consideration of such legislation. . . ."

"TV Troubles: UHF Stations Flounder in Sea of Hardships," reads headline in Feb. 4 *Wall Street Journal*. Long article describes some of uhf's problems in "mixed" cities, quotes v.p. Harry Tenenbaum of WTVI, Belleville-St. Louis (Ch. 54) as saying that his station is now operating in the black. Local programming is big aid to conversion, *Journal* quotes Stewart Spencer, director of WCOS-TV, Columbia, S. C. (Ch. 25): "We televised as talent, under one guise or another, 1500-2000 Columbians during our first 6 months on the air."

Uhf distress stories tend to detract from fact that large number of uhf stations are operating successfully. One such operation is described in forthcoming issue of RCA's *Broadcast News*. Under title "Uhf Success Story," it details how Tom Gibbens' WAFB-TV, Baton Rouge, La. (Ch. 28) was operating in black after less than 30 days on air, gives impressive list of local and network programs, lists station's 101 spot accounts, contains pictures and diagrams of studio layout, personnel, equipment, etc.

RCA will give technical details of new 12.5-kw uhf transmitter (Vol. 10:4) and other telecasting equipment, as well as status report on color gear, at seminar for consulting engineers Feb. 11 in Washington's Statler Hotel.

**Color Trends & Briefs:** An ingenious 24-year-old engineer without formal engineering education wanted to watch color, couldn't get or afford a tri-color tube, so he built himself a converter which he believes can be marketed for \$50-\$100. Conceivably, it could achieve a brief flurry of sales before regular color sets are plentiful and less costly.

Device employs old field-sequential rotating disc, and principle is simple. Whether public will buy it, is anyone's guess. Colors are quite faithful, but brightness is extremely low and flicker is very bad even at low brightness—yet it's a color picture.

Developer is Robert P. Benjamin, employe of Airtronics Research Inc., 5522 Dorsey Lane, Bethesda, Md. Company is engaged primarily in development of classified electronic ordnance equipment.

Converter is what FCC Comr. George E. Sterling hinted at in recent Boston speech (Vol. 10:5). Young Benjamin was high school classmate of one of Sterling's daughters, is married, has two children.

We observed converter in operation during Feb. 4 *Howdy Doody* program when it was used with old 15-in. DuMont set. We can vouch for fidelity of colors because we had watched *Howdy Doody* the 3 previous days on RCA tri-color tube set.

But the flicker-brightness problem is serious, and company officials recognize it—though they feel it can be minimized sufficiently to produce a marketable device. Pres. J. E. Butler and chief engineer Wm. Whelan, with refreshing candor, state that they regard converter solely as an interim device until industry picks up speed in producing conventional color sets.

Here's how converter works: A disc about 30-in. in diameter, with 6 color segments, is rotated at 600rpm in front of black-&-white tube. Incoming color signal is decoded into its 3 colors. The 3 color signals are then keyed so that only red is fed to picture tube when red segment of disc is in front of tube; process is repeated for other 2 colors. Only 60 fields per second are produced. This gives the high flicker rate, also produces considerable breakup—both much more serious than in CBS's old 144-field system.

Airtronics principals claim that increasing number of segments in disc and judicious balancing of green can improve flicker-brightness performance.

Device is not new. CBS's Dr. Peter Goldmark, developer of the field sequential system, tells us he's had one for about 6 months, finds it a valuable tool for checking performance of "Chromacoder" camera equipment be-

cause it has no possibility of misregistration.

"We call it our 'flickerscope,'" Dr. Goldmark said, "and I'm afraid that flicker would kill it as a device for the market." He said he's wondered whether amateurs and hobbyists would pick up idea.

RCA Labs' George Brown says his engineers have had some fun with same thing, building one quite some time ago. He said they made one in a few minutes, didn't have motor for it at first, so they drove disc by directing compressed air at periphery. He speculates that there may be some market for device as a novelty.

Hazeltine research v.p. Arthur Loughren also says he believes the flicker problem inescapable. As for marketability, he thought it conceivable someone might try to make a quick killing on it. He also recalled 1949-50 talk of cheap conversion to field-sequential color which disappeared as engineers really got down to figuring costs. This makes him wonder whether the \$50-\$100 estimate is realistic.

Airtronics officials believe 16-in. is largest practical picture with disc. Sets with larger tubes could be converted by reducing size of raster. Circuitry with disc doesn't look very complicated; Benjamin says present 10 tubes can be reduced to 5. It's estimated 1/50th horsepower motor would be adequate. Set to be converted must be able to pass 3.6-mc subcarrier. Many sets don't, but Benjamin believes most can be adjusted to do so. Breadboard setup was quite crude, with components exposed, old riveted disc, big clumsy electric fan motor, etc.

Pres. Butler says his patent attorney has made search, finding no previous record of technique. Industry experts are dubious that outfit can claim originality. They also believe that market for device would probably vanish before patent is issued, even if technique is unique.

Butler says next step awaits industry reaction. Company is small (200 employes), so that he doesn't contemplate manufacture himself, would prefer licensing or having others make converters for him. Converter is to be demonstrated at N. Y. IRE convention next month.

Young Benjamin, himself, is one of most interesting aspects of whole affair. A slight, modest fellow, he's almost entirely self-taught, is a whiz at such things as calculus. He built monochrome set in 1946 when commercial receivers were unavailable. He converted it to CBS color by changing circuits and holding motor-&-disc in front of tube. He has never seen a picture on tri-color tube. He became a ham, made contacts all over the world in matter of weeks. He's learned how to fly. Comr. Sterling, also self-taught, says he's "mighty fond of the boy."

Nationwide series of clinics on color set installation and maintenance, conducted by RCA for TV servicemen, will begin Feb. 15 with 2-day seminars to be held simultaneously in 15 cities. They will be held in other major cities later. Cities with seminars Feb. 15-16: New York, New Haven, Newark, Philadelphia, Pittsburgh, Washington, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Des Moines, Denver, San Francisco, Los Angeles.

CBS-Hytron closed one plant in Newburyport, Mass. this week to convert it to production of Colortron tubes. Pres. Charles F. Stromeyer said about 250 workers were furloughed, but all will be rehired when plant is reopened in about a month.

End of a color era came this week with dissolution of National Television System Committee (NTSC) formed by RETMA at height of color controversy to get industry agreement on compatible standards acceptable to FCC.

Monthly color production figures will be released by RETMA as soon as current plans for reporting data are arranged with all manufacturers. No date has been set for first report.

Emerging from White House, where he presented NBC pres. Sylvester (Pat) Weaver and exec. v.p. Robert Sarnoff to President Eisenhower Feb. 6, RCA chairman David Sarnoff told newsmen they discussed color TV and the new atomic battery, among other things, with the President.

CBS-Columbia's first color seminar of a series for distributor personnel will be conducted Feb. 8-12 at Long Island plant.

Communications subcommittee of Senate Commerce Committee, named Feb. 5, is headed by Sen. Potter (R-Mich.) with Schoepfel (R-Kan.), Griswold (R-Neb.), Hunt (D-Wyo.) and Pastore (D-R.I.). Subcommittee or full Committee is expected to hold hearings on FCC's requested legislation to amend "protest" section of Communications Act so that filing protest doesn't automatically halt effectiveness of CP (Vol. 10:5). Measure (S-2853) was introduced by Committee Chairman Bricker (R-O.). Some Senators feel it would effectively nullify entire McFarland Act provision on protests.

**HIGHER-PRICED SETS ARE SELLING, TOO:** In an industry spotlighting the cheaper models, is there a place in today's TV market for custom-type lines which feature quality styling and special engineering at correspondingly higher cost?

We put that question this week to several so-called middle-bracket set makers who haven't and apparently can't go along with bigger companies in bringing prices down as low as \$160 for 17-in. and \$200 for 21-in. Answers were quite affirmative. We found all quite pleased with current market, very optimistic about future sales -- consequently none was disposed to get into a cat-and-dog fight with those better equipped to produce lowest-priced sets.

Stromberg-Carlson's lowest sets are a 21-in. table at \$230 & 21-in. console at \$350. Said TV-radio gen. mgr. C.J. Hunt: "We think there'll always be a market for quality sets. The public will always be price-conscious but there will always be a certain segment which will be interested more in quality than in price. Right now, it's a tough competitive market but we have no reason to believe people have gone completely nuts over low-priced sets.

"Our January sales this year were 30% over last year. As for production, we are operating in the first quarter only 6% below the first quarter of 1953. We had planned it that way and our business so far has led me to believe we hit it right on the button. Full-door consoles are still selling in limited quantities. Our inventory position on all sets is good now and I believe it'll stay that way."

Magnavox's pres. Frank Freimann stressed impracticability of trying to get down as low as leaders. "Every manufacturer must recognize his own niche," he said. "We've built a reputation for quality and we intend to maintain it. We try to keep our sets within reach of the average consumer but we're not sacrificing quality."

DuMont's Dan Halpin, with a 17-in. table leader at \$200, said wood quality was all-important. He said DuMont won't make sets in plastic or metal just to bring down the price. Compare wood for wood and DuMont is competitive with leaders, he said, citing DuMont 21-in. walnut table at \$260 as against one leader's \$270.

"We think there's a market under \$300, not just under \$200," he said. "We find that new markets are especially strong for sets selling between \$250 and \$300. How long it will last is anybody's guess, but I believe any manufacturer will do all right as long as he adjusts his production and inventory with a common sense recognition of the laws of supply and demand. We've instituted a planning program which keeps much closer tabs on our inventories and those of the distributors and dealers and we're constantly revising it to make sure it's up-to-date."

Spokesman for Raytheon, whose prices are not quite as low as majors but considerably under Stromberg-Carlson and Magnavox down the line, said it was "reasonable to assume we can sell TV sets without dumping them at rock-bottom prices." He said Raytheon was "getting about as much of the current market as we anticipated."

That was gist of respondents who believe they can continue to sell higher-priced sets. But contrary view was taken by one set maker, who asked us not to identify him. His comment: "The TV market has definitely shifted to the middle and low-priced brackets, and we are in that category to stay. We have priced our sets competitively with the industry leaders and we expect to keep pace with them pricewise in the next 6 months. At least we're going to try."

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TV business by and large continues to rebound nicely from slow Jan. start, though regional differences continue to exist, of course. Augmenting our findings (Vol. 10:5), RETMA spokesman this week said reports from all levels of trade indicated business "as good as, if not better than, a year ago." Trade entered Feb. with about 1,700,000 sets in all pipelines, reduction of about 150,000 since first of year, down from 2,300,000 peak last October.

Another indication of pickup was Crosley's recall of some 300 workers laid off last year at Cincinnati TV plant, with almost 500 workers due to be recalled by mid-Feb. to meet increased production schedules. Leonard F. Cramer, v.p.-gen. mgr., said current output rate is 12% over first quarter year ago and 18% over the final quarter of 1953. Philco spokesman indicated that many of the 700 workers furloughed recently (Vol. 10:5) may be recalled shortly.

But GE was one company having TV troubles. It cited impact of color publicity on trade as one reason why 2150 workers at Syracuse & Auburn, N.Y. were laid off for this week only. Another factor was retooling for new models.

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TV production totaled 110,156 week ended Jan. 29, compared to 111,188 the preceding week and 95,915 week ended Jan. 15. It brought Jan. production to about 420,000, compared to 719,234 Jan. 1953. Radio output totaled 202,837 Jan. 29 week, compared to 215,976 Jan. 22 and 221,372 week before, bringing Jan. production to approximately 863,000 vs. 1,093,142 year ago.

**Trade Personals:** Dr. Peter C. Goldmark, prime developer of CBS field-sequential color system and long-playing "Microgroove" records, promoted from v.p. to pres. of CBS Laboratories . . . W. F. Hoepfner promoted from Capehart-Farnsworth controller to asst. to pres. Fred D. Wilson; treas. Paul H. Hartmann takes on Hoepfner's duties . . . Jack Krieger resigns as exec. v.p. of Starrett, his duties assumed by office mgr. Wm. Jacobson . . . Albert Lederman promoted to head new mechanized circuits dept. of Sylvania parts div., Long Island, N. Y. . . Robert W. Conner promoted to mgr. of new installation & customer service section of RCA broadcast marketing div., taking over field installation, service & warranty problems formerly handled by broadcast commercial operations section . . . Henry A. Browe, ex-Admiral, named Sylvania Chicago district sales mgr., replacing Tom Ryan, now midwest regional mgr. . . Bert Rice, ex-CBS-Columbia Distributors, N. Y., named mid-Atlantic district mgr. for parent company; A. Phil Stone, ex-Philco, named district mgr. out of Denver . . . Richard W. Strauss promoted to controller of Stewart-Warner Electric; Roy E. Duvall named asst. controller . . . Varley P. Young has resigned as Avco director of public relations, Cincinnati . . . Robert Tauber promoted to chief of Kaye-Halbert electronics section, succeeding Fred Miller, resigned . . . Joseph Resnick, 29-year-old Channel Master chairman, subject of 4-page article in Feb. *Popular Science Monthly*, crediting him with building \$12,000,000 antenna business in 6 years . . . John D. Schuman promoted to adv. director of Borg-Warner's Norge div., replacing David Kutner, who becomes Motorola adv. director March 1, succeeding Ellis Redden, resigned . . . Merle Cain, ex-Hallicrafters, joins V-M Corp., Benton Harbor, Mich., as distributor sales mgr. . . Wm. A. Ready, ex-pres. of National Co., elected to board of Browning Labs . . . J. A. Zuvich, ex-National Electronic Research Corp., named sales mgr. of Reon Tube Corp., Yonkers, N. Y. . . Robert A. Hoagland named sales mgr. of new Aerovox-New Bedford div. . . M. Robert Wilson, ex-Hallicrafters sales v.p., joins C. Robt. Steltenkamp, ex-pres. of Chicago Sales Engineering Co., to form Steltenkamp, Wilson & Assoc., management consultants, 1 No. LaGrange Rd., LaGrange, Ill. . . Harold O. Wood, since 1951 in charge of Philco TV receiver design, appointed chief engineer of TV div.; Wilson P. Boothroyd promoted to chief engineer of Philco advance development lab . . . W. C. Lederer promoted to Bendix sales promotion mgr., working with Herman S. Sacks, adv. mgr. . . Capt. John N. Boland, USN ret., appointed Raytheon Washington mgr.

**Distributor Notes:** Emerson sets up factory branch to replace Emerson-New York Inc. in move which pres. Benjamin Abrams says will result in more economical operation in highly competitive N. Y. market. Emerson-New York was owned by members of Abrams family (Lou Abrams, pres.) and they will be transferred to key positions in factory branch, which will be known as N. Y. div. of Jefferson-Travis Inc. Latter is Emerson cabinet manufacturing subsidiary. Emerson also acquired 50% interest in Emerson-New England, Boston, remainder held by pres. Morris Rosenfeld . . . Admiral establishes factory branch at 2205 McKinley Ave., Houston, managed by Michael J. Nicolin, ex-gen. mgr. of San Diego branch . . . Pacific Mercury establishes factory branch for San Francisco & Fresno, replacing N. C. Teakle Co. . . Bendix Radio appoints Standard Electric Supply Co., Milwaukee (Leonard H. Siegel, v.p.) . . . Sentinel appoints James Kerwin Co., ex-Raytheon Los Angeles outlet, replacing Sentinel factory branch . . . DuMont appoints Charles H. Coombe, ex-Motorola eastern regional sales mgr., as gen. mgr. of factory branches in Miami, Tampa & Jacksonville; G. M. Nutter Inc., Cleveland (DuMont) elects H. F. Kloava, ex-asst. mgr., as pres., succeeding late founder G. M. Nutter . . . Canadian Admiral appoints Edwin Whittaker supervisor of distributor branches in Toronto, Windsor, Montreal, Vancouver, London & Sudbury . . . Olympic Radio names Jack Haizen, Chicago factory branch mgr., as pres. of subsidiary Olympic Appliances Inc., N. Y.; Morton Schwartz named pres. of Olympic of Chicago Inc. . . Covington Distributing Co., Houston (Hoffman Radio) appoints Charles S. Ely v.p.-gen. mgr. . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) appoints Ralph Sachs TV-radio sales mgr. . . Emerson-New Jersey Inc. promotes Murray Golden from gen. mgr. to v.p. . . Ray Thomas Co., Los Angeles (CBS-Columbia) appoints John Lyons TV sales mgr., replacing Wm. Tiner, now field sales mgr. . . Leo J. Meyberg Co., San Francisco (RCA Victor) announces resignation of gen. mgr. Richard Sanford, who becomes merchandise mgr. of Hale's, northern California dept. store chain.

Shakeup at CBS-Hytron boosted Charles F. Stromeyer to presidency this week after only 2 weeks as exec. v.p. He succeeds Bruce A. Coffin, founder & pres. of company since formation in 1921 as Hytron Radio & Electronics Corp. At same time, retirement of Lloyd Coffin as treas. was also announced. The brothers Coffin will retain their membership on board and stockholdings in parent CBS, in which Lloyd holds 10,090 shares of Class A common & 16,000 B, Bruce 10,880 Class A & 17,060 B. They obtained their stock in 1951 with acquisition of Hytron by CBS.

Ernest Beyer, 54, Olympic Radio & TV export mgr., died Jan. 31 while in Santiago, Chile, on business.

**Topics & Trends of TV Trade:** Curious parallel between TV and automobile production, which have followed strikingly similar curves in past (Vols. 8:45; 9:9, 45), bobs up again in comparison of 1953 output of each industry. Official TV production was placed by RETMA last week at 7,214,787 sets; 1953 auto-truck output was 7,328,040 units, according to Automobile Manufacturers Assn. Consider these other similarities:

Both industries had retail sales of approximately 6,500,000 units; both production totals were second highest on record for each industry; both set their records in 1950 (7,463,800 TVs, 8,003,056 autos); both suffered through periods of high inventories last year; both expect lower production this year (TV predictions range from 5-6,000,000, autos from 6-7,000,000).

Comparisons with 1951 and 1952 aren't quite fair to automobile industry, whose production was limited by govt. mandate for those years and part of 1950 in effort to channel scarce supplies into defense production. Nevertheless, both industries kept pace for first 9 months of 1952, with TVs at 3,670,591, autos at 3,879,734. TV industry pulled away in last 3 months, totaling 6,096,279 for year, as against 4,336,477 auto-truck units. Auto industry quota for 1952 was 4,500,000.

Month-by-month comparison of output last year points up even sharper parallel. TV production rose steadily first 3 months of year; auto output rose through April. Both fell off in May, both picked up in June. Both maintained almost equal pace for rest of year, though differing curves. Here's month-by-month comparison:

	TV	Auto
January .....	719,234	565,172
February .....	730,597	583,001
March .....	810,112	700,685
April .....	567,878	723,532
May .....	481,936	643,487
June .....	524,479	661,992
July .....	316,289	705,132
August .....	603,760	615,382
September .....	770,085	573,688
October .....	680,433	620,562
November .....	560,197	452,487
December .....	449,787	482,920
Totals.....	7,214,787	7,328,040

Standard parts tag for use on all components returned to manufacturer for replacement under set warranty was approved this week by RETMA at request of TV-radio service technicians. Standardized tag includes all information participating manufacturers feel is necessary to replace parts promptly and eliminates need for technicians to carry tags from each manufacturer.

NARDA Blue Book on major appliances trade-ins will be available March 1 from NARDA office in Merchandise Mart, Chicago. One copy is free to NARDA members; extra copies are \$3.50 each or \$2.50 each for 3 copies, \$2 for 5 or more. Non-members may order directly from publisher, National Appliance Trade-In Guide Co., Madison, Wis.

Zenith Radio will introduce new TV & radio models at distributors meeting in Chicago's Drake Hotel, Feb. 11. It introduced no new sets at recent Chicago Furniture Mart but lowered price of 21-in. mahogany table from \$250 to \$200, and 17-in. mahogany console from \$270 to \$250.

As Feb. promotion only, Hoffman Radio cut retail price of 21-in. full-door mahogany console (Model 718) from \$330 to \$300, blonde version \$390 to \$300. It's part of month-long birthday celebration.

Raytheon adds 2 models to 1954 line: Shelby, 21-in. maroon leatherette table at \$200, and Wilshire, 21-in. open-face mahogany console at \$300, blonde \$320. Optional uhf tuner is \$10 extra.

Record industry went topsy-turvy this week with series of headline-producing price slashes on classical records that even had trade press predicting king-sized price war would follow. Columbia Records touched it off with a "one-and-a-half" sale for Feb. only, in which 12-in. long-playing classical record normally selling at \$5.95 would be sold for \$4.46 if 2 were purchased. RCA Victor, which rivals Columbia for top place in the record industry, immediately reduced all classical records straight one-third, cutting 12-in. from \$5.72 to \$3.99 and 10-in. from \$4.67 to \$3.25. Mercury Records and Westminster Records then proposed deals similar to Columbia's. Capital Records said it was holding price line at present but might have to reconsider. Decca and M-G-M Records said they had no plans to cut. Consumers were reported eager to snap up records but dealers, who had loaded up at old price, weren't as enthused. Classical records accounted for about \$60,000,000 at retail last year, or roughly 25% of all record sales.

TV set sales by Canadian factories totaled 365,400 last year, at average price of \$406, compared to production of 422,951, reports Canadian RTMA. They compared with 1952 sales of 137,236, at average price of \$442, production of 146,373. Quebec led with 120,176 sets sold; Toronto second, 101,193; Hamilton-Niagara, 42,178; Ottawa & eastern Ontario, 34,514; other Ontario, 23,334; Windsor, 22,711; British Columbia, 19,097; Prairies, 1319; Maritime Provinces, 878. For Dec. alone, sales were 51,767, inventory 63,905 at month's end. Projected production estimate is that 139,624 sets will be turned out first 3 months of 1954. Vincent Barreca, pres. of Canadian Admiral Corp., recently predicted more than 500,000 sets, valued at \$200,000,000, would be sold in all of 1954, thanks to new stations and new markets opening up.

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Dividends: P. R. Mallory, 50¢ payable March 10 to stockholders of record Feb. 18; Westinghouse, 50¢ March 4 to holders Feb. 8; Stewart-Warner, 35¢ extra and 40¢ regular quarterly March 6 to holders Feb. 12; Aircraft Radio, 10¢ Feb. 15 to holders Feb. 5; Standard Coil Products, 25¢ Feb. 14 to holders Feb. 5; Weston Electrical Instrument, 25¢ March 10 to holders Feb. 26; Magnavox, 37½¢ March 15 to holders Feb. 25; American Phenolic, 25¢ Jan. 29 to holders Jan. 15; Zenith, 50¢ March 31 to holders March 10; Erie Resistor, 20¢ March 15 to holders March 6; Tung-Sol, 25¢ March 2 to holders Feb. 15; International Resistance, 5¢ March 5 to holders Feb. 15; Standard Radio Ltd. "A", 20¢ April 9 to holders March 19.

Hoffman Radio enjoyed biggest sales year in its 12-year history during 1953, totaling more than \$50,000,000 as against \$34,769,201 in 1952, reports pres. H. Leslie Hoffman. He said he expected further gain in 1954 due to new TV-radio-phono plant in Kansas City and larger share of markets being gained in Southwest, Midwest & East. Net profits for first 3 quarters of 1953 were \$1,115,533 (\$1.94 per share) compared with \$994,282 (\$1.73) in same 1952 months. Final 1953 figures have not yet been compiled.

Television-Electronics Fund Inc. reports net assets of \$28,835,374 (\$13.58 per share on 2,124,072 shares outstanding) as of Dec. 31, 1953 vs. \$24,786,839 (\$14.37 on 1,725,440 shares) one year earlier.

George F. Hessler, 64, sales v.p. of Graybar and 1952-53 pres. of National Assn. of Electrical Distributors, died suddenly Feb. 1 at Venice, Fla.

W. W. Ring, 48, asst. to Westinghouse v.p. in charge of consumer products, died in Pittsburgh Jan. 20 after a heart attack.



**Electronics Reports:** RCA's recent demonstration of "atomic battery" (Vol. 10:5) has sparked several rival claims of earlier development of similar devices. In response, RCA spokesman reiterates point made at demonstration—that RCA contribution isn't simply that it managed to derive electricity from radioactive materials but that its technique is 200,000 times as efficient as previously known methods.

Ohmart Corp., Cincinnati, is one organization challenging RCA's claims, stating that since 1951 it has been marketing devices producing electricity from radioactivity. RCA official says that Ohmart device is a "one-for-one" unit—producing one electron of electricity for each radioactive electron—whereas RCA's unit produces 200,000 for one. Another organization making related devices is Radiation Research Corp., West Palm Beach, Fla., marketing them for radiation detection instruments.

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TV set using "Tinkertoy" construction has been built by Sanders Associates Inc., Nashua, N. H., to show manufacturers how automatic production techniques can be adapted to production of commercial products. Project Tinkertoy was developed jointly by Navy, Bureau of Standards and several private firms to produce electronic assemblies automatically (Vol. 9:38). Based on "modular" design, system employs series of small wafers as building-blocks for subassemblies. Sanders' TV set uses 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminates almost 600 hand-soldering operations. Specifications for tools required to set up pilot runs of Tinkertoy are available at Office of Technical Services, Commerce Dept. (Report PB 111277).

Silicon transistors have been made by Raytheon and tested at temperatures up to 350°. Company announced that its research div., working on Defense Dept. contract, tested silicon junction transistors at temperatures higher than the failing point for germanium transistors, but emphasized that silicon transistors are still long way from actual production. Philco last month announced development of silicon transistor using "surface-barrier" technique (Vol. 10:3).

"Manufacturers Radio Service," sought by NAM's Committee on Manufacturers Radio Use (Vol. 9:47,50), was turned down by FCC this week. It said proposal, which would use 460-462 & 468-470 mc, now assigned to Citizens Radio Service, is "premature" and request for such service should be part of a future reallocations proceeding.

Western Electric has licensed 40 U.S. firms to manufacture transistors, Bell Telephone's Albert Barnes told Philadelphia's Poor Richard Club this week. He added that Bell now is producing 40 different types of transistors.

Lewyt Corp. being reorganized into 2 companies: Lewyt Mfg. Corp., to manufacture electronic and precision mechanical equipment on contract basis for Govt. and industry; Lewyt Corp., to manufacture and market vacuum cleaners.

Waldom Electronics Inc., Chicago, enters TV equipment field with distribution amplifier to couple 2 sets to one antenna and serve as booster for both, at \$39.50 list.

Greatest off-year use of TV is planned by Republican Party for this year's Congressional election campaign, and included in \$3,809,000 budget approved by GOP National Committee Feb. 6 in Washington. Committee didn't break down figure to show amounts to be appropriated to TV & radio.

Minor league baseball is in bad shape—and it's TV-radio's fault. So minor league czar George Trautman told special joint meeting of both major leagues this week in New York. "In 5 years since 1949 there has been a combined drop in attendance, major and minor, of 26,000,000," he said. "The total number of leagues during that period has dropped from 59 to 37 [and] there is now no baseball in 172 cities and towns which had it 5 years ago." He put principal blame on broadcasts and telecasts of major league games, which he said not only cut into attendance at minor league games but have virtually wiped out revenues the minors formerly got from radio broadcasts of their games. Commenting editorially on Trautman's plea for more TV controls, Scripps-Howard newspapers said Feb. 1: "It is, we agree, a deplorable situation. But, even as ardent baseball fans, we can offer Mr. Trautman no sage advice. Probably nothing can be done either about cycling, canals, silent movies, nickel beer, wood-burning locomotives, peg-leg trousers, gas lights, stereopticons, derby hats or side whiskers."

Strict limits on televising or broadcasting of its hearings were imposed by House Govt. Operations Committee Feb. 4 in 18-2 vote. Decision apparently wasn't intended as slap at TV-radio but at Chairman Hoffman (R-Mich.), who has been accused of trying to "create a circus" of committee hearings and of "wiring the room" for recordings so he could use members' own remarks against them politically. Rule was recommended by subcommittee headed by Rep. Bender (R-O.), requires unanimous consent of all subcommittee members to televise, broadcast, film or record any subcommittee meeting, and approval of majority of 30-man committee for televising or broadcasting full committee sessions. Voting against rule were Reps. Hoffman and Meader (R-Mich.). Meanwhile, Ohio Supreme Court unanimously adopted "rule of judicial ethics" barring photographing, broadcasting or televising of proceedings of any state court.

Attorney General Brownell soft-pedaled much-headlined reports of "anti-trust investigation" of ad agency practices, particularly standard contract forms and 15% agency discount fees, telling news conference Feb. 4 that study was preliminary only and "does not mean any action will follow." He added it was one of a series of studies conducted periodically by Justice Dept. to enforce anti-trust laws. He said ad study stemmed from anti-trust investigation several years ago of uniform commission rates charged by some real estate brokers. It was dropped when no violations were uncovered. FBI agents checked files of NARTB, AAAA and leading agencies this week, NARTB chief attorney Vincent Wasilewski saying he was certain his organization had violated no laws but willingly turning his files over. Heading study is Asst. Attorney General Stanley Barnes.

Educational TV proponents were heartened this week by N. Y. Gov. Dewey's message to legislature proposing state's 10 non-commercial stations be operated by "responsible" non-profit groups under general supervision of State Board of Regents. Latter group, at odds politically with Dewey, immediately replied it still favored state-financed network which was rejected last year by N. Y. State Temporary Commission on Educational TV (Vol. 9:9-10) but said they would go along with Dewey's proposal in effort to get educational TV going. Non-profit groups have already been organized in New York, Buffalo and Albany-Schenectady-Troy. Joint Committee on Educational TV congratulated Dewey and asked permission to circulate copies of his message to educational groups around the country.

**Telecasting Notes:** National TV spot users jumped from 1346 in 4th quarter 1952 to 2153 in 4th quarter 1953 when they used 44,559 schedules on 195 stations (average, 71.5 per station), according to latest quarterly *Rorabaugh Report on Spot TV Advertising* which details how, when, where and to what extent all national & regional advertisers used medium during the quarter. With 360-odd stations now on air, Rorabaugh states that 32 more have already signed up to start reporting their accounts, which are listed by stations, beginning this quarter . . . New "Videotown," reportedly in Ohio, has been chosen by Cunningham & Walsh, which has decided that TV in New Brunswick, N. J. has stabilized so that the town no longer serves to depict TV growth . . . Daytime viewing rose 9% between April-Dec. 1953, reports Advertest, some 60% of those sampled in N. Y. metropolitan area survey stating they were regular daytime viewers, some 25% saying they'd watch more if shows were better; most popular hours are 10-11 a.m., 3-5 p.m. . . . More rate increases: KABC-TV, Los Angeles, raises Class A hour from \$1200 to \$1500, one-min. from \$220 to \$275, adds new Class AA one-min. rate of \$350 for 8-10 p.m. segments daily; WOKY-TV, Milwaukee, Class A from \$300 to \$400, one-min. \$60 to \$70 . . . Lowered rates: WILS-TV, Lansing, cuts base hour rate from \$200 to \$150; WJHP-TV, Jacksonville, lowers one-min. from \$40 to \$30 . . . Dorothy Dix material and name rights for TV-radio acquired from Bell Syndicate by Roland Israel, Philadelphia adman, who plans to syndicate film *Dear Dorothy Dix* thru Helen Greer-Israel Enterprises Inc. . . . Ziv acquires TV-radio rights to *Mr. District Attorney* for \$250,000 from Phillips Lord; David Brian to play title role in new series being filmed in Hollywood . . . ABC-TV Manual No. 3, covering charges for facilities, personnel and production services for network programs from its 5 originating centers, released this week . . . Success of K-2 mountain-climbing expedition film underwritten by NBC-TV has led network to negotiate similar exclusive deal with Lowell Thomas Jr. covering expedition into Australia . . . WCBS-TV this week end completes moving of offices into Look Bldg., across street at 488 Madison Ave., adjacent to new CBS-TV Spot Sales offices.

J. O. Willett acquires 98% ownership of KFAZ, Monroe, La. (Ch. 43) by reason of FCC decision this week authorizing transfer of Howard E. Griffiths' 49% for \$25,500 and other considerations. Mr. Willett, motor carrier and pipeline operator, went into the venture last year in association with Mr. Griffiths, an industrial communications consultant, who apparently is pulling out because, as transfer application stated, "Operation of KFAZ to date has been unprofitable principally due to its inability to obtain a network affiliation. [It] competes with vhf station KNOE-TV [Ch. 8, owned by ex-Lt. Gov. James A. Noe and affiliated with all 4 networks] which commenced operation after KFAZ went on the air." KFAZ started last Aug. 11, KNOE-TV Sept. 26. Population (1950 census) of Monroe, La.: 38,572.

Authority to strike against 4 networks "if necessary" was voted Feb. 3 by membership of New York Local 802, American Federation of Musicians. Union "suspended" talks with ABC, CBS, NBC & MBS for contract renewals; it's asking that networks use live music on all TV-radio shows where music is played, in addition to 15% pay boost.

Application advertising and 30-day cutoff rule, proposed by FCC last July to speed processing (Vol. 9:27,33), was found to be neither necessary nor popular and Commission dropped the proposal this week.

Stuart Sherman has resigned as an officer & director of Sherman & Marquette, and his partnership acquired by company.

Maj. Edwin H. Armstrong, 63, inventor of FM, the superheterodyne, the regenerative and the super-regenerative circuits, died Feb. 1 after plunge from window of his luxurious 13th floor apartment in River House, New York. That he had jumped was apparent from notes he left his wife and sole survivor, Marion, who was away visiting her sister in Conn. at the time; the notes indicated strained relations between them, for he expressed regret that he had hurt her and stated it was "heartbreaking" that he could not see her again. He also stated his estate was solvent, making mention of his litigation with RCA and "the telephone company." In recent years, Dr. Armstrong has spent most of his time in infringement litigation, largely against those companies, recently filing suits also against other manufacturers (Vol. 10:3). One of radio's greatest inventors, he was a boy prodigy, became a protege of famed Michael P. Pupin, to whose Columbia U chair as professor of engineering he succeeded in 1934. He was, as the *New York Times* stated editorially Feb. 2, "one of the most brilliant, complex and controversial figures in the realm of radio engineering." His large fortune derived largely from the sale of certain of his patent rights, in exchange for stock, during the early days of RCA. He sold the stock at peak. His wife was onetime secretary to RCA's David Sarnoff when latter was executive v.p. of the company.

Wires Romulo O'Farrill Feb. 1 in belated reply to our Jan. 27 telegram to Mexico City: "At present not contemplating moving XELD-TV." He thus answers the widely published reports that XELD-TV, Matamoros (Ch. 7), across border from Brownsville, Tex., has been authorized to move to another city in Mexico (Vol. 10:5). No such authorization has been given by Mexican Ministry of Communications, said a spokesman, nor are there any plans to quit the area simply because there's now competition from KGBT-TV, Harlingen (Ch. 4) and shortly will be more from upcoming KRGV-TV, Weslaco (Ch. 5). Harlingen station acquired CBS, Weslaco will be NBC, but Mexican-operated station, while admitting tougher competitive situation, maintains it can continue in business by virtue of excellent signal, favorable rate structure and good record of service to audience and sponsors.

Three new applications for TV stations were filed with FCC this week, 4 were dismissed, leaving 320 pending (61 uhf). Week's applications: for Dothan, Ala., Ch. 9, by local group headed by builder Charles Woods; for El Paso, Tex., Ch. 13 by KELP (Texas broadcasters Barton & Gordon McLendon, former principals in Liberty network); for Buffalo, Ch. 7, by WKBW, replacing same group's present application, but with new minority stockholders. [For further details about these applications, see *TV Addenda 18-E* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and Addenda to date.]

Network interconnections this week: WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KWFT-TV & KFDX-TV, Wichita Falls, Tex.; KHOL-TV, Kearney, Neb. AT&T long lines dept. this week applied with FCC to construct 2 westbound TV channels from Amarillo to Albuquerque, to be completed by late summer. Eventually it intends to build eastbound channel from Los Angeles to Las Vegas, thence to Albuquerque, providing new west-to-east route. KOB-TV, Albuquerque, has signed interconnection contract with NBC.

There were 6,432,000 TV installations during 1953, reports NBC research director Hugh M. Beville Jr., bringing total in U. S. to 27,666,000. It was best year since 1950 when 6,600,000 were installed. Beville estimates post-freeze markets accounted for 2,626,000 new sets or nearly 41% of the 1953 increase.

# Television Digest

with **ELECTRONICS REPORTS**

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**FILLING THE 'HOLES' IN STATION COVERAGE:** Concept of satellite and booster stations keeps cropping up, and time is getting closer when FCC will give matter serious consideration. Commission still regards establishment of regular stations as its prime occupation, but it believes that this main vein will be sufficiently worked out to permit delving into supplementary services before end of year.

As Comr. George Sterling indicated in recent Boston speech (Vol. 10:5), the problems of uhf coverage with present transmitters and receivers causes Commission to view satellites and boosters more favorably than it would otherwise. Sylvania has already asked FCC to establish satellites on a regular basis (Vol. 9:38), and WSM-TV, Nashville, has petitioned for authorization of boosters (Vol. 9:45). Commission considers these quite helpful but wants more comment. Chairman Rosel Hyde says he regards Sterling's speech as a trial balloon, hopes it brings more ideas.

So eager is Commission to aid uhf that one top staff member says he believes FCC may be willing to issue special temporary authority now to stations willing to build small repeaters to fill "holes" within their coverage areas -- say up to 60 mi.

In issuing such authorizations, Commission would probably require proof that new little stations would indeed make the difference between service and no service. It would also require that they wouldn't disturb spacings of its allocation plan.

Definitions of boosters and satellites should be made clear, to show the different problems involved in each. A booster is small station which picks up and rebroadcasts programs from an originating station, using same channel as originating station. Satellite employs channel different from that of originating station.

Commission seems particularly impressed with satellite plan of Sylvania because it would safeguard allocation plan and give satellites opportunity to grow into regular independent stations capable of providing local expression. On other hand, it likes principle of boosters because they don't use up extra channels, but it's leery of the possibility that originating station could use boosters to extend coverage at expense of co-channel and adjacent-channel stations.

There's not too much interest in granting satellites and/or boosters to vhf stations with good coverage. Says one commissioner: "They're not suffering." On other hand, FCC is bound to consider any method of bringing service to communities which would not otherwise get it.

\* \* \* \*

Approach to satellite status, at least as far as FCC rules allow, has been made by a few broadcasters. W.D. Rogers, KDUB-TV, Lubbock, Tex., came to Commission with idea that he build stations in Big Spring and Sweetwater, feed them from Lubbock, operating with absolute minimum -- in local programming, equipment, personnel. He now has CP for KPAR-TV, Sweetwater (Ch. 12), with 2.95-kw ERP, estimated

construction cost of \$93,213, yearly operating cost of \$90,000. His application for Big Spring is being contested by another applicant.

Another approach is that of Frank Hoy, operator of WPMT, Portland, Me. (Ch. 53) and WLAM-TV, Lewiston (Ch. 17). He feeds Lewiston with direct off-air pickup from Portland. Though the Class A hour rate for Portland is \$200, sponsor can add Lewiston for mere \$25 more -- for combination rate of \$225.

One of most ambitious projects was proposed just this week by parts manufacturer Sarkes Tarzian, who operates WTTV, Bloomington, Ind. Aiming to build 3 uhf "almost satellites", he petitioned FCC to reshuffle allocation so as to put low-band Ch. 21 in Huntington, Ch. 23 in Anderson, Ch. 25 in Logansport. He plans to apply in those towns, program as much as FCC will allow by microwave feeds from the Bloomington "mother" station.

Tarzian will build own uhf transmitters, has filed for experimental uhf station in Bloomington to test equipment and coverage.

What the satellite and booster proponents would like is to extend these concepts much further -- to 100-watt transmitters, 100-ft. towers, remote operation, no local originations, part-time engineers, etc. Sylvania estimates satellites can be built for \$15-\$20,000 each.

Until day comes that TV stations can be built and programmed as cheaply as AM, relative to income, Commission is likely to look with more and more favor on these supplementary stations to expand TV. What it doesn't want to do, however, is to bollix up its allocation plan in the process or to preclude the growth of these "fillers" into full-fledged community media.

**5 NEW STARTERS; DuMONT'S KCTY QUILTS:** Biggest week so far this year for new stations saw 5 more go on air, including Puerto Rico's first -- for total of 367 now in operation, of which 128 are uhf. Eleven stations have started since Jan. 1.

DuMont this week decided to abandon its uhf experiment in Kansas City in the interest of "sound business judgment." Sudden announcement at week's end told of decision to close down KCTY (Ch. 25), which it acquired just 6 weeks ago from Empire Coil Co. for \$1 (Vol. 10:1). Network said it had studied situation carefully and concluded Kansas City viewers were adequately served by their 3 vhf outlets. Statement by Dr. Allen B. DuMont stressed that the problems were "peculiar to Kansas City and not necessarily fundamental limitations of uhf broadcasting in general."

KCTY will turn off juice Feb. 28 to become 3rd uhf station to go off air -- out of total of 130 uhf starters. Other two were Roanoke's WROV-TV and Buffalo's WBES-TV. Two post-freeze vhf outlets also went dark pending changes in ownership. The new stations which began operation this week:

WKAQ-TV, San Juan, P.R. (Ch. 2) is now testing 5-kw GE transmitter, aiming at commercial start Feb. 14 with telecast of Caribbean baseball series next week as its first big event. It began with interim power of 4.9-kw ERP from temporary antenna 75-ft. above ground on 1973-ft. Marquessa Mt., 12 mi. from downtown, later plans to go to maximum 100-kw from 300-ft. tower. It's CBS affiliate, plans both Spanish and English language programs. Owner Angel Ramos is publisher of El Mundo. R. Delgado Marquez is gen. mgr.; David Polinger, commercial mgr.; Fernando Cortes Jr., program mgr.; Angel del Valle, chief engineer. Base hour rate is \$200. Inter-American Publications is rep. San Juan's second station, WAPA-TV (Ch. 4), is due soon.

WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) started test patterns Feb. 11 after series of bad-weather delays, plans NBC & DuMont programming soon via AT&T relay from Detroit. It's first local competition for WKNX-TV, Saginaw (Ch. 57), which began last April. WNEM-TV has 5-kw DuMont transmitter, with 400-ft. Stainless tower 4 mi. NE of Saginaw. Station resulted from merger of local WGRO & WSAM. President is James Gerity Jr. (WGRO); Milton L. Greenebaum (WSAM) is v.p.; John H. Bone, ex-WLWT, Cincinnati, is gen. mgr.; Harvey M. West Jr., commercial mgr.; Lee Stevens, acting chief engineer. Base hour rate is \$350. Headley-Reed is rep.

WRDW-TV, Augusta, Ga. (Ch. 12) beamed first test pattern Feb. 9 from 10-kw RCA transmitter and 12-bay antenna on 425-ft. Emsco tower, plans Feb. 14 commercial debut with CBS programs. It's city's 2nd vhf, WJBF-TV (Ch. 6) having begun last

fall. WRDW-TV calls its downtown TV Center "one of most modern in the south." Its principals are pres. Grover C. Maxwell; v.p. Harry W. Jernigan; exec. v.p. Allen M. Woodall (who also is part owner of WDAK-TV, Columbus and WETV, Macon); gen. mgr. W. Ray Ringston. Roger J. LaReau is station mgr. and Sammy Barton is production mgr. Base Class A hour rate is \$200. Rep is Headley-Read.

KBID-TV, Fresno (Ch. 53), third in that all-uhf city, sent out first test pattern Feb. 8, began programming Feb. 13 with 15-hour telethon for Fresno County Heart Assn. It's first of 3 California stations being built by John Poole, wealthy pioneer uhf enthusiast, shares site and tower with KMJ-TV on Bear Mt., 2254 feet above average terrain, has 12-kw GE transmitter with directional antenna designed to beam equivalent of 470-kw ERP into Fresno. Unaffiliated station plans both live and film programming, including 3-hour live Spanish language show Saturday nights. Gen. mgr. is Robert H. Wesson, ex-KHQ-TV, Spokane; chief engineer, Ralph E. Smith, ex-KFMB-TV, San Diego; program director, Hal Davis. Base rate is \$225. Meeker is rep.

WMGT, Adams-Pittsfield, Mass. (Ch. 74), first local station for area, began tests Feb. 5 with 12-kw GE transmitter and RCA antenna atop Mt. Greylock, 2060-ft. above average terrain. Nearest other TV stations are in Schenectady, 43 mi. from Adams, and Holyoke, 38 mi. Leon Podolsky of Sprague Electric Co. heads grantee. John T. Parsons is gen. mgr.; Leon Levando, chief engineer; Don Selby, production mgr. It's DuMont affiliate, also plans to rebroadcast sports events from WPIX, New York. Base hour rate is \$250. Walker is rep.

**RCA's NEW UHF STATION EQUIPMENT PLANS:** Details on price and availability of its new 12½-kw uhf transmitter were released this week by RCA -- along with slash of \$10,000 in the price of its 1-kw unit.

RCA aims to catch up with competition in higher-powered uhf field with its newly announced 12½-kw tetrode transmitter (Vol. 10:4). It gave out specifications to consulting engineers at Washington seminar Feb. 11, and announced these prices:

Complete 12½-kw transmitter, including all tubes, crystals and filterplexer -- \$144,500. Amplifier to convert existing 1-kw unit to 12½-kw -- \$99,500. Since the new transmitter (type TTU-12A) replaces originally announced 10-kw (TTU-10A), those stations with orders for 10-kw get price break. Latter units were ordered in advance at guaranteed maximum price, and as result RCA will sell its 12½-kw amplifiers to those customers at \$86,900 instead of \$99,500.

Deliveries begin in June, first ones going to customers with long-standing orders -- such uhf pioneers as Wilkes-Barre's WBRE-TV and South Bend's WSBT-TV and others in first batch of uhf starters of late 1952 and early 1953. After producing 2 or 3 in June, RCA plans to step up output to 5-6 a month -- more if there's steady stream of new orders. Company says it has 30-40 back orders for the new unit, could catch up with these by Oct. or earlier.

In 1-kw field, price reduction from \$57,500 to \$47,500 was made possible by cost decreases and production economies such as elimination of overtime, says RCA. And it continues to hammer away at its favorite theme -- color -- stressing that all transmitters delivered will be equipped to handle it from start (see p. 4).

Another innovation announced by RCA: All uhf antennas will be measured for complete vertical and horizontal patterns before leaving factory. Previously they were spot checked. Also, RCA will make "ground check" of antenna at station to make sure no adjustments were harmed during shipment. Such antenna pre-measurement was urged by FCC Comr. George Sterling in recent speech before Boston IRE (Vol. 10:5).

**BRISK PICKUP IN ACTION BRINGS 6 CPs:** It has been decidedly slow year in terms of CPs but this week was an exception -- producing 6 grants and an initial decision. There was nice crop of 5 new stations on air, though week also brought sudden announcement from DuMont that it is shutting down its newly-acquired uhf KCTY, Kansas City (Ch. 25), deciding market can't support it along with 3 vhfs (see p. 2). And another uhf CP was turned in -- WMEV-TV, Marion, Va. (Ch. 50). The week's grants:

El Centro, Cal., Valley Empire Telecasters, Ch. 16; Stockton, Cal., KSBR, Ch. 13; Chicago, Ill., WOPA, Ch. 44; Elyria, O., WEOL, Ch. 31; Charleston, W.Va.,

WCHS, Ch. 8; Wausau, Wis., WOSA, Ch. 16. Initial decision was one of the tough ones, with Mobile TV Corp. favored over WKRG for Ch. 6 in Mobile, Ala.

One of most interesting grants is that in Stockton. It's controlled by TV maker H.L. Hoffman and is his first venture into station ownership. He plans to utilize KSBR building and tower on 3849-ft. Mt. Diablo, has RCA transmitter on order, hopes to be radiating 25-kw ERP by May.

Mobile case was difficult to decide, Examiner H. Gifford Irion said, but he finally chose Mobile TV Corp. because of "decided superiority in its studio design, production equipment, staff training, care in preparation, potentiality for expansion and, above all, its capable leadership." Proposed winner is 24% owned by Edgar Stern Jr., 10% by Robert Swezey -- principals of WDSU-TV, New Orleans. Pres. and 15% owner is Dwight Martin, formerly v.p. of Crosley and General Teleradio.

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Tackling one aspect of its multiple ownership rules, FCC handed Westinghouse some unwelcome news in answering latter's request for clarification of rule (Vol. 10:3). Westinghouse Broadcasting Co. had asked FCC to assure it that minority holdings of directors of parent Westinghouse Electric Co. wouldn't be counted in total stations permitted.

No indeed, Commission said, those holdings count. Thus, Westinghouse is now credited with 6 stations: WBZ-TV, Boston and WPTZ, Philadelphia, plus the 4 stations in which director John Schiff owns 15% -- WFTV, Duluth; KETV, Little Rock; KCTV, Sioux City; WICS, Springfield, Ill. Westinghouse also has applications pending for Pittsburgh and Portland, Ore.

Company hasn't indicated plans, presumably will ask for waiver permitting it to go ahead with hearings in Pittsburgh and Portland, decide what to dispose of later -- unless it wants to challenge FCC rules in courts as Storer Bcstg. Co. is doing (Vol. 10:4). Comrs. Sterling and Doerfer dissented, former saying he wanted to study similar cases first and wait for outcome of Storer appeal, latter saying "the interpretation extends a doubtful exercise of rule-making power beyond the pale of administrative law. [Rule's purpose] was to limit control but not influence."

Among other actions, FCC this week: (1) Received its Broadcast Bureau's recommendation that Niagara Frontier Amusement Corp. get CP for Ch. 2 in Buffalo and be absolved from blame in "strike" application to-do (see p. 10). (2) Appointed a new hearing examiner and made him chief of examiners -- something FCC hasn't had for years. He's Edward T. Stodola, now in charge of various CAB hearings. He's 45, a native of Wisconsin, has been CAB examiner since 1943. (3) Proposed to shift Ch. 3 from Lewiston, Ida. to Richland, Wash. (4) Set March 12 for start of Ch. 2 hearing for Bangor, Me. and Ch. 18 hearing for Fayetteville, N.C.

**COLOR STATUS AT STATION & PROGRAM LEVEL:** The race for station color equipment sales became a bit more feverish this week as RCA levelled two attacks at competition during uhf-color seminar for consulting engineers in Washington Feb. 11:

(1) Announced it would equip for rebroadcast of network color all stations using its transmitters -- without charge. Furthermore, the 30-odd stations already so equipped will not be billed. Since cost of modifying stations runs up to \$25,000 or so, this means an RCA outlay of seven figures.

In addition to equipping existing stations for color, RCA will henceforth ship all new transmitters already modified for color or accompanied with kits.

(2) Talked down cost-performance claims for CBS-type field-sequential camera equipment being made by GE (Vol. 10:5).

About all RCA would concede CBS-GE camera setup is lighter weight -- 120 lbs. vs. 300 for RCA's 3-tube camera. Aside from that, RCA engineer Andrew Inglis told consultants, system has innumerable drawbacks.

It produces "a picture of a picture," he said, with all the possibilities of degradation that implies. He said that initial cost can favor either type of equipment, depending on number of cameras; that field-sequential type is likely to need

30-100% more light at studio; that station "has all its eggs in one basket" if it has one field-sequential coder serving several cameras.

Inglis also refuted common belief that the 3 tubes in RCA cameras must be perfectly matched. He said camera controls compensate for differences. He also made surprising statement that tubes last longer for color than for black-&-white, because each gets less illumination. "Based on limited experience," he said, "we estimate image orthicon life in color cameras at about 750 hours." Customary life of tubes in monochrome use is about 500 hours.

These criticisms are pooh-pooed by GE v.p. Dr. W.R.G. Baker who reports "very encouraging" results to date, says GE already has station orders for cameras in addition to the 4 being built for CBS (Vol. 10:5).

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Color programming continues to build up gradually, meanwhile. NBC's schedule (Vol. 10:5) still holds with these changes: Taming of the Shrew opera has been added for March 13; Eddie Fisher show has been shifted to March 31; mobile unit is due back in service next month, and plans are afoot for New York St. Patrick's parade March 17 and Easter parade April 18, plus Gillette fights starting in April.

There are still only 30-odd stations equipped to rebroadcast color, and AT&T has equipped no more routes for color than were employed Jan. 1 (Vol. 9:52). No coaxial segments are to be ready until April.

AT&T still hasn't filed rates for color. After compiling schedule, AT&T showed it to network officials who made it clear they thought proposed rates were so steep that they'd stifle growth of color. This week, AT&T indicated it would continue to hold rates in abeyance by filing with FCC a request for extension to May 15 of its present experimental rates for color.

CBS added WKBN-TV, Youngstown, to New York and Baltimore for Feb. 5 show, will shortly add WBBM-TV, Chicago -- others soon as they're equipped to rebroadcast.

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There's bitter complaint from Los Angeles set manufacturer that NBC's color programs are rarely broadcast there, must be viewed on closed circuit at RCA Industry Service Labs in Hollywood. Since Jan. 1, only the Tournament of Roses and Zoo Parade have been transmitted by KNBH.

"It's the old time-difference problem," says NBC official, noting that "hot kines" suffice for delayed black-&-white broadcasts but that comparable process for color isn't yet available. "However," he said, "we have a plan under study whereby we may put color programs on later so that KNBH can broadcast them."

**'COLOR TV AGE' AWAITS BIGGER SCREENS:** Will 15-in. color sets ever go "on sale" to the public in real quantities? Many important set and tube makers think not.

Promises of 19-in. tube production in latter half of this year -- added to today's healthy black-&-white sales (see p. 11) -- seem to have dampened industry's urgency to get 15-in. sets on the market, and a number of top-name set manufacturers now say they don't plan to merchandise 15-in. sets at all.

These reports are authenticated by some tube makers, who say they're equipped to produce the small color tubes but have no quantity orders. RCA, one of the notable exceptions, reports it is "shipping 15-in. tubes as fast as we can make them."

The picture easily could change overnight. If RCA or some other leader makes big sales pitch for 15-in. and backs it up with saleable quantities of sets, many of the others are prepared to swing into production to keep competitive positions.

Here's the general pattern for many set makers with regard to 15-in. color receivers: They plan to turn out 50-500 sets each "just to get the feel of color." These aren't intended for sale, will wind up in homes of their top executives and at their biggest distributors for barnstorming tours of dealers.

There may be some surprises soon in color set field -- and officials of many companies are understandably reluctant to be quoted by name in this highly competitive situation. But the comments we were able to get from receiver and picture tube makers are indicative of feeling and atmosphere as of today:

"The 19-in. tube is coming the second half of this year," says an RCA spokesman, who adds that company will be equipped to shift emphasis easily between 15 & 19-in. tubes, according to demand from its set-making customers. "But if people will be willing to spend \$1000 for the 15, they'll be willing to put up another \$500 or whatever extra it will cost to get the 19."

The real answer will come when public can see all makes, side by side, with pictures on the screen -- "and with price tags," he says. Might RCA be planning to cut the \$175 price of its 15-in. tube (CBS's is due to sell for \$125)? "That price can't last indefinitely," this spokesman says, "when the 21-in. black-&-white sells for about \$20." As to what's coming in future, the RCA official tells us:

"Everyone has something in the back room -- RCA, GE, Philco, Sylvania." And it's obvious, no one intends to tell until the time is ripe.

Admiral doesn't believe 15-in. set is "merchandisable size". A company source says real color production awaits larger tube, but stands by pres. Ross Siragusa's prediction Admiral alone will turn out 30,000 color sets this year (Vol. 10:1).

Philco continues to be an enigma, but it's good guess that if it produces any 15-in. sets at all, they'll be mere trickle for exhibition only. Philco people quote tube makers as saying 19-in. color sets probably won't be available in good quantities till Nov. -- but this isn't necessarily tip-off on Philco plans.

DuMont marketing v.p. W.H. Kelley says 19-in. tube is in the offing, but can't say just when. It's not making 15-in., is buying them from another source for developmental purposes, but doesn't believe that size screen is commercially acceptable. Adds Kelley: "We would be perpetrating an injustice on the industry if we tried to produce and sell current-sized models."

A CBS topkick agrees with RCA that 19-in. will probably come along in last half of year. He adds that production rate toward end of year could reach astronomical proportions, and predicts the public will snap up whatever is produced this year. CBS-Hytron's 19-in. tube, he says, will have 205 sq. in. picture compared to RCA's 162 (and RCA, of course, claims superior brightness, convergence, etc.).

GE is now turning out some RCA-type 15-in. tubes, electronics v.p. Dr. W.R.G. Baker tells us -- and says he'll reveal what else he's working on in month or two. Rumors persist that GE's secret weapon is 3-gun grid type tube.

Sylvania is producing some color tubes, presumably 15-in. RCA type. "What we can't tell you is whether the tube is what you ought to have in your TV set," board chairman Don G. Mitchell told advertising seminar in New York this week. His advice to public was to hold off buying color set until next year when 19-in. will cost less than today's 15-in. He predicted cool buyer reaction to \$1000 receivers.

"Everyone is holding his breath on the 15-&-19-in. question," says another big set maker, requesting anonymity. "I wish I knew what to do. No one is going all-out on the 15-in. model."

"We are buying and producing very little color," states a set & tube maker. "A lot of work remains to be done on the 19-in., and production won't be as easy as we first thought it would be. We know the 15-in. won't last very long -- but the situation is very fluid, could change from day to day. We're caught in a squeeze between RCA & CBS, and what GE will do is anybody's guess. The set makers are checking their enthusiasm for quick color because black-&-white business has held up better than expected. They're digging in their heels and making haste more slowly."

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"The 15-in. looks like it will die a-borning," observes Asher Cole, president of independent tube maker National Video Corp. He says he can begin production of 15-in. RCA-type tube on short notice, but has no requests for more than sample quantities. As for 19-in., he echoes some other tube makers in saying it's extremely complicated from standpoint of circuitry and manufacture, isn't just a "larger model of the 15-in." but a completely different design.

National Video is licensee of both RCA and Chromatic, and Cole says his engineers have worked out "entirely different approach" to latter's grid type tube, which has "practically licked radiation problems and improved resolution." But he



admits he doesn't know which type he'll end up producing -- "the answer may well be something entirely different."

Whatever bottlenecks develop in larger color tubes, it looks as if glass won't be one of them. Corning is now producing bulbs for both 15- & 19-in. sizes, and says it can take care of any foreseeable demand for either size. Electronic dept. sales mgr. J.B. Muller tells us developmental samples of 21-in. rectangular bulb have also gone out to tube makers. It's "universal" type, can accommodate CBS, Chromatic, RCA or any other types, can be adapted to various deflection angles.

Pilot production of 21-in. rectangular bulb should begin about May 1, according to Muller. But he warns that this doesn't necessarily mean 19-in. round will quickly be obsoleted, as was the pattern in black- & white. He points out rectangular tubes were made necessary by demand for big-screen table models -- but color table sets are long way off, so there should be no particular rush for compact color tubes. And round tubes are easier to make, may be cheaper for some time.

**Station Accounts:** Oklahoma City's KWTV (Ch. 9), on the air only 2 months under gen. managership of Edgar T. Bell, reports 35 national spot accounts currently advertising 47 different products—these in addition to 67 CBS network accounts. National spot list, thru Avery-Knodel, includes most of the 26 top spot users listed for 4th quarter 1953 in latest *Rorabaugh Report on Spot TV Advertising* . . . Value of furniture ads on TV exemplified by big response to *Woman's World*, sponsored and coordinated by Northwest Furniture Mfrs. Assn. on KOMO-TV, Seattle, Wed. 3-3:20 p.m., and featuring furniture displays; and in Denver, local FURN Club sponsors similar weekly program, *Home and Kitchen*, on KOA-TV, but no individual products are advertised . . . Norwegian Cannery Assn. ties in Lenten TV-radio spot campaign with 4 major cracker companies—Premium, Salerno, Educator & Snow Flake—to boost Norwegian sardines, thru McCann-Erickson . . . Rise (shaving cream) and Schwayder Bros. (Samsonite luggage) buy Ziv's newly acquired *Mr. District Attorney* for 40 top markets, former thru Sullivan, Stauffer, Colwell & Bayles, latter thru Grey Adv. . . . Record sale boom reported resulting from co-op tie-in by 9 Detroit record dealers for sponsorship of *Columbia 360 Show* on WXYZ-TV, with plans being made to extend promotion . . . Weatherguard (storm windows) and King Wines buy *Racket Squad* on WFIL-TV, Philadelphia, Mon.-thru-Fri. 11-11:30 p.m. . . . Zeeman Clothing Co. buys 11:30-midnight segment of *Juke Box Jury* on 14-station CBS Pacific Network, thru Factor-Breyer Inc., Los Angeles . . . Philco Distributors and dealer Mort Farr team up to sponsor 15-min. segment of 30-min. *Fun and Fortune* daily on WCAU-TV, Philadelphia; it's in addition to *Man About Town*, which Farr sponsors on WCAU-TV Sun. 11:15-11:30 p.m. . . . Rybutol, old network account, moves into local operations with *Best Movie of the Week* on WABC-TV Sat. 11 p.m.-midnight, thru Kastor, Farrell, Chesley & Clifford, N. Y. . . . Westinghouse appliance div. and Jergens Co. to use TV spots for 4-month tie-in sale by which consumer obtains coupons toward purchase of iron with every purchase of soap . . . Among other advertisers reported using or preparing to use TV: Friden Calculating Machine Co., San Leandro, Cal. (calculating machines), thru J. Walter Thompson, San Francisco; Thenylhist Co., Chicago (Tenilhist cough syrup), thru Pams Adv., Dallas; Atlantic Electronics Inc. (Jefferson picture tubes), thru C. Keshian Adv., Paterson, N. J.; Dorothy Gray Ltd. (cosmetics), thru Lennen & Newell; Imperial Sugar Co., Sugar Land, Tex. (Imperial cane sugar), thru Tracy-Locks Co., Dallas; Maurer-Neuer Corp., Kansas City, Mo. (meat packers), thru C. Wendel Muench & Co., Chicago; Mrs. Tucker's Foods Inc., Sherman, Tex. (Meadolake margarine), thru Crook Adv., Dallas; Federal Products Co., Evanston, Ill. (sporting goods), thru A. N. Baker Co., Chicago.

Proud of its record of processing TV applications, FCC this week released tabulation showing its disposition of applications since freeze, amplifying on our summary (Vol. 10:6). It points out that it has granted CPs for 75% of the channels sought and that of 321 pending applications all but 53 are competitive. It also analyzed stations on air, CPs and applications in several ways. For example, it shows that 59.6% of stations are in 1-station communities, 29.2% in 2-station, 7.6% in 3-station, 3.6% in cities with 4 or more. If all existing CPs get on air, respective figures will be 58.1%, 24%, 10.2%, 7.7%. And assuming all channels applied for become stations, figures will be 53.6%, 24.2%, 10.8%, 11.4%. Treating markets as metropolitan areas defined by U. S. Census, analysis shows 120 vhf-only cities, 71 uhf-only, 32 vhf-uhf. FCC economists make it clear that figures don't represent signal availabilities from stations outside metropolitan areas, should be weighed accordingly. Among other breakdowns are figures on number of 1-vhf cities, 1-uhf cities, 2-vhf cities, 2-uhf cities, etc.—based on existing stations, on CPs and on pending applications.

Absence of Sen. Edwin Johnson (D-Colo.) from newly named communications subcommittee of Senate Commerce Committee (Vol. 10:6) doesn't mean the former committee chairman has lost any of his intense interest in TV-radio affairs. As ranking minority member, Johnson selected the Democratic members of subcommittee, wanted to give newer members opportunity to familiarize themselves with communications matters. He still will keep close tab on matters affecting TV-radio, and will of course be in on all important decisions—which will be made by full committee. Sen. Johnson's bill to restrict telecasting and broadcasting of pro baseball games (S. 1396) came up on Senate calendar again this week, but was passed over for 4th time. Also blocked along with many other bills were 3 House-passed measures requested by FCC, relating to protests (HR-4558), violations of Communications Act (HR-4559) and abolishing CPs for govt., amateur & mobile stations (HR-4557). In the House, Rep. Wolverton (R-N. J.), chairman of Commerce Committee, introduced FCC-backed bill to amend Communications Act to keep protests from automatically halting effectiveness of CPs (HR-7795); it's identical to S-2853, introduced by Sen. Bricker (R-O.) in Senate (Vol. 10:6).

New community antenna organization, apparently with extensive plans, has been formed at Little Rock, Ark., as Midwest Video Corp. A member of group is C. Hamilton Moses, chairman of Arkansas Power & Light Co., who says 25-30 communities from Arkansas to Oregon are under study.

Communications Act, up-to-date as of Jan. 1, 1954, is now on sale at 55¢ by Govt. Printing Office, Washington.

**G**ENERAL PRECISION LABORATORY reports "one of the largest purchases ever made in radio or TV by one individual"—the sale of 3 complete uhf station packages to Robert W. Rounsaville for his stations in Cincinnati, Louisville and Atlanta. Purchase includes 3 GPL-Continental 1-kw transmitters (made by Continental Electronics, Dallas), 3 antennas, 6 GPL-Pye camera chains, 3 vidicon film chains, six 16mm film projectors, and associated equipment. Installation has begun at WQXL-TV (formerly WLOU-TV), Louisville (Ch. 41), which has March target. WQXN-TV (formerly WCIN-TV), Cincinnati (Ch. 54) plans debut in early summer and WQXI-TV, Atlanta (Ch. 36) is due about Oct. Forjoe is rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not announced.

RCA shipped its first 50-kw amplifier Feb. 13—to share-time stations WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11). Only other transmitter shipment reported this week was RCA 10-kw to KVAL-TV, Eugene, Ore. (Ch. 13) Feb. 11. The RCA transmitter shipped last week to WMFD-TV, Wilmington, N. C. (Ch. 6) was 10-kw, not 5-kw as erroneously reported.

In our continuing survey of upcoming new stations, these are the latest reports from grantees:

WRZ, Baton Rouge, La. (Ch. 2), granted Jan. 28, has mid-Sept. target, according to pres. Douglas L. Manship, publisher of *Baton Rouge Advocate* and *State Times*. Make of equipment and name of rep not reported. It's first competition for WAFB-TV (Ch. 28) which began April, 1953.

KULA-TV, Honolulu (Ch. 4), with 5-kw DuMont transmitter on its way via ship, now has April 9 target, according to asst. gen. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. It will be 3d vhf outlet there. Rep will be Headley-Reed.

KFBC-TV, Cheyenne, Wyo. (Ch. 5) reports progress in rebuilding tower which was toppled last Dec. by windstorm (Vol. 9:50), but now has no specific target—it all depends on completion of tower, which could be delayed by bad weather, says mgr. Wm. C. Grove. It's equipped with 5-kw DuMont transmitter. D. E. Allen has been named TV sales mgr. Network will be CBS, base rate \$150. Hollingbery will be rep.

KDRO-TV, Sedalia, Mo. (Ch. 6), delayed by bad weather, has studio nearly completed, but has only 50% of its GE equipment, now hopes for April 1 start with 5-kw GE transmitter, writes gen. mgr. Herb Brandes. Rep will be Pearson.

KGKB-TV, Tyler, Tex. (Ch. 7), granted on Jan. 27, hasn't ordered equipment or begun construction, hopes to get going next Aug., according to owner Lucille Ross Lansing. Rep not yet chosen.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage outlet atop 6288-ft. Mt. Washington, N. H., is negotiating for RCA studio-transmitter equipment, begins adding to existing space on Mt. Washington about May 1—weather permitting—and expects to get going July 1, according to pres. John W. Guider. It expects to utilize old Yankee Network's 50-ft. FM tower, may build another for second antenna. Remodeling for studios in Riccar Inn, Poland Springs, Me., is already underway. Network will be CBS. Rep will be Harrington, Righter & Parsons.

KPAR-TV, Sweetwater, Tex. (Ch. 12), has 500-watt DuMont transmitter and 400-ft. Andrews tower on order, but hasn't set target date yet, reports pres. W. D. (Dub) Rogers. Grantee Texas Telecasting Inc. operates KDUB-TV, Lubbock, and plans to operate KPAR-TV virtually as satellite of Lubbock outlet. Same firm also is applicant for Ch. 4 in Big Spring, Tex., which, if granted, would also get satellite role. Rep will be Avery-Knodel.

WALB-TV, Albany, Ga. (Ch. 10), granted Jan. 13, begins construction soon on TV-AM building, plans June 1 start, reports owner James H. Gray, publisher of *Albany Herald*. Make of equipment not reported. Burn-Smith will be rep.

WINK-TV, Fort Myers, Fla. (Ch. 11), oft delayed, now plans March 15 programming with 2-kw RCA transmitter, according to gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland (Daniel Sherby, pres.). It will be ABC affiliate. Hour rate will be \$150. Weed will be rep.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12), has studio building ready and footing & foundation in for transmitter house, now is negotiating for 808-ft. guyed tower, reports owner Oscar C. Hirsch. Target date not set, but "it will be later than April." Transmitter make not reported. Rep will be Pearson.

WHO-TV, Des Moines (Ch. 13) was delayed by antenna accident Feb. 10 when RCA 12-section superturbo-stile was damaged. Antenna was only 4 ft. from ground when gin pole atop 700-ft. tower bent, causing estimated \$40,000 damage and necessitating rebuilding of antenna. WHO-TV pres. Col. D. J. Palmer said mishap will postpone debut "at least 3 weeks past the original March 15 expected starting date." No one was injured.

WLOS-TV, Asheville, N. C. (Ch. 13), hasn't ordered equipment yet, plans to start construction shortly, hopes to get on air in late spring or early summer using 300-ft. Lehigh tower atop Mt. Pisgah, reports commercial mgr. Bradley H. Roberts. Rep not yet chosen.

WINT, Waterloo, Ind. (Ch. 15), got FCC approval in Jan. to increase power to 240-kw visual and to build higher tower, 830-ft. above av. terrain, at new location 16 mi. north of Fort Wayne, now seeks network affiliation, plans to begin construction soon, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. It has ordered 12-kw GE and 800-ft. Stainless tower. Target date not reported, but earlier plans were for March debut. Rep not yet chosen.

WKDN-TV, Camden, N. J. (Ch. 17, allocated to Philadelphia), granted on Jan. 28, is planning additional housing for TV studios and transmitter, but hasn't ordered equipment or set specific target, reports pres. Ranulf Compton. It's to be "community station built within financial confines that will make it possible for the local industrial, retail and service establishments to buy television advertising." Rep not yet chosen.

WOBS-TV, Jacksonville, Fla. (Ch. 30), has studios ready and GPL-Continental transmitter ordered for March delivery, plans April 15 tests, goes commercial May 1, reports gen. mgr. Jim Macri. Pres. & 60% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, TV grantee for Thomasville, Ga.; 50% of WMIE-TV, grantee for Miami, Fla.; and radios WLBS, Birmingham, and WGAA, Cedartown, Ga. Hour rate will be \$150. Rep will be Stars National.

WIMA-TV, Lima, O. (Ch. 35) had planned start early this year, now has no fixed target, awaits delivery of 5-kw DuMont transmitter late next summer, reports gen. mgr. R. W. Mack. Weed will be rep.

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CHCH-TV, Hamilton, Ont. (Ch. 11), planning April start with RCA equipment, has tentative April 15 programming date, reports asst. mgr. S. J. Bibby. Wave-stack antenna designed by RCA is being built by Dominion Bridge. Bill Jeynes, ex-Rediffusion, Montreal (community antenna service), has been named chief engineer; David Southwood, ex-BBC, and Tom Sutton, ex-WWJ-TV, producer-directors. Reps will be Adam Young (for U. S.) & All-Canada Television.

**Telecasting Notes:** Enlightened plea for improvement of TV commercials comes from Feb. 13 *Tide Magazine*, which asks: "Are TV commercials as bad as they say?"—and then proceeds to imply answer is "yes" by quoting ad and research industry sources. Taking off from Bernays survey of leading citizens, which soundly berated TV commercial practices (Vol. 10:5), *Tide* confides that "certain influential people within advertising may themselves approach the FCC, as Bernays has privately indicated he may do," to seek more Commission leadership on subject . . . Fate of NBC's 2 big variety shows—*Comedy Hour* & *Your Show of Shows*—has drawn considerable speculation for last year or so, and Feb. 13 *Billboard* reports they've been given virtual ultimatum to change format to situation comedy or perish . . . But variety shows won't completely disappear, *Billboard* reporting both NBC & CBS have plans on books for supercolossal "spectaculars" with top Hollywood talent, to be aired probably on monthly basis—in color—with talent cost of \$250,000 a show and up. ABC-TV, it says, already is negotiating for weekly 30-min. show which "would almost certainly be the most expensive such program on the air," featuring Ringling circus acts direct from big top, probably sponsored by Wheaties . . . 2-hour all-star show on ABC, CBS & NBC TV networks next Oct. will climax observance of "Light's Diamond Jubilee Year," 75th anniversary of Edison's invention of incandescent lamp; network show will be sponsored by electric companies and electrical manufacturing firms, will follow heavy spot TV-radio schedule through year by local utilities . . . "TV's first repertory theatre" is described as NBC's major project for 1954 in Feb. 10 *Variety*—which says it's still hush-hush but network, together with a major foundation and a top drama

**Personal Notes:** Murray B. Grabhorn, ex-WJZ-TV and onetime sales mgr. of ABC's o-&o stations, resigns as sales director of WATV & WAAT, Newark, will return to Los Angeles for undiscovered TV-radio sales connection . . . Thomas C. McCray, ex-NBC western div., named gen. mgr. of KNBH, Los Angeles, succeeding Don Norman, now managing director of oilman Edwin Pauley's Television California, applicant for San Francisco's Ch. 2 . . . Wade S. Patterson named gen. mgr. of KCRJ-TV, Cedar Rapids, replacing Frank D. Rubel . . . Charles Stone promoted to sales v.p. of WMBR-TV & WMBR, Jacksonville, Fla. . . . Richard Krolik resigns as *Life Magazine* TV mgr. to be N. Y. mgr. of film packagers Nasht International Productions . . . Ross Siragusa, Admiral pres., vacationing off Florida, reports record blue marlin catch of 593 lbs., 12-ft. 8-in. long . . . J. A. Slusser named chief engineer of KOA-TV & KOA, Denver; Robert H. Owen, ex-director of technical operations, to get another executive post after return from month's vacation . . . Fred M. Farha promoted from commercial mgr. to gen. mgr. of KMPT, Oklahoma City, succeeding Byrne Ross, resigned . . . Roger M. Coelos, ex-operations mgr. of WTTG, Washington, named mgr. of KONA, Honolulu . . . Howard Stainaker, ex-Meredith Publishing Co., named commercial mgr. of KPHO-TV & KPHO, Phoenix . . . Robert Blake named publicity director of WNBT & WNBC, succeeding Phil Dean, who has opened own public relations office in Empire State Bldg. . . . Harry E. Travis, ex-WBKZ-TV, Battle Creek, named administrative asst. to John H. Bone, gen. mgr. of upcoming WNEM-TV, Bay City, Mich. . . . J. P. Gilmore promoted to chief TV coordinator of CBC . . . Seymour Handy, asst. comptroller of MBS, named exec. asst. to Gordon Gray, General Teleradio v.p. in charge of WOR-TV & WOR . . . Al Brown, ex-Wm. Rambeau Co., Chicago, named sales mgr. of WVEC-TV, Norfolk . . . Harry Tenenbaum elected v.p. of WTVI, St. Louis-Belle-ville, Ill., continuing as asst. secy.-treas. . . . James A.

school, plan alt. week Saturday afternoon 3-hour drama series, with acquisition of Broadway playhouse as permanent home for show . . . "New" ABC-TV studio, Terrace Casino of Chicago's Morrison Hotel, will get first use Feb. 15, when ABC-AM's popular 9-10 a.m. *Don McNeill's Breakfast Club* becomes regular simulcast; conversion of dining room to accommodate TV cost \$155,000 . . . 16 insurance firms used spot TV in third quarter of 1953, twice as many as in comparable quarter of 1952, says Edward Petry & Co. in report, *How Insurance Advertisers Use Spot TV* . . . \$100,000 fire which broke out in wall panel at studio of WKNA-TV, Charleston, S. C. and quickly spread to ceiling, caused loss of only 1½ hours of air time; blaze was discovered shortly after sign-off Feb. 3, and round-the-clock work by staff and local business firms got station on air at 4 p.m. Feb. 4, instead of regular 2:30 sign-on, with live telecast of fire damage . . . Call letter changes: KBAK-TV & KBAK Feb. 8 became new call letters of former KAFY-TV & KAFY, Bakersfield, Cal.; KCOK-TV, Tulare, Cal. changed to KVVG; WROL-TV, Knoxville, March 1 becomes WTVS, AM affiliates of both stations retaining old call letters . . . TV-radio-film rights to British Empire Games July 30 in Vancouver have been purchased by CBC for \$50,000 . . . Teleprompter Corp. signs new long-term contract with CBS-TV for use of its prompting device for any or all programs, now reports annual billings near \$1,000,000 . . . "The Local TV Station" will be theme of 4th annual regional TV seminar in Baltimore Feb. 26-27 for college students, sponsored by WAAM and 5 universities, with Clair McCollough (Steinman stations) as chairman of opening general session . . . Westinghouse Bestg. Co. appoints Ketchum, MacLeod & Grove ad agency, Pittsburgh, effective April 1.

Ahlgrimm promoted to sales mgr. of KPRC-TV, Houston . . . Frank Crane, mgr. of Los Angeles Ad Club, named managing director of Southern California Broadcasters Assn. . . . Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, named director of technical operations at WJIM-TV & WJIM, Lansing, Mich., not WILS-TV, as we erroneously reported last week . . . Richard B. McEntire, ex-Securities & Exchange Comr. and onetime chairman of Kansas Corporation Commission, joins Washington law firm of Dow, Lohnes & Albertson . . . Howard Linn Edsall, ex-adv. director of RCA tube div., named exec. v.p. of Fred Wittner Adv., N. Y. . . . Derrick Dyatt, ex-WTOP-TV, Washington, sets up own TV management consultant office at 3811 Van Ness St. NW, Washington . . . George Hart joins Bentley & Co., Chicago, specializing in electronics accounts . . . Joseph R. Matthews, A. C. Nielsen Co. western sales mgr., named v.p. in charge of sales of Nielsen Station Index to stations, agencies & sponsors, moves from San Francisco to Chicago . . . G. F. Brickenden named Halifax TV director for Canadian Bestg. Corp. . . . Robert Mandeville, ex-Chicago, named eastern sales v.p. of rep Everett-McKinney.

WSLS-TV, Roanoke, Va. (Ch. 10), breaks ground this month for \$1,000,000 TV center in heart of city shopping district. Two-story structure will have glass wall permitting passersby to view directly into 2 downstairs studios. Novel feature of building will be 6 large merchandising show windows to promote sponsors' products. Building also will house complete art and photographic studios. Station recently increased power, now radiates 296 kw from mountain peak nearly 4000 ft. above sea level.

TV-Radio News Directors Assn. sponsors second annual national TV news seminar May 18-21 at Northwestern U., Evanston, Ill. Reservations for conference, restricted to 40 participants, may be made at Northwestern's Medill School of Journalism.

**Network Accounts:** Another program coup was pulled off by NBC this week with transfer of *Lux Video Theatre* and *Lux Radio Theatre* from CBS thru J. Walter Thompson in deal representing estimated \$4,000,000 in gross annual revenue. TV version will be presented Thu. 10-11 p.m. starting Aug. 26, replacing *Martin Kane* and *Foreign Intrigue*, which will be shifted to other times; radio version will start in Sept., time and date not yet selected . . . These 7 sponsors reported signed up for partic. on upcoming women's series, *Home*, on NBC-TV starting March 1, Mon.-thru-Fri. 11 a.m.-noon: Lees Carpet Co., Helena Rubenstein, Sunbeam Corp. (appliances), Wear-Ever Baby Carriage Co., Dow Corning Corp., Corn Products Refining Co., Sherwin-Williams Paint Co.; network had no comment but plans to disclose full sponsorship list next week . . . Procter & Gamble moves *Three Steps to Heaven* from 11:15-11:30 a.m. to 10:45-11 on NBC-TV, effective March 1, when *Home* moves into 11 a.m.-noon position . . . Chesterfields, in first major sponsorship since dropping Arthur Godfrey, buys *Spike Jones Show* on NBC-TV starting Feb. 13, Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Borden's coffee to sponsor *Justice*, drama series based on files of National Legal Aid Assn., on NBC-TV starting April 8, Thu. 8:30-9 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Gerber Products (baby foods) to sponsor Thu. 10:15-10:30 a.m. segment of *Ding Dong School* on NBC-TV starting March 4, Mon.-thru-Fri. 10-10:30 a.m., thru D'Arcy Adv. . . Campbell Soup Co. to sponsor Thu. 5:45-6 p.m. segment of *Howdy Dooddy* on NBC-TV starting March 25, Mon.-thru-Fri. 5:30-6 p.m., thru Ward Wheelock, Philadelphia . . . General Mills (O-Cel-O sponge products) buys 13 partic. on Dave Garroway's 7-9 a.m. *Today* on NBC-TV, thru Comstock & Co., Buffalo; Maytag Co. buys 52 partic., thru McCann-Erickson; Tetley Tea Co. 13 partic., thru Geyer Adv.; Florida Citrus Commission 8 partic., thru J. Walter Thompson; Bourjois Inc. (perfumes) 12 partic., thru Foote, Cone & Belding; Merrill Lynch, Pierce, Fenner & Beane 1 partic., thru Albert Frank-Guenther Law Inc.; West Coast Lumbermen's Assoc. 1 partic., thru MacWilkins, Cole & Weber, Portland, Ore. . . ABC starts simulcast of *Don McNeill's Breakfast Club* Feb. 22 9-10 a.m., with no TV sponsors signed as yet.

Buffalo Ch. 2 grant to Niagara Frontier Amusement Corp. appears assured, now that FCC's own broadcast bureau has told Commission that applicant had "no willful intent to subvert or circumvent Commission policy" in signing agreement whereby Enterprise Transmission Inc. dismissed competing application (Vol. 10:5). Deal involved Niagara's payment of \$491,833 for assets of WBES-TV, Buffalo (Ch. 59), principals of which were associated with Enterprise, and WBES-TV was to go off air. Broadcast bureau held that Niagara didn't violate "any clearly established Commission policy or rules," and that in previous cases "the Commission has not frowned upon payment by the remaining applicant to the withdrawing applicant in excess of 'out-of-pocket' expense or the value of assets received as an aspect of the resolution of conflict between the two applicants." Bureau also noted that Enterprise and its associates won't get paid anyway, because agreement was conditioned on grant to Niagara on or before Dec. 18.

Commercial TV is slated to begin in Morocco March 1 from station in Casablanca privately owned by Compagnie Marocaine de Radio-Television and using French 819-line system. The 4 hours of programming daily will be split into 2 hours French (live and kinescope from French stations), 1 Arabic, 1 English. English programming will be aimed at U. S. personnel in area, and reportedly will consist of ABC-TV films.

**Color Trends & Briefs:** Color TV experts still have a lot to learn about color transcriptions and color film, but problems are well on way to solution. That's conclusion reached by NTSC Panel 11-A which this week released 200-page report on subject compiled by its members after 10,000 man-hours of work over 2-year period.

Evaluating highly technical study, chairman Dr. Alfred N. Goldsmith said:

(1) Acceptable color-film records and color release prints of live programs can now be produced by direct photography and be transmitted successfully.

(2) "Color kinescope-recording information now available is insufficient to enable firm conclusions to be drawn as to the commercial practicability of this process. However, progress in this field is rapid and the ultimate successful utilization of color kinescope-recording is a definite possibility."

(3) "The color transcription art is rapidly developing in all its branches, and should enable the successful recording, transmission and reception of transcribed programs in the foreseeable future."

Copies are available to everyone interested, from NTSC chairman Dr. W. R. G. Baker, Electronics Park, Syracuse, N. Y.

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More color clinics for servicemen were disclosed this week. Raytheon announced following schedule: Fargo, N. D., Feb. 16; Minneapolis, Feb. 18; Lexington, Ky., Feb. 23; Ft. Wayne, Feb. 25; Wilkes-Barre, March 2; Pittsburgh, March 4; San Francisco, March 9; Fresno, March 10. GE began series of service clinics for midwestern dealers Feb. 8 at Iowa State College, Ames. Motorola next week inaugurates "color school" in Chicago for distributor service managers, to continue until all distributors have had their personnel complete 3-week course.

Disc-type color converter for compatible system, demonstrated last week by young engineer of Airtronics Research Inc., Bethesda, Md. (Vol. 10:6), has sparked a lot of queries, including some from manufacturers interested in evaluating possible market for device. Company is now making more refined model, aiming to reduce flicker, improve brightness. FCC has been invited to see device in action for *Armstrong Circle Theatre* Feb. 23.

Color TV Inc., one-time proponent of line-sequential system, pops up again, this time with a proposal for one-tube color camera. Brochure is available from J. M. Carter, gen. mgr., 973 E. San Carlos Ave., San Carlos, Cal.

Latest DuMont color scanner shipments are one each to Crosley and Corning Glass.

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One of last big share-time AM combinations—*Prairie Farmer's* WLS & ABC's WENR, Chicago—will be merged into one full-time operation, subject to FCC approval. Agreement provides for new corporation, WLS Inc., to operate using present WLS studios and personnel and WLS call letters, with ABC affiliation. Three directors will be named by old WLS ownership, 2 by WENR. Current WLS pres. James E. Edwards will head new firm. Complex tax-free financial agreement provides that each station assigns to new company its assets used in operation of station together with \$100,000 in cash, with ABC contributing \$40,000 additional because it is assigning less property to new company. Each of old companies will lend new firm \$50,000. For 5 years, new WLS will hold 10,000 shares of Class A stock, ABC 8000 shares of Class B; after 5 years, Class B stock will be cancelled and each company will hold 10,000 shares of Class A. ABC's Chicago TV outlet, WBKB, isn't involved in transaction.

**GOOD MONOCHROME SALES, COLOR EFFECT MINOR:** Trade generally continued to hold up well this week -- and pre-Christmas fear of "color talk" depressing black-&-white sales hasn't amounted to much, largely due to industry planning, pricing and promoting.

A concomitant of current good market is that the once-anticipated headlong plunge into color race hasn't materialized and manufacturers are now holding off producing 15-in. color sets and preparing for 19-in. (see p. 5). It has been shown that public will buy black-&-white if price is right, thereby giving breathing spell to manufacturers to develop size of color set they believe public will want.

There were blind spots in bright trade picture, to be sure, particularly in highly-saturated older metropolitan markets. RETMA spokesman said business in Feb. was beginning to show "just a little wear and tear around the edges" as compared to Jan. but was still doing better than anticipated and could certainly be classified as good, as Februaries go. Doubtless very low prices were biggest single stimulant. Zenith, Motorola & Crosley this week introduced even lower-priced models (pp. 12-13).

Further indication of good business was Corning Glass Works' recall of some 500 workers at its tube plants in Corning, N.Y. and Albion, Mich. Corning said increased activity resulted from reduction of high inventories in TV customer plants.

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Color hit big N.Y. dept. stores with a bang this week -- Macy's, Gimbel's and Wanamaker's all heralding demonstration of color receivers with big newspaper ads. For its 6th annual TV-Music Festival, Macy's took 6 pages in N.Y. Times. Ad told consumers precisely what salesmen later told them in stores -- "black-&-white is your best buy." This was the pitch:

Color sets now have 12½-in. pictures, compared to up to 27-in. black-&-white; colorcasts average less than 2 hours a week, as against 7 channels telecasting all day and most of night; while black-&-white programs can be received on color sets, conversely the few color programs can be received in monochrome; color sets cost from \$700 to \$1200, compared to 21-in. monochrome under \$200; delivery on color will be between 3-6 months, compared to immediate delivery on nearly all black-&-whites; service & warranty on color cost about 4 times black-&-white and only a few technicians are trained; only a few cabinet styles are available in color.

Result was foregone conclusion. Folks looked at color, bought black-&-white. John Mellon, mgr. of Wanamaker's TV-radio dept., tersely and aptly summarized public reaction for us thus: "Prices too high, pictures too small, deliveries too slow." He said black-&-white sales were excellent, took order for one color set, a Westinghouse. Much the same reaction came from Wm. Wexler, mgr. of Macy's TV-radio dept. Color sets at Macy's bore these price tags, which Wexler emphasized were estimates in some cases, and clearly labeled as such:

CBS-Columbia \$1200, Emerson \$700, Hallicrafters \$1200, Hyde Park (Macy's private brand assembled by Tele King) \$989, RCA \$1000, Sparton \$1150, Stewart-Warner \$1000, Westinghouse \$1295. Service & warranty charges ranged from \$200-300. Average delivery time was 3 months, though Westinghouse, which is channeling all its sets to N.Y. through distributor Times Appliance Co., announced it could make immediate deliveries to dealers of the comparatively few sets it has produced.

West coast dealers got another look at color this week at the Western Winter Home Goods Market in San Francisco, along with opinion of J.B. Elliott, RCA exec. v.p. for consumer products, that "fear of color inroads into black-&-white has died down much more rapidly than I expected it to." He predicted 100,000 color sets in use in 1954 and 10,000,000 in 5 years, when price will be around \$500.

Color was big feature of mart, retailers evincing considerable enthusiasm over colorcast of Fred Allen's Judge For Yourself on KRON-TV. Consensus of dealers

was that color would sell when screen sizes reach 17-in. and prices drop sharply.

Actual buying at mart was comparatively light, though traffic was heavy. Set makers had lots of appointments with dealers, however, and were plied with queries, chiefly about color and chiefly unanswerable. Dealers seeking special promotional allowances on black-&-white abounded, trying to extend shrinking profits.

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TV production continues to maintain steady pace, totaling 107,853 week ended Feb. 5, compared to 110,156 preceding week and 111,188 week ended Jan. 22. It was year's 5th week by RETMA calculations, brought production for year to date to about 530,000, as against 893,161 for first 5 weeks of 1953.

Radio production totaled 192,523 week of Feb. 5, compared to 202,837 units in Jan. 29 week and 215,976 week before. It brought 5-week production to approximately 1,060,000 vs. 1,390,114 year ago.

Continuing its 1953 recapitulations, RETMA this week reported 6,375,279 TVs were sold at retail last year, compared with 6,144,988 in 1952. Production last year was 7,214,787 and in 1952 it was 6,096,279. No official retail sales figures were tabulated for 1950, when TV output set record of 7,463,800.

**Topics & Trends of TV Trade:** Crosley made big pitch for second-set market this week with a "semi-portable" 17-in. table model with only 15 tubes and selling at new low of \$140, as against the \$180 set it replaces. Crosley then announced it would concentrate its entire production on this model, dubbed "Super V," through April in effort to make big penetration into second-set market. Company spokesman said production would be more than 2000 daily.

Gerald O. Kaye, Crosley New York distributor, ordered 10,000 of the sets immediately after introduction at Waldorf-Astoria. It was largest single distributor order on any one TV model, said Crosley v.p.-gen. mgr. Leonard F. Cramer, who predicted new set "conceivably" could boost Crosley to 5th place among top TV makers "within a year."

Cramer added new receiver was designed to fit in with color set, which he said will be kept in living room in most cases because of its size. He emphasized set is "definitely not a loss leader" but will bring "modest profits" to manufacturer, distributor & dealer.

Receiver uses 17-in. rectangular picture tube and is housed in cabinet 14x18x19, has vertical chassis and side panel controls. It weighs 53 pounds (compared to 76 for average 17-in. table), sells for \$140 in walnut, \$150 in mahogany, \$160 in blonde. Optional uhf tuner is \$30 extra.

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Picture and receiving tube sales in 1953 both broke records established in 1952, reports RETMA. Picture tube sales totaled 9,389,138 valued at \$234,721,038, up from 7,635,666 worth \$170,652,078 in 1952. Trend to larger tube sizes is reflected in compilation showing 75% were 19-in. and larger, as against 60% in 1952. For December, sales were 644,287 worth \$14,798,364.

Receiving tube sales in 1953 totaled 437,091,555 valued at \$303,675,313, compared with 1952's 368,519,243 units worth \$259,116,089. Of sales, 293,601,162 went for new sets, 112,785,183 replacement, 20,614,075 export, 10,091,135 govt. For December, sales were 23,404,026 worth \$17,832,387.

TV helps piano sales, too, by interesting more persons in music and inducing them to play an instrument themselves, according to Charles Steinway, of big Steinway & Sons, N. Y.

Excise tax collections on TVs, radios & phonographs totaled \$57,224,000 for July-Dec. 1953, down \$10,331,000 from same period of 1952.

**Distributor Notes:** Motorola appoints new C. T. Nystrom Co., San Diego, headed by Clarence Nystrom, ex-gen. mgr. of Kierulff & Co., Motorola San Francisco outlet . . . Westinghouse appoints Jones-Sylar Supply Co., Chattanooga (Don Jones, pres.) . . . Bendix Radio names Cal Lado Distributor Inc., Tampa, Fla. (Cal Lado, pres.) . . . Meck TV appoints Wille Electric Supply Co., Modesto, Cal.; Burge Electrical Supply, West Palm Beach, Fla.; P&W Electric Supply Co., Columbus, Ga.; Goldenwest Specialty, Wilder, Ida.; Rockford Wholesale Supply, Rockford, Ill.; Midstates Appliance & Supply Co., Springfield, Ill. . . Admiral promotes Carl Lantz from sales mgr. to gen. mgr. of San Diego distribution div., succeeding Michael J. Nicolin, now gen mgr. of Houston div. . . Interstate Supply Co., St. Louis (RCA Victor) promotes George Meyer to sales mgr., replacing Nelson Foehner, resigned . . . Seattle Radio Supply Inc., Seattle (Capehart-Farnsworth) appoints Robert Reeves as gen. mgr., replacing James K. Dooley, resigned . . . Legum Distributing Co., Washington (Crosley-Bendix) appoints Arthur Bonner district sales mgr. . . Emerson Radio of Pennsylvania, Philadelphia, announces resignation of Ben Neutra as TV-radio sales mgr. . . Graybar names L. A. Shaw mgr. of Rocky Mount, N. C. branch . . . Hoffman Radio appoints Tel-Electric Distributors, 734 No. Division, Spokane, replacing Prudential Distributors, now RCA . . . Canadian Admiral Sales names Guy Bell as Montreal branch mgr.

GE called special news conference this week to deny reports it was lagging badly in TV sales, arising from week's layoff of 2150 workers at Syracuse & Auburn, N. Y. (Vol. 10:6). George P. Park, mgr. of adv. & sales promotion services, said Jan. TV-radio sales had declined only slightly from Jan. 1953. He said that inventories were in much better position, however. He attributed "slight decline" in TV sales to "reluctance on the part of the public to invest in black-&-white TV sets because they are led to think color TV is coming sooner than it appears to be." Also this week, GE introduced 21-in. mahogany table model at \$260, uhf \$300.

RETMA boards and 21 committees will meet at New York's Roosevelt Hotel Feb. 16-18 to hear report by pres. Glen McDaniel on proposed amendments to tax and labor laws and recent administrative regulations on military electronics procurement. Another feature will be discussion by set div. exec. committee on possibilities of promoting uhf. Committees will meet first 2 days, with board meeting final day.

**Trade Personals:** Julius Haber, RCA Victor director of public relations since Nov. 1952, appointed director of community relations, reporting to exec. v.p. Charles M. Odorizzi . . . Kenneth F. Petersen, ex-WPIX & WABD, appointed marketing mgr. of DuMont's new TV transmitter dept., reporting to sales mgr. James B. Tharpe; C. J. Harrison promoted to sales mgr. of new mobile communications dept., reporting to operations director Fred M. Link . . . E. A. Holsten resigns as Motorola gen. merchandising mgr. to form Motorola distributorship in Richmond, Va., replacing Sampson Distributing Co.; Holsten's duties will be absorbed by merchandising staff . . . Robert Finch, ex-Avco sales finance mgr., named Capehart-Farnsworth mgr. of distributor & dealer financing . . . Dr. James M. Lafferty, GE color tube scientist and holder of 16 electronics patents, named Fellow of IRE at banquet Feb. 8 . . . J. Gerald Mayer, senior partner in Washington law firm of Mayer, Rigby & Seeley, elected exec. v.p. of Mica-mold Radio Corp., Brooklyn, N. Y. (capacitors) . . . Walter S. Holmes Jr. elected RCA controller; he had been acting controller since resignation of Ronello B. Lewis in Nov. 1953 . . . Harry Hanson, ex-RCA Victor Ltd., named Canadian Admiral chief designer . . . Albert J. Rosebraugh promoted to sales v.p. of Philco refrigeration div. . . . Vernon A. Kamin, ex-Zenith, named DuMont north central regional sales mgr., succeeding Albert C. Allen, now operating own distributorship in Providence . . . Michael D. Kelly, Hallicrafters TV sales mgr., adds duties of radio sales mgr. formerly held by W. J. Halligan Jr., who continues as communications equipment sales mgr. . . . J. H. Davidson, ex-IT&T, named CBS-Columbia eastern sales mgr., reporting to sales director David J. Hopkins; Wm. D. Randolph appointed southeastern district mgr. . . . John L. Clark, ex-Remco Inc., Chicago (Sylvania), named Spartan midwest sales mgr., replacing Lloyd de Young, now southeast sales mgr. . . . T. Jackson named gen. mgr. of General Instrument's Danielson, Conn. plant, replacing R. L. Klabin, transferred to Elizabeth, N. J. plant . . . John E. Gillin, from Syracuse staff, named GE Cincinnati district mgr., replacing Joseph F. Effinger, now color receiver sales mgr. . . . J. R. Clemens named adv. mgr., Westinghouse electric appliance div. . . . Norman C. Theobald named Meck TV southern California district mgr., Lee Jensen north central mgr. . . . Thomas J. Merson elected v.p., Gene Gold named adv. director, of Audio & Video Products Corp., N. Y. . . . Herbert E. Delp, ex-Emerson, named CBS-Columbia Kansas City district mgr.

Zenith cut 17-in. sets below \$200 as leaders of 19-set line introduced this week to distributors in Chicago. Details: Colby, 17-in. mahogany wood table \$180; Stafford, 17-in. blonde wood table \$190; Kensington, 21-in. mahogany table \$200; Carlton, 21-in. blonde table \$210; Amherst, 21-in. mahogany pyroxylin table \$230; Bowdoin, 21-in. blonde pyroxylin table \$240; Bradford, 21-in. mahogany table \$240; Balfour, 21-in. blonde table \$250; Buckingham, 21-in. mahogany table \$300; Purdue, 21-in. blonde table \$310; Westminster, 21-in. open-face mahogany console \$280; Oberlin, 21-in. open blonde console \$300; Sheldon, 21-in. open mahogany \$300; Fordham, 21-in. open blonde \$320; Cornell, 21-in. open mahogany veneer \$360; Knox, 21-in. open blonde veneer \$380; Dartmouth, 21-in. open mahogany veneer \$400; Tulane, 21-in. open mahogany \$400; Lawrence, 24-in. open mahogany \$400. Optional uhf tuner is \$30-50 extra. Also introduced was portable automatic phonograph listing at \$100.

Zenith's motion to file counter-claim for \$16,055,549 triple damages against RCA in patent infringement suit brought against Zenith by RCA (Vol. 10:3), was granted Feb. 11 by Chicago Federal District Judge Michael L. Igoe. No date was set for hearing claim.

**Financial & Trade Notes:** CBS earnings set record in 1953, chairman Wm. S. Paley told directors meeting this week, but said audited figures won't be revealed until next month. He said earnings were about \$3.75 a share, or \$1 more than in calendar 1952, when earnings were \$6,445,506 on gross revenues of \$251,594,490. CBS earnings in 1951 were \$6,360,097 (\$3.10) on gross revenues of \$192,384,608. Last available financial report from CBS, covering 9 months ended Sept. 30, 1953, listed profit of \$5,661,343 (\$2.42) on sales of \$223,109,649. All CBS operating divs. are included. Charles F. Stromeyer, new pres. of tube div. CBS-Hytron, was elected to board, replacing Frederick L. Chapman, resigned. Stromeyer was also elected CBS corporate v.p., as was Dr. Peter C. Goldmark, new pres. of CBS Laboratories.

Sonotone Corp., makers of hearing aids, tubes and picture tube guns along with line of military electronics products, reported 1953 net income slightly in excess of 1952's \$464,000 but pres. Irving A. Schachtel told N. Y. Society of Security Analysts that decline in TV components business and "disruption of market" following introduction of color TV kept earnings below Sonotone's earlier estimates. He said sales in 1953 set record; detailed figures will be released later.

Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 26; Storer Broadcasting Co., additional 37½¢ March 13 to holders March 1, plus regular 6¼¢ Class B March 13 to holders March 1; CBS, 40¢ quarterly A&B March 5 to holders Feb. 19; Television-Electronics Fund, 7¢ Feb. 26 to holders Feb. 11; I-T-E Circuit Breaker Co., 31¼¢ March 5 to holders Feb. 18.

Tele King Corp., 601 West 26th St., N. Y., manufacturer of own and private label TV lines, this week filed petition under Chapter XI of N. Y. Bankruptcy Act, offering creditors 100% settlement in annual installments of 10%. Referee Herbert Lowenthal permitted Tele King to remain in business pending settlement after exec. v.p. Calvin E. Bell said net profit of \$25,000 a month could be realized by continuance. He estimated sales at \$750,000 a month, operating expenses of \$110,000. Attorney Benjamin Weintraub said Tele King had \$3,337,000 in inventories last July in anticipation of fall season that never fully developed, lost about \$200,000 last year on its 18 distributing subsidiaries and lost all defense contracts last July. Though no schedules were filed, petition approximates assets at \$4,439,000, liabilities at \$4,050,000. Ten largest creditors, who will meet with Lowenthal Feb. 15, are: GE, \$584,501; RCA, \$375,000; Westinghouse, \$93,198; Sylvania, \$84,859; Thomas Electronics Inc., Passaic, N. J. (tubes), \$81,727; Tung-Sol, \$75,456; Waterbury Companies Inc., Waterbury, Conn. (plastics), \$37,407; Foster Transformer Co., Cincinnati, \$35,158; Red Lion Furniture Co., Red Lion, Pa. (TV cabinets), \$31,721; Sessions Clock Co., Forestville, Conn., \$30,036.

Don Ferraro's 3 companies—Fidelity Tube Corp., Gem Radio & Jewel Radio, all of 900 Passaic Ave., Newark—were adjudged bankrupt this week when they were unable to submit Chapter XI plans satisfactory to creditors. Referee Wm. T. Cahill ordered adjudication after Asst. U. S. Attorney James C. Pitney pressed tax claims of more than \$1,000,000 against the 3 firms, which listed \$1,114,880 liabilities and \$537,962 assets in late Dec. hearing (Vol. 10:1).

Motorola cut prices further this week, introducing 17-in. ebony metal table model at \$160 (uhf \$180) and 21-in. ebony metal table at \$180 (uhf \$200), available for March delivery. It was competitive move, bringing Motorola into line with Admiral and Philco, which previously introduced vhf and all-channel sets at those prices.

COUNTY-BY-COUNTY survey of set ownership, conducted for CBS-TV by Nielsen and hailed by CBS-TV research director Oscar Katz as "most extensive" ever made, will be issued within next 2 weeks.

Claims appear justified because survey was compiled by sampling 100,000 families directly, covering every one of nation's 3070 counties. As a preliminary, CBS this week issued state-by-state tabulation (see below). Census is as of Nov. 1, 1953, showing 58% of nation's families—27,506,500 out of 47,191,500—had TV sets as of that date. Interesting angle is that NBC's estimate as of same date shows 26,364,000 sets in use (Vol. 9:51). CBS's uhf count was 1,774,690. Because uhf is so relatively new and percentage of uhf sales and conversions has accelerated since survey was made, uhf figures should be employed with caution.

Commenting on survey, CBS said: "Aside from the industry's evident need for up-to-date, accurate figures, the new survey was made because in the 6-month period between May, 1953 [when CBS last issued a projection, not a survey] and November, the number of station markets had doubled, TV counties had increased by almost 50%, and uhf had its real beginning." Following are the state-by-state figures:

State	Total Families	TV Families	Penetration
Alabama	824,700	280,470	34%
Arizona	253,100	107,570	43
Arkansas	535,500	102,020	19
California	4,029,500	2,809,640	70
Colorado	456,100	196,790	43
Connecticut	630,300	479,210	76
Delaware	101,600	75,110	74
District of Columbia	246,900	197,710	80
Florida	968,800	337,350	35
Georgia	955,500	389,720	41
Idaho	180,100	24,820	14
Illinois	2,828,700	1,862,390	66
Indiana	1,294,700	799,700	62
Iowa	826,700	399,770	48
Kansas	662,400	212,600	32
Kentucky	830,100	354,110	43
Louisiana	790,100	278,770	35
Maine	260,000	67,970	26
Maryland	732,600	588,650	80
Massachusetts	1,424,300	1,109,610	78
Michigan	2,023,500	1,417,930	70
Minnesota	900,000	437,020	49
Mississippi	587,400	119,370	20
Missouri	1,306,300	677,160	52
Montana	197,700	9,100	5
Nebraska	427,300	177,410	42
Nevada	60,600	11,930	20
New Hampshire	162,600	84,890	52
New Jersey	1,568,100	1,374,790	88
New Mexico	202,000	43,770	22
New York	4,800,100	3,712,620	77
North Carolina	1,056,400	395,960	37
North Dakota	161,200	13,320	8
Ohio	2,517,800	1,957,490	78
Oklahoma	692,300	312,040	45
Oregon	546,500	132,320	24
Pennsylvania	3,102,200	2,276,640	73
Rhode Island	243,800	217,720	89
South Carolina	554,600	194,410	35
South Dakota	189,000	17,890	9
Tennessee	915,900	381,190	42
Texas	2,412,800	1,068,520	44
Utah	207,600	120,320	58
Vermont	108,500	25,930	24
Virginia	919,100	510,970	56
Washington	828,800	387,060	47
West Virginia	529,600	229,320	43
Wisconsin	1,045,000	518,880	50
Wyoming	93,100	6,750	7
<b>Total</b>	<b>47,191,500</b>	<b>27,506,500</b>	<b>58%</b>

NCAA football TV aim for 1954: Show as many new teams as possible. Harvey Cassill, U of Washington athletic director, named chairman of NCAA TV committee Feb. 9, proclaimed No. 1 objective of this year's program "to spread TV participation among as many member colleges as possible." Other goals: Reduction of adverse effects of TV on football attendance, and development of ways and means to use TV to promote college football. Asa S. Bushnell, Eastern College Athletic Conference commissioner was named TV program director for third successive year.

Canadian Govt. has appropriated \$23,644,450 for CBC's TV-radio operations for fiscal year beginning July 1. Appropriation for current fiscal year was \$8,634,368.

FCC's license fee proposal has begun to draw comments already, though they're not due until April 1. (For full text of proposal, see Special Report, Jan. 30). Right off the bat, Sen. Edwin Johnson (D-Colo.) told Commission he doesn't like idea, said it's Congress' job to determine fees to be charged, if any. He introduced bill calling for establishment of "nominal" fees, said he hopes for Senate hearings on it in near future, asked FCC to hold off meanwhile. He wants it made clear that stations shouldn't feel they have "proprietary interest" in wavelengths because they pay fees, and he questioned fairness of levying same charge for all TV-AM-FM stations. Rep. Aspinall (D-Colo.) introduced same bill in House. West coast attorney Joseph Brenner, speaking for himself, told FCC that no fees should be charged but, if they are, some system should be devised whereby Commission can resume holding hearings outside Washington, with parties paying FCC costs incurred. He also suggested that fees be on sliding scale directly proportional to cost of station as estimated by applicant, e.g., \$500 for \$500,000, \$200 for \$200,000 station, \$50 for \$50,000.

"Emmy" awards for 1953 announced Feb. 12 by Academy of TV Arts & Sciences at Hollywood banquet: top stars, Eve Arden of *Our Miss Brooks* (CBS) & Donald O'Connor of *Colgate Comedy Hour* (NBC); outstanding personality, Edward R. Murrow (CBS); comedy show, *I Love Lucy* (CBS); variety, *Omnibus* (CBS); mystery, *Dragnet* (NBC); news or sports, *See It Now* (CBS); public affairs, *Victory at Sea* (NBC); new program, *Make Room for Daddy* (ABC) & *U. S. Steel Hour* (ABC), tie; children's, *Kukla, Fran & Ollie* (NBC); supporting actor, Art Carney of *Jackie Gleason Show* (CBS); supporting actress, Vivian Vance, *I Love Lucy* (CBS); drama, *U. S. Steel Hour* (ABC); quiz or panel, *This Is Your Life* (NBC) & *What's My Line?* (CBS).

Program logs in newspapers are paid for by 13% of TV & radio stations either by exchange of time for space or by direct payment at regular newspaper rates, reports NARTB on basis of survey. Of the 13%, one-fourth are newspaper-owned. Report said 27% of all stations had been requested to pay but that 14% refused, using direct mail, broadcasting program schedules, etc. Report pointed out that newspapers have substantially increased income from pages on which logs appear by selling small ads to stations and sponsors.

Long delays in getting CAA clearance for TV towers are inherent in proposal to be considered Feb. 16 by Washington Airspace Subcommittee. On agenda for next meeting is request by Air Force that all proposals for towers higher than 500 ft. be submitted to Washington Airspace Subcommittee for approval, in addition to regional subcommittees which now have jurisdiction. Measure is given little chance of passage, one similar proposal having been voted down in the past.

Channel shifts and power increases: WTTV, Bloomington, Ind. has moved from Ch. 10 to 4, now radiates 100-kw ERP from new 1000-ft. tower at new site 26 mi. from Indianapolis. WJBF-TV, Augusta, Ga. (Ch. 6) Feb. 12 raised power from 23.8 to 100 kw. WTOP-TV, Washington (Ch. 9) last week went from 27.3 to 55 kw with new antenna, extending tower from 300 to 373 ft.

Eight-channel community distribution system will be demonstrated March 12-13 at Buck Hill Falls, Pa., by Spencer-Kennedy Labs. System receives all New York channels plus WFIL-TV, Philadelphia, has been operating 9 months.

Radio now reaches 98.1% of all homes, reports A. C. Nielsen Co. on basis of new survey showing 46,646,000 radio homes in U. S. as of Jan. 1—increase of 1,890,000 in 1953.



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

# Television Digest

with **ELECTRONICS REPORTS**

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**FCC CONSIDERS BAN ON LOW-POWER UHF:** Several proposals to help insure future of uhf are in works at FCC -- all based on trial balloons hoisted by Comr. George Sterling at Boston IRE meeting last month (Vol. 10:5).

Plan which might ban use of 1-kw transmitters by future uhf starters is getting most serious consideration at the moment. It's subject of concentrated study at staff level -- and what will eventually come of it is still in guessing stage. Like castor oil, it's a for-your-own-good measure, for such a proposal is almost certain to arouse plenty of opposition from grantees and equipment makers. In his Boston speech, Sterling put it this way:

"I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw uhf transmitters."

FCC staff is now investigating the need for this action, and how it could be accomplished. Sterling says he hopes it will come up on the Commission agenda "within a couple of weeks."

Minimum permissible power under FCC rules is geared to tower height and the population of principal city served -- the same minimums applying to both vhf and uhf. For example: With a 400-ft. tower, station serving city of less than 50,000 population is permitted to radiate as little as 3-kw; for cities 250,000-1,000,000, about 16-kw (which can be accomplished with 1-kw transmitter); cities 1,000,000 and over, 80-kw. Minimum ERP decreases as antenna height increases. Commission has also been authorizing stations to start with less than these minimums if their signal strength is of certain level over principal service area.

These rules would have to be changed, probably by setting up separate minimums, or entirely different power-height curves, for uhf and for vhf.

Those at Commission who feel such a change is desirable argue that: (1) In many cases, signal from 1-kw transmitter doesn't seem to be "getting out" enough for easy reception by today's relatively insensitive uhf receivers. (2) Lower-powered transmitters may have been necessary at first, but equipment situation now is constantly improving -- GE has 12-kw transmitter, DuMont has 5-kw, and RCA, DuMont, Federal and others soon will be making 12-kw uhf transmitters.

Any proposals to increase minimum transmitter powers would have to go through rule-making procedures, giving interested parties time for comments, etc.

\* \* \* \*

Another of Sterling's proposals -- relaxation of restrictions on directional transmitting antennas -- is due to get informal discussion at next FCC meeting, although no one has yet petitioned Commission to change or waive these rules.

Perhaps the most unusual plan suggested by the Commissioner is the licensing of satellites and/or boosters to expand service areas of uhf stations (Vol. 10:7). Sterling came out in favor of waiving restrictions against commercialization of experimental boosters "in the interest of uhf broadcasters who want to go to the ex-

pense." This week he told us the Commission may soon begin considering the pending petitions for boosters and satellites.

Commission is still getting plenty of complaints from uhf telecasters -- most of them aimed at affiliation policies of the networks. Comr. Sterling says he's particularly disturbed by some recent charges of "discrimination" against uhf by the networks -- and adds that these are causing him to "lose a little bit of interest in the multiple ownership proposal."

Chairman Hyde, on other hand, says multiple ownership plan could be aid to uhf, by giving networks bigger stake in uhf's success. He says complaints from uhf grantees to his office haven't increased in recent weeks.

Commissioners have received some requests to hold general conference on uhf problems. But they figure that their forthcoming second survey of post-freeze station's economics and network relations -- due some time this spring -- will tell the story better. Meanwhile, at the staff level, FCC is making "spot checks" of some vhf-uhf markets. Pittsburgh was first city visited; next is exploration of situation in Norfolk area, where there are 3 uhf stations and 1 vhf.

**MORE EXPERIENCE WITH COLOR RECEIVER:** We reported our initial reactions to color set in the home a month ago (Vol. 10:4), can now pass on to you benefits of our additional experience since that time.

In terms of hours of color viewing, our experience is still limited. However, we have had a fair variety of program types, more layman reactions, more opportunity to tune and detune receiver.

From technical standpoint, our original reactions still hold: The RCA set is remarkably stable, relatively simple to tune, requires minimum of servicing. The color fidelity has remained at generally high level, and black-&-white reception on receiver remains quite satisfactory.

Average viewer still hankers for larger screen. Though we'd like brighter picture for daytime shows, present brightness level is quite adequate for night-time viewing. Quite a few observers say that black-&-white picture on color set is "easy on the eyes" -- but we'd prefer more light.

\* \* \* \*

From subjective standpoint of what color adds to programs, we've learned quite a bit. We watched Howdy Doody 4 times, and we submit that no amount of color will ever make it comprehensible or palatable to an adult. Furthermore, we doubt that children's feverish enthusiasm for program could be increased by anything.

Panel programs don't gain much from color, either. Meet the Press was little enhanced; color didn't add great deal to interview parts of Fred Allen's Judge for Yourself, but song productions were at times strikingly beautiful.

But the importance of color to commercials can't be overemphasized, regardless whether program content itself benefits greatly from color. Impact on viewer is tremendous, many times greater than black-&-white for many products. This single factor is a major answer to those critics of color TV who point out that movies have not converted wholly to color in the years color film has been available. There's no question about it, sponsors will insist on color as color audience grows.

\* \* \* \*

There was exceptional treat this week in Camel News Caravan Feb. 16, showing color news film for first time. There was excellent documentary on Chinese activity on Formosa, plus good fashion shots of models vacationing in Florida. Though latter was a bit washed out, colors were exactly right as described by fashion commentator.

Film employed was 16mm Kodachrome, combination of commercial and daylight types; prints were duplicates of original, accounting for the slight reduction in saturation. Projector was fast pull-down. NBC-TV color film specialist Stan Parlan said cardinal rule for making color TV film is simply this: "Get all the quality you can on the film, and the electronic equipment will reproduce it faithfully."

Women performers ought to be mighty happy with color; the arts of the beautician and the dressmaker finally come into their own in TV.

We haven't had opportunity to watch CBS-TV's Fri. evening programs, but the

observers from Variety, Billboard, N.Y. Times, etc., seem quite disappointed with output of CBS's field-sequential camera and coder device.

\* \* \* \*

Some engrossing color programs are in the works, particularly after NBC gets mobile unit back in service next month and after color-conscious pres. Pat Weaver returns from Hawaiian vacation.

Plenty of sports are on tap at NBC, including big-league baseball. CBS is aiming as far ahead as next New Year's Day, planning on the Orange Bowl game from Miami. Meanwhile, here's current schedule, always subject to some change:

NBC-TV -- Armstrong Circle Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4-4:30; Ding Dong School March 8-9, 10-10:30 a.m.; Taming of the Shrew (opera) March 13, 4-5:30; Name That Tune March 15, 8-8:30; On Your Account March 19, 4:30-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; Eddie Fisher March 31, 7:30-7:45. Tentatively scheduled are St. Patrick's Day parade March 17, Easter parade and Frontiers of Faith April 18, plus Gillette fights sometime in April.

CBS-TV -- New Revue, 5:30-6 every Friday, up to now carried in New York and Baltimore only, was due to go to Chicago Feb. 19, to Los Angeles Feb. 26. A few other cities, such as Youngstown and Minneapolis, have been getting show recently on "unguaranteed" AT&T circuits -- meaning program may or may not come through in color, because unconverted coaxial is sometimes used and microwave isn't equipped and monitored for color. Paul Tripp's Party, due March 2, is for New York only.

AT&T now has 2 circuits to west coast equipped for color, thus can handle 2 programs simultaneously. There's still no word from ABC or DuMont on specific plans for start of color programming.

**WEEK'S GRANTS INCLUDE 3 VHF CPs, 1 UHF:** There were 4 new CPs and an initial decision this week, but no new stations on air -- though 6 are imminent, may begin testing next week. Following are this week's grants:

Modesto, Cal., KTRB, Ch. 14; W. Palm Beach, Fla., WEAT, Ch. 12; Wilmington (Carolina Beach), N.C., Wilmington TV Corp., Ch. 3; Clarksburg, W.Va., WBLK, Ch. 12. Initial decision favored Ch. 2 grant in Buffalo to Niagara Frontier Amusement Co., examiner Harold Shilz deciding applicant didn't try to subvert FCC policy in its efforts to get dismissal of competing applicants (Vol. 10:7).

New stations due next week: Duluth, Minn., WDSM-TV, Ch. 6; Manchester, N.H., WMUR-TV, Ch. 9; Schenectady, N.Y., WTRI, Ch. 35; Wilmington, N.C., WMFD-TV, Ch. 6; Pittsburgh, Pa., WQED (educational), Ch. 13; San Juan, P.R., WAPA-TV, Ch. 4.

\* \* \* \*

One hot uhf-vhf decision was reaffirmed by FCC this week, despite fiery opposition from Sen. Johnson. FCC had granted special temporary authorization to WORD-TV, Spartanburg, N.C., to operate at site 6 mi. from Greenville instead of site specified in CP, 24 mi. from Greenville (Vol. 10:6).

A protest of "economic injury" was filed by CP-holder WSCV, Spartanburg (Ch. 17). Commission rejected protest, saying that WSCV's main argument was that WORD-TV wanted new site in order to get CBS-TV affiliation which WSCV hadn't been able to get. WSCV didn't prove, Commission said, that WORD-TV's different site had any effect on WSCV's chances of getting the CBS-TV affiliation. It termed the allegations of economic injury "conjectural and speculative."

Another case had unusual twist this week. Grantee WPRO-TV, Providence, R.I. (Ch. 12), which was stopped from going on air by protest of CP-holder WNET (Ch. 16), asked Commission to stop WNET from going on, arguing that WNET hadn't been diligent in constructing until it stymied WPRO-TV.

Among other actions, FCC this week: (1) Rejected Westinghouse's request for reconsideration of rule that directors' minor holdings in stations be counted under multiple ownership rule (Vol. 10:7). (2) Rejected petitions requesting reversal of the recent allocation of Ch. 6 to Whitefish Bay, Wis. and Ch. 13 to Bemidji, Minn. (3) Asked grantees WWLA, Lancaster, Pa. (Ch. 21) and WERE-TV, Cleveland, O. (Ch. 65) to give better reasons for not having begun construction. (4) Set March 19 for the start of Ch. 7 hearing for Wausau, Wis. and Ch. 7 for Omaha, Neb.

**DR. EISENHOWER'S HOPES FOR EDUCATIONAL TV:** "Don't give up on educational television.

We're had a rough start but give us time. We're just now beginning to learn some of the economic facts about the cost of construction and operation of the stations. We're filling a real educational gap and to do it right we've got to have time to finance the stations and time to fulfill our responsibility."

Thus did Dr. Milton Eisenhower reassert his faith in educational TV this week in interview. Brother of the President and himself president of Penn State College, Dr. Eisenhower was one of educational TV's staunch early backers, is co-chairman of National Citizens Committee for Educational TV. He told us 15 months ago he thought educators would do far better in TV than in radio (Vol. 8:46), now insists they're making good progress despite slow start of 3 stations on air, 27 CPs, 17 applications.

It's only fair to give educators more time than commercial applicants, said Dr. Eisenhower, because many of them must go to skeptical, economy-minded state legislatures, others must raise funds through private foundations.

"I have no preference for one type of financing," he declared. "I believe we should use any and all methods which allow us a completely free hand in the choice of programs. I don't believe there's any danger in state-controlled TV just because a legislature appropriates money for it. We accept money from the government for research in medicine, agriculture and industry. So why should we fear dictation by politicians because they're assisting us in this thrilling educational venture?"

There's no conflict between commercial and educational stations, he believes. "There's a job to be done here which commercial TV cannot do, should not do and could not be expected to do -- and we would not want them to do it. Personally, I'm enthusiastic about both commercial and educational TV," he said.

He believes educational station in small town can survive as well as station in large city with vast cultural resources. But small-town educational applicants have better chance if they're hooked to state network, as proposed in Wisconsin. To illustrate, he pointed to his own State College, allocated Ch. 44 as one of 4 authorized for Pennsylvania, others being Philadelphia's Ch. 35, Pittsburgh's Ch. 13 and Erie's Ch. 41. He said he hoped 2 more channels would be allocated in smaller towns and all 6 be linked in network, giving smaller stations better programming.

\* \* \* \*

Joint Committee on Educational TV held stock-taking session this week at convention of National Assn. of School Administrators in Atlantic City -- and naturally found itself thinking more of future than boasting of past.

Biggest event of future will be joint dedication of 5 stations May 16. They are WQED, Pittsburgh (Ch. 13); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); WHA-TV, Madison, Wis. (Ch. 21); KQED, San Francisco (Ch. 9). WQED is scheduled to run test patterns Tue. Feb. 23 to become nation's 4th educational outlet, joining KUHT, Houston (Ch. 8), KTHE, Los Angeles (Ch. 28) and WKAR-TV, E. Lansing (Ch. 60), latter operating non-commercially on commercial channel. Testing dates of other four stations are still indefinite, though all say they'll meet dedication date.

JCET'S Ralph Steetle says he's encouraged by formation of local committees in states which have submitted no educational application. Among them are North Dakota, South Dakota, Nebraska, New Mexico, Arizona, Utah, Montana, Wyoming, Idaho and Oregon. Both he and Robert Mullen, exec. director of Dr. Eisenhower's National Citizens Committee for Educational TV, have been concentrating their promotional fire in those areas recently and report encouraging progress.

Further encouragement came recently from New York, where Gov. Dewey asked state legislature to authorize operation of state's 10 non-commercial stations by "responsible" non-profit groups under general supervision of State Board of Regents (Vol. 10:6). Leaders who date educational TV's lag from Dewey's rejection last year of proposal for a state-financed network (Vol.9:9-10) are encouraged by latest action but don't necessarily believe it represents basic shift in Dewey's attitude.

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Talk of the future to one side, educators' record to date isn't impressive. KTHE and WKAR-TV, both uhf, are proceeding very slowly with programming. Former faces extremely rough going, up against 7 vhf commercial stations, but licensee

Allan Hancock Foundation declares it's willing to spend a lot of time and oil money to make station go. It's too early to evaluate WKAR-TV, on air only a month.

KUHT, educational TV's "pioneer" station, programming since last May, is having its troubles, too, judging from reports. New York Times recently reported station was having trouble raising enough money to continue beyond current school year, and Houston Independent School District, though a joint licensee with U of Houston, has been reluctant to assist in presenting programs. Story further reported KUHT's program ratings were very low compared to educational programs on commercial KPRC-TV.

U of Houston has increased TV courses from 8 to 9, with psychology most popular. Yet school officials expressed disappointment that of the few thousand who view psychology program, only about 250 actually signed up for course or purchased teaching materials. Thus only small fraction of audience were "revenue" students.

**N**OTABLE ACTIVITY is reported by Canada's privately owned TV grantees, anxious to get on air and, in most cases, provide first TV service to their areas. There are now 15 outstanding grants for Canadian stations, of which 13 are privately owned—in addition to the 8 stations now on air (5 CBC, 3 privately owned). Latest private station to go on air, CKCO-TV, Kitchener, Ont. (Ch. 13), Canadian GE equipped, has been transmitting test pattern and music since Dec. 24 (Vol. 10:5), gets CBC network interconnection Feb. 21, starts studio programming March 1. Next Canadian station due to start is privately owned CHSJ-TV, St. John, N.B. (Ch. 4), planning debut next month. RCA this week reported shipment of 10-kw transmitter to CHCH-TV, Hamilton, Ont. (Ch. 11), which has April target date.

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These progress reports were received this week from grantees of Canadian stations:

CFAC-TV, Calgary, Alta. (Ch. 2), now negotiating for equipment, begins construction of studio-transmitter building and 670-ft. tower as soon as frost lifts in March or April, hopes to begin tests about Sept., goes commercial about Oct. 1, reports mgr. A. M. Cairns. Rep will be All-Canada Television.

CFCM-TV, Quebec City (Ch. 4), delayed by severe winter, now plans May start with 500-watt DuMont transmitter in suburban Ste. Foye, according to gen. mgr. Henri Lepage. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, which begins commercial operation Feb. 21. Reps are Weed (for U.S.) and Jos. A. Hardy & Co.

CBWT, Winnipeg, Man. (Ch. 4), CBC's outlet there, now plans test pattern in early May, programming later same month. It takes delivery on RCA 10-kw transmitter in March or April, will radiate 60 kw from 240-ft. tower.

CJCB-TV, Sydney, N.S. (Ch. 4) has ordered 10-kw RCA transmitter for April-May delivery, plans July tests using 300-ft. RCA tower on 225-ft. elevation, goes commercial in Aug., according to pres. J. W. Nathanson. Reps will be Weed (for U.S.) & All-Canada Television.

CFQC-TV, Saskatoon, Sask. (Ch. 8), now negotiating for equipment & tower, has begun adding TV facilities to present radio studios, plans tests in Aug. or early Sept., goes commercial Oct. 1, reports mgr. V. Dallin. Tentative base rate is \$200. Reps will be Adam Young (for U.S.) & Radio Representatives Ltd.

CKLW-TV, Windsor-Detroit (Ch. 9), planning July start, has ordered 24-kw RCA transmitter for May delivery, will be 1st Canadian station to start with maximum 325-kw visual power, according to pres. J. E. Campeau. Its 650-ft. RCA tower will be on Detroit River waterfront where \$1,250,000 studio-tower construction project is already underway. Reps will be Adam Young (for U.S.) & All-Canada Television.

In contrast to bustling activity in the north, reports from U. S. grantees this week were sparse, and shipments of equipment to upcoming stations were sparser. Only one reported was GE 12-bay antenna to WSLI-TV, Jackson, Miss. (Ch. 12), due on air next month. GE also reports order for 5-kw transmitter and 12-bay antenna for KGVO-TV, Missoula, Mont. (Ch. 13) for delivery in 60 days. Station hopes to be on air in June. For stations already on air, GE shipped 12-kw amplifier to KCCC-TV, Sacramento, Cal. (Ch. 40) and 5-bay helical uhf antenna to WJMR-TV, New Orleans (Ch. 61).

These were the reports received this week from upcoming U. S. stations:

WMUR-TV, Manchester, N. H. (Ch. 9), delayed by severe winter weather, now plans March 14 programming using 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoonuc, according to chief engineer Charles Halle. It will be first TV in state, is owned by ex-Gov. Francis P. Murphy. Base rate will be \$250. Weed will be rep. WMTW (Ch. 8) super-coverage outlet with transmitter atop Mt. Washington, N. H., and studios in Poland, Me., is due next July. WKNE-TV, Keene (Ch. 45) state's other grantee, hasn't ordered equipment or announced plans.

WNLC-TV, New London, Conn. (Ch. 26), now has "late 1954" target, has ordered RCA equipment, 420-ft. Stainless tower, writes mgr. Gerald J. Morey. Class A hour will be \$150. Headley-Reed will be rep.

WLAP-TV, Lexington, Ky. (Ch. 27), granted last Dec. to Gilmore & J. Lindsay Nunn, announces "indefinite postponement of construction" in printed brochure distributed to public. Brochure notes station has already spent more than \$100,000, that it had arranged for primary CBS-TV affiliation with AT&T interconnection but that it believes uhf today is unacceptable today as an "area-wide system." Booklet adds: "When and if, in the next few months, the uhf picture improves, or this area is granted a vhf channel, we will reactivate our plans and proceed in confidence [but] we would rather be a live casualty than a dead hero."

WOPA-TV, Chicago (Ch. 44), granted Feb. 10, hasn't ordered equipment or begun construction, but plans to start Jan. 1, 1955, according to gen. mgr. Egmont Sonderling. Rep not yet chosen.

WKNY-TV, Kingston, N. Y. (Ch. 66), has postponed late Feb. target date because of weather delays, according to TV operations mgr. Robert L. Sabin, is now indefinite as to start. Outside construction of studio-transmitter building has been completed, installation of 1-kw RCA transmitter awaits some interior finishing. Its 600-ft. Stainless tower has now been built up past half-way mark at Port Ewen site, 3 mi. from Kingston and 10 mi. from Poughkeepsie. Owner Joseph K. Close also has CP for Keene, N. H., which hasn't ordered equipment or set target date. Hour rate will be \$100. Rep will be Meeker.

**Telecasting Notes:** TV's cost-per-thousand continues to drop despite addition of new stations. Figures released by NBC research director Hugh M. Beville Jr. tell story in terms of cost-per-thousand TV homes on full NBC-TV network: from \$12.39 in March 1948 to \$2.92 in Jan. 1954. NBC-TV's gross hourly rate for full network was \$2550 in March 1948 when there were 206,000 TV homes; had this increased in direct proportion to increase in number of TV homes, 1954 rate would have been \$339,150 for nationwide coverage, instead of actual rate of \$79,885, Beville points out . . . "Triple exposure" plan, to be inaugurated March 2 by ABC-TV, marks first network entry into repetitive programming; ABC-TV's top-talent live mystery drama, *The Mask*, Sun. 8-9 p.m., will also be offered Tue. & Wed., 8-9 p.m., on film, re-runs being programs originally presented live in previous weeks, substantially cutting talent & production costs and filling holes in ABC-TV evening schedules . . . *Shift of Lux Video Theatre & Lux Radio Theatre* from CBS to NBC (Vol. 10:7) may be "only the beginning" of big NBC offensive under pres. Pat Weaver, says Feb. 17 *Variety*, speculating that "the network will next train its guns and strategy on effecting the switchover of other names and properties from its major CBS competition" and quoting "reliable reports" that *Toast of the Town's* Ed Sullivan is "target No. 1 on the NBC agenda" . . . Billy Rose, who bought TV time to plug his Broadway musical *Kismet*, tried new twist for his controversial play *The Immoralist*, which opened Feb. 8 before unenthusiastic newspaper critics; he bought midnight-12:15 a.m. segment on WNBTV for entire week to

present panel discussions about the play by show business personalities, critics, psychologists, etc.; the telecasts got more acclaim from critics than did play itself . . . TV rights to complete literary works of Ring Lardner have been acquired by Eugene Solow & Brewster Morgan for *Authors Playhouse*, series of 39 filmed dramas slated for completion by Sept.; Solow & Brewster also have signed deals for some works by John Steinbeck, John Hersey, Lloyd C. Douglas and Ben Ames Williams, with \$1,200,000 backing by Chemical National Bank of N. Y. . . . 4 theatre-owned TV stations now booking TV films through Amalgamated Buying Service, N. Y. & New Haven theatrical film purchasing agency headed by Lew Ginsburg . . . Educational telecasts, to be viewed in schools as part of regular classroom routine, will be initiated in Canada next Nov. by CBC on trial basis . . . Mardi Gras celebrations to be telecast from New Orleans by NBC-TV, 11:45-12:30 p.m. March 2 & midnight-1 a.m. March 3 . . . KTEN, Ada, Okla. (Ch. 10), which asked aid of advertising agencies in setting its rates (Vol. 9:52), got response from 36 out of 100 queried, suggested rates averaging \$261 for Class A hour, \$50 for min.; because of prospective set circulation increase, KTEN, which plans to begin programming in May or June, set rates at \$300 & \$55 for hour & min. . . . KOAT-TV, Albuquerque, cuts Class A hour from \$250 to \$160, min. from \$45 to \$26 . . . KELO-TV, Sioux Falls, S. D. raises base hourly rate from \$150 to \$200, min. from \$30 to \$40 . . . KCMO-TV, Kansas City, becomes primary affiliate of DuMont, replacing KCTV, which goes off air Feb. 28 (Vol. 10:7).

**Personal Notes:** Frederic W. Wile Jr., NBC-TV network program v.p. in Hollywood, takes on added responsibility for all west coast radio activities . . . James A. Stabile promoted to director of new ABC business affairs dept., in charge of negotiating contracts affecting all network TV & radio programs . . . E. J. Rosenberg, exec. v.p. of packager Transamerican Broadcasting & Television Corp., named DuMont Network sales development director . . . Mitchell F. Stanley, ex-WWON (AM), Woonsocket, R. I., named mgr. of WFMJ-TV & WFMJ, Youngstown, O. . . . John H. Norton Jr., ex-ABC v.p. now gen. mgr. of upcoming WMTW, Poland, Me., elected v.p. of licensee Mt. Washington TV Inc. . . . John Pival, TV mgr., elected v.p. for TV, Harold S. Christian, radio commercial mgr., elected radio v.p., WXYZ-TV & WXYZ, Detroit; Ralph Dawson promoted to TV sales director, Harold L. Neal to radio sales mgr. . . . Dick Campbell, station mgr. of KOTV, Tulsa, takes over added duties of commercial mgr. John B. Hill, resigned; Robert Freeland promoted to promotion & publicity director . . . Brown Morris named station mgr. of upcoming KTEN, Ada, Okla. (Ch. 10), due in May or June; Nadine Mullinax named program mgr., Fred Smith chief engineer . . . Wm. H. Hansher, ex-Graybar, named chief engineer of WTVN, Columbus, O. . . . Nathan D. Golden, director of Commerce Dept.'s scientific, motion picture & photographic products div., receives Silver Medal Meritorious Service Award from Secy. Weeks for outstanding achievement . . . Charles E. Jackson promoted to local sales mgr. of KFMB-TV, San Diego . . . Gary Vorhees, ex-WTAR-TV, Norfolk, named production director of WTRF-TV, Wheeling, W. Va. . . . James H. Butts, ex-KBTB, Denver, appointed operations supervisor of KOA-TV . . . Wm. Anderson, ex-WOR-TV, named publicity mgr. of WNBTV & WNBC, reporting to new publicity director Bob Blake . . . Harvey Wick appointed director of film operations, WFTV, Duluth . . . Vernon Webster named sales mgr. of WICA-TV, Ashtabula, O.; Donald Fassett, business mgr.; Frank Bernato, chief engineer . . . Randall E. Larson, ex-KRON-TV, San Francisco, named program mgr. of Bakersfield's KBAK-TV & KBAK, formerly

KAFY-TV & KAFY . . . Del Leeson named mgr. of new promotion, planning & development dept., KDYL-TV & KDYL, Salt Lake City . . . Everett Freedman, veteran top-flight movie scenarist, joins CBS-TV Hollywood in development of new properties . . . George G. Huntington promoted to ABC Radio sales development mgr. . . . Harold W. Waddell, ex-WJW, named sales mgr. of NBC-owned WTAM, Cleveland, reporting to Wm. N. Davidson, sales director of WNBK & WTAM . . . George Wolf, Geyer TV-radio adv. director, elected v.p. . . . Robert C. Alexander promoted to TV-radio v.p., Ward Wheelock Co., Philadelphia . . . Robert Kirschbaum, ex-Kenyon & Eckhardt, named Grey Adv. TV-radio copy head . . . Robert W. Bloch named TV-radio director of Toy Guidance Council, planning big spot campaign . . . Lloyd F. Christianson, pres. of Electronics Associates Inc., Long Branch, N. J., elected to board of WRTV, Asbury Park, N. J. . . . Jerry Dunphy named news director of WTVH-TV, Peoria.

FCC's FM functional music proposal (Vol. 10:1) drew 30-odd comments this week, mostly from FM stations, mostly laudatory. Many liked FCC's objective—to give FM stations some revenue—but urged that proposal go even further and permit stations to provide functional music, storecasting, transitcasting, etc. on simplex basis, thus eliminating need for purchasing multiplexing equipment. Some also proposed that FM stations be permitted to provide point-to-point service, too. Several comments brought up question of "piracy" of functional music signals, asked FCC to try to stop it. Among the few opponents were those who have opposed transitcasting—CIO and the groups who took their opposition to Supreme Court and lost. A few mobile radio users argued that FM broadcasters weren't making adequate use of frequencies and that a reallocation of 88-108 mc FM band be made. Sole broadcaster opponent was Storer Bestg. Co. which visualized proposal pushing AM and TV into a "subscription" basis.

**Color Trends & Briefs:** RCA's timetable for modifying TV stations' RCA post-war transmitters and sideband filters for color without charge (Vol. 10:7) will coincide with stations' plans for getting necessary additional studio terminal equipment and starting colorcasts. RCA aim is to coordinate station modification schedule with AT&T's program of equipping its facilities to bring color to stations.

Though RCA is shouldering cost of material and engineering supervision for modifying transmitters and sideband filters, stations must still stand cost of necessary additional equipment; our report of RCA's announcement last week erred by implying that RCA is assuming whole burden of preparing stations for network color rebroadcasts.

RCA has analyzed its post-war transmitters, found that all can be readily modified for color. By end of second quarter, it expects that all new transmitters will come off production line already prepared for color.

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**More color plans of manufacturers:** GE plans to produce set with 15-in. tube in early summer for field testing and dealer demonstrations only, to sell "over \$1000." By Dec. it hopes to have set with 19-in. tube, to sell between \$800-\$1000. CBS-Columbia announced it will begin production March 1 of 15-in. sets using tube made by CBS-Hytron. First sets will go to distributors after their

servicemen complete 2-week factory color clinic. About 10 color sets a day will be produced after March 1, said company officials, adding they'll make 19-in. set "as soon as CBS-Hytron makes a tube." Arvin will start sampling distributors with 15-in. set in March-April. Andrea introduced 15-in. set to distributors this week, plans "production in limited quantities during second or third quarter of this year."

A 24-in. Lawrence color tube, rectangular and metal-cased, is being demonstrated at west coast plant by Chromatic TV Labs. Richard Hodgson, Chromatic pres., reports that it uses 18,000 volts, produces 30 ft. lamberts of brightness and 300 lines of vertical resolution. Hodgson says that experiments with all glass envelopes are planned and that order for bulbs has been placed with Corning. He hopes to show tube at forthcoming IRE convention in New York. Chromatic's 2 licensees, Thomas Electronics and Crosley, continue work on Lawrence tube, have distributed samples. National Video Corp., though experimenting with tube (Vol. 10:7), is not a Chromatic licensee.

Servicemen's interest in color is enormous, as exemplified by attendance of 850 at Feb. 15-16 RCA Service Co. course in Washington's Lisner Auditorium. Audience was extremely attentive, fearful of missing a word. Admiral this week started second color TV training school in Chicago for some 30 field engineers and distributor servicemen, under national service mgr. Max Schinke.

**Network Accounts:** CBS-TV's long-awaited response to NBC-TV's *Today* at 7-9 a.m. finally goes on air March 15, though no sponsors have been announced yet. Titled *The Morning Show*, it will feature Walter Cronkite as counterpart of *Today's* Dave Garroway, has newsman Charles Collingwood and Bill & Cora Baird's famed puppets. To compete with Garroway's chimpanzee J. Fred Muggs, *Morning Show* will have "Humphrey, the Houn' Dog," a Baird puppet, as "disc doggie." Originating from Studio 41 in Grand Central Terminal, show will be offered in 15-min. segments for national sponsorship, with 5-min. cutaways for local sponsors every half-hour . . . CBS-Columbia signed this week as interim sponsor of *Arthur Godfrey and His Friends* Wed. 8-9 p.m., alternating with Toni (home permanent) until summer, when latter takes over weekly; Nielsen ratings this week dropped *Friends* program from first 10 national programs first time in more than year . . . Ford Foundation's *Omnibus*, sponsored by Kelvinator, Greyhound Bus Corp. & Scott Paper Co., goes off air as scheduled March 28 on CBS-TV Sun. 5-6:30 p.m.; to replace it, sustainer *Adventure* will be expanded from 4:30-5 to 5:30 and Eric Sevareid's *The American Week* moves in from 5:30-6 as sustainer, remaining 6-6:30 p.m. open at present . . . Corn Products Refining Co. buys Mon. 1:45-2 p.m. segment of *Garry Moore Show* on CBS-TV starting March 1, thru C. L. Miller Co. . . . GE planning to sponsor Ginger Rogers in dramatic series in place of *Fred Waring Show* and *GE Theatre* on CBS-TV starting in fall, Sun. 9-9:30 p.m., thru BBDO . . . General Foods Corp. (Baker's coconut) buys 8 partic. on Dave Garroway's *Today* on NBC-TV 7-9 a.m.; thru Young & Rubicam; Reardon Co., St. Louis (Bondex cement paint) 17 partic., thru Krupnick & Assoc.; Murine Co. (eye drops) 5 partic., thru BBDO, Chicago; Hathaway Mfg. Co. (curtain fabrics) 8 partic., thru Fletcher D. Richards Inc. . . . Toni (permanent) and Quaker Oats, radio sponsors of *Don McNeill's Breakfast Club* on ABC Mon.-thru-Fri. 9-10 a.m., relinquish options for TV sponsorship when it goes simulcast Feb. 22; other radio sponsors, Swift's and Philco, defer decision on TV . . . ABC-TV shifts 3 sustainers to Sundays: *Answers for Americans*, 1-1:30; Elmer Davis 3:30-3:45; Martin Agronsky's *At Issue* 3:45-4.

**Station Accounts:** Already heavily in TV, breweries took even bigger plunge into sponsorships this week with approach of spring. Budweiser Beer signs to sponsor all 77 road games of St. Louis Cardinals on uhf WTVI, St. Louis-Belleveille, Ill., thru D'Arcy Adv.; Krueger's Beer alternates with Carter Products on *Cases of Eddie Drake* on WCBS-TV starting Feb. 27, Sat. 7-7:30 p.m., thru Grey Adv.; G. Heileman's Brewing Co. (Old Style lager beer) sponsors *Hollywood Showcase* on Chicago's WNBQ starting Feb. 20, Sat. 6-6:30 p.m., thru Leo Burnett; Arizona Brewing Co. buys *Duffy's Tavern* for El Paso, Albuquerque, Las Vegas, Phoenix, Tucson, Yuma, San Diego & Roswell, N. M., thru Advertising Counselors of Arizona . . . Gorham Co. (silverware) makes first TV buy with *All-Star Theatre* in Kansas City and Atlanta starting in March, plans to expand to other cities shortly, thru Kenyon & Eckhardt . . . Armstrong Tire & Rubber Co. offers to sponsor *Big Playback* filmed series on 50-50 basis with its dealers in 160 cities . . . Glidden Paints and DuMont TV dealers team up to sponsor TV-radio of 21 eastern Maine high school basketball tournaments on WABI-TV & WABI, Bangor . . . Mutual Assn. of Savings Banks sponsors cartoonist Roger Price and his "Doodles" on WABC-TV starting March 1, Mon.-thru-Fri. 7:10-7:15 p.m. . . . Bromo-Seltzer buys *Janet Dean, Registered Nurse* series in 20-30 markets, thru Lennen & Newell . . . Paper-Mate Pens to spend \$1,600,000 in TV-radio spots, in addition to proposed network program this fall, thru Foote, Cone & Belding . . . Packard Dealers of N. Y. to sponsor national indoor tennis championship finals Feb. 22 on WOR-TV 2-5 p.m., thru J. R. Pershall Co., Chicago . . . Southwestern Bell Telephone Co. buys *Seems Like Yesterday* on WBAP-TV, Ft. Worth, thru Gardner Adv. . . . Among other advertisers using or preparing to use TV: Lanvin Parfums Inc., thru Cortland D. Ferguson; Lo-Calory Food Corp. (R.D.X. tablets), thru Harry B. Cohen Adv.; Babbitt Co. (Glim detergent), thru Harry B. Cohen; Manchester Hosiery Mills, thru Bahn Adv.; Eastern Wine Corp., thru Ben B. Bliss & Co.; Tryne Co. (Hi-Q games), thru Drugstore Adv. Assoc.; Trix-Stix (games), thru Monroe Greenthal Co.; Kidd & Co., Ligonier, Ind. (Kidd's marshmallow creme), thru L. W. Ramsey Co., Chicago.

**CREDIT AND DEBIT SIDES OF THE TRADE LEDGER:** Despite current good movement of sets, TV-radio makers are genuinely concerned about state of market. They communicated their anxiety quite freely this week at RETMA quarterly meetings in New York, giving these three problems top priority among their worries:

(1) Low prices of TV sets. "Nobody can make money with 17-in. sets selling as low as \$150 and 21-in. at \$180," said one. "Where it will stop isn't for me to say but as long as my competition does it, I'll have to go along. But the market is good now and I don't think we have to cut prices like this to make a living."

(2) Slow progress of uhf. Trade source estimated about 110,000 of 400,000 sets now in factory inventory are uhf-equipped. Same source said uhf sales for the first half of 1954 probably will be no higher than 15% of all TV sales, as contrasted with expected 20-25%. Adding to manufacturers' concern is fact that uhf receivers sell for more than vhf-only receivers and profit margin is greater.

(3) Lagging radio sales. Almost unnoticed by press, radio sales this year have been going down at a rate many set makers consider alarming. Through Feb. 12, factory sales of all radios, including auto, were estimated at 1,150,000, compared to 1,600,000 for same period of 1953. Inventories of radios, excluding auto sets, stood at 3,000,000 at all levels Feb. 12, compared to 2,000,000 year ago.

Crosley's new Super V 17-in. table selling at \$140 (Vol. 10:7) gave set makers cause for more anxiety than many would admit. There was plenty of head-shaking as to its effect, particularly as first reports from field indicated Crosley was reaping windfall in sales. Reports that some manufacturers were preparing to duplicate the Crosley action were persistent. In fact, Raytheon this week issued formal denial that it had \$140 17-in. table model in works, for release in month or so.

Radio problem was real stickler, one which has been building up since first of year. One reason was decline in auto production below 1953's weekly pace of some 100,000. This becomes important when one considers that 5,182,934 auto radios were turned out last year, out of total radio production of 13,368,556. But portable, clock and home sets are dragging, too. One official's comment: "Radio's an old man who's been on his feet a long time. Maybe he's just tired."

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There were problems, to be sure, but fact is that Jan. retail sales probably will prove to be highest on record for that month when final figures are in, said RETMA spokesman, acknowledging that profit won't be nearly as big for all concerned.

One comment is that industry "color truth" campaign had effect for first time in January. Folks realized that color at prices they could afford was long way off and decided their best bet was black-&-white. Bulk of January sales were in older markets and a large percentage were replacement sales, according to RETMA.

Color's apparent minimal impact on black-&-white was a continuing source of gratification. In the few cities where color has been demonstrated, notably New York, public's curiosity but not its money was stirred. Customers weren't eager to buy color and dealers weren't eager to sell. Latter complain that with delivery dates uncertain and no satisfactory service plan available, they were inviting future headaches by selling current-sized models -- even if they had buyers.

Black-&-white trade seemed to be holding up well, showing little change in factory or distributor sales week ended Feb. 12 from preceding week, with inventory about 1,650,000 at all levels. Sylvania chairman Don G. Mitchell said inventory was actually too low, based on current rate of sales. He said industry was producing at rate of 6,000,000 a year but selling at rate of 7,500,000. He predicted sales will improve in second quarter, reversing trend of nearly all prior years.



TV production maintained steady pace, totaling 107,702 week ended Feb. 12, compared to 107,853 preceding week, 110,156 week ended Jan. 29. It was year's 6th week in RETMA's statistical calendar and brought production for year to date to some 637,000, compared to 1,079,261 for same period of 1953.

Radio production totaled 190,207, compared to 192,523 week ended Feb. 5 and 202,837 week before. Radio output has thus shown decline in every week of 1954. It brought 6-week production to approximately 1,250,000 vs. 1,694,366 year ago.

**PRICE WARS BRING INTERFERENCE WORRIES:** The highly competitive TV price situation is causing new concern over interference problems at both industry and FCC levels.

Tendency to cut corners on safeguards against interference and radiation has been evident in some -- but by no means all -- of the new "price leader" sets built to sell for less than \$200, we've been told by industry engineering sources.

Issue was brought to a head this week when FCC Chairman Rosel Hyde sent wire to RETMA board, meeting in New York, urging industry to stick to its self-adopted "standard" intermediate frequency (IF) of 41 mc -- around which the Commission built its allocation plan for uhf stations.

Telegram was "neither a threat nor a complaint," Hyde told us, but a request for "appropriate action." He said he was concerned about reports that some new TV set models had reverted to old 21-mc IF. But he discounted rumors that FCC may go to Congress with request for special legislation if industry doesn't act.

RETMA board authorized chairman Robert C. Sprague to "appoint a committee with broad powers to establish procedures and possible testing facilities, after consultation with FCC, so that set manufacturers can eliminate all possible sources of spurious omissions which cause interference with the reception of TV signals by other receivers." Committee will weigh all possible actions and attempt to develop effective industry-wide program for voluntary compliance.

Chairman Hyde's wire gave more urgency to the problem which was already on RETMA board's agenda. The industry organization has long been concerned by slowness of some manufacturers to comply with the new standards -- and lately has been worried by an apparent tendency of some set makers, who had previously adopted the new 41-mc IF, to backslide. RETMA's power to make manufacturers adhere to standards is as limited as FCC's. As a trade association, it can merely "suggest." And neither does the Commission have any jurisdiction in this field.

All of the top 10 set makers, and 15 minor ones, responded to RETMA poll last fall by saying they would use 41-mc IF in all of their sets by first of this year.

But today's price situation apparently has altered some plans. Use of 41-mc IF involves more expense than old 21-mc. Said one industry source: "These days a lot of people are thinking in terms of saving 50¢ to \$1 on a set, including a couple of the leading set manufacturers."

TV-radio-appliance retail failures in 1953 totaled 348, compared to 210 in 1952, reported Dun & Bradstreet this week. Liabilities rose to \$15,955,000 from \$5,486,000 in 1952. Rate of failures per 10,000 concerns was also greater last year--116, compared to 70 preceding year. Business failures in Dun & Bradstreet tabulations include businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew; were involved in court actions as receivership, reorganization, Chapter XI arrangement or voluntarily compromised with creditors out of court. They don't include withdrawals due to changes in ownership and voluntary liquidation in which there is no indication of loss to creditors.

Admiral will build \$1,000,000 warehouse in Leyden Township, Ill. to house TV & radio receivers, eliminating need for 7 separate warehouses in area. Due for completion in June, it has 152,000-sq. ft. of space.

Licensed TV sets in Britain totaled 2,846,227 as of Nov. 30, increase of 119,157 during Nov.

RETMA board took following actions at meeting this week in New York's Roosevelt Hotel: (1) Adopted resolution urging Congress to exempt color sets from excise tax in keeping with practice of exempting new products and industries. (2) Commended FCC for "diligence and speed" in processing TV station applications, approving NTSC color standards and facilitating development of uhf. (3) Authorized pres. Glen McDaniel to confer with officials of new electronics div. of Business & Defense Services Administration on ways of promoting industry-govt. cooperation. (4) Approved proposal to provide funds or equipment for educational TV research project at New Jersey State Teachers College, Montclair.

Long-standing patent litigation between Zenith and RCA may get first hearing in April, Delaware Federal District Judge Leahy indicates. Patent issues will be heard first, Judge Leahy having turned down plea by Zenith to give priority to anti-trust issues. Last week Chicago Federal Judge Igoe ruled that hearing on new Zenith counter-claim against RCA (Vol. 10:3) would have to wait until Delaware case is disposed of.

**Topics & Trends of TV Trade:** TV shipments to dealers totaled 6,656,555 last year, when production was 7,214,787, according to RETMA's cumulative state-by-state and county-by-county report released this week. It was well up from 6,174,505 sets sold to dealers in 1952, when production was 6,096,279, but fell short of record 1950, when 7,068,000 were shipped and 7,463,800 were produced. Decline in TV business last fall was reflected in the 695,308 units shipped in Nov. compared to 756,855 in Nov. 1952 and 656,175 sold in Dec. vs. 965,891 in Dec. 1952. Inventories at end of 1953 were about 1,850,000 compared to 1,210,000 at beginning of year. New York led in shipments, with 595,293; Pennsylvania second, 548,845; California third, 514,512. Wyoming, still without station, trailed with 4058. [For state-by-state shipments of sets to dealers 1950-52, and first 10 months of 1953, see p. 335, TV Factbook No. 18.] Here's state-by-state report for 1953 (county-by-county tables available from RETMA upon request):

State	Total	State	Total
Alabama	96,592	Nebraska	63,954
Arizona	38,992	Nevada	11,483
Arkansas	50,777	New Hampshire	22,396
California	514,512	New Jersey	180,112
Colorado	71,456	New Mexico	21,875
Connecticut	94,124	New York	595,293
Delaware	15,685	North Carolina	123,703
District of Columbia	52,225	North Dakota	20,698
Florida	137,402	Ohio	381,204
Georgia	118,731	Oklahoma	114,426
Idaho	26,301	Oregon	86,691
Illinois	426,867	Pennsylvania	548,845
Indiana	229,601	Rhode Island	27,399
Iowa	160,581	South Carolina	65,670
Kansas	104,642	South Dakota	21,071
Kentucky	90,992	Tennessee	114,355
Louisiana	103,197	Texas	378,958
Maine	60,574	Utah	38,683
Maryland	79,219	Vermont	12,511
Massachusetts	196,152	Virginia	128,776
Michigan	264,703	Washington	145,944
Minnesota	127,025	West Virginia	90,230
Mississippi	48,043	Wisconsin	173,710
Missouri	164,465	Wyoming	4,058
Montana	11,652	<b>Grand Total</b>	<b>6,656,555</b>

**Distributor Notes:** Shakeup in San Antonio distribution began this week with Zenith's appointment of Joe Thiele Inc., replacing Perry Shankle Co. Latter reportedly will take over RCA Victor line March 1, when Straus-Frank Co. takes over Sylvania . . . Leo J. Meyberg Co., RCA San Francisco outlet, will sell Los Angeles and Fresno branches shortly, said pres. Al Meyer . . . Sylvania appoints Merit Distributing Co., 1215 Henderson St., Columbia, S. C.; York Supply Co., Cincinnati, replacing Peaslee-Gaulbert; Electronic Supply Inc., White River Junction, Vt. . . Emerson appoints Wholesale Appliances Inc., 5220 Natural Bridge, St. Louis (John C. Cox Jr., pres.) . . . Meck TV appoints Wilner Sales Co., Muncie, Ind.; Watham-Miller Co., Cedar Rapids; Electric Fixture & Supply Co., Salina, Kans.; Ellis Electric Co., Wichita; Davis Wholesale Drug Co., Baton Rouge; Clingan Electric Supply Co., Cumberland, Md.; Bremmeyr Bain Co., Petoskey, Mich.; Spors Co., Le Center, Minn. . . Admiral Distributors Inc., San Francisco, promotes H. R. Tamberg to gen. mgr., replacing John Barker, now with Hoffman Radio Sales Corp. . . . Boyd Distributing Co., Denver (Philco) promotes Wm. H. Pearce from TV sales mgr. to gen. mgr. . . . Raytheon Philadelphia factory branch names Larry Phister gen. mgr., replacing Harry S. Funk, resigned . . . Roth Appliance Distributors, Milwaukee (Stromberg-Carlson) appoints Ray W. Horak sales mgr. . . Strong, Carlisle & Hammond, Cleveland (Philco) announces resignation of TV-radio gen. mgr. Homer G. Frank, who'll head Barclay's Ltd., TV-radio-appliance store at Haverhill, Mass. . . Bendix Radio and Cal Lado Distributors Inc., Tampa, Fla., cancel distribution agreement previously announced . . . Motorola appoints Braid Electric Co., Nashville, ex-Zenith, replacing Currey's Distributing Co.

**Trade Personals:** Kenneth C. Meinken resigns as president of National Union Radio Corp. (tubes), his duties to be assumed by chairman C. Russell Feldmann; Meinken's son, Kenneth C. Meinken Jr., resigned as National Union Radio v.p. & gen. sales mgr. only 3 weeks ago to become sales mgr. of Automatic Mfg. Corp., Newark (electronic components) . . . Ralph J. Cordiner, GE president, to be presented annual honor award for outstanding Americanism by Stevens Institute of Technology at banquet Feb. 26; James L. Myers, chairman & pres. of Clevite Corp., will be given citation . . . B. F. Valliere elected General Instrument v.p.-gen. mgr., in charge plants at Chicopee, Mass., Danielson, Conn. & Joliet, Ill. . . A. Brewer Hunt, Northern Electric Co. Ltd., Montreal, re-elected pres. of Canadian RTMA . . . John W. Christensen promoted to v.p. & chief engineer of CBS Laboratories . . . H. C. Edgar, ex-merchandising director, named export director of RCA International div.; Albert F. Watters, ex-RCA Victor personnel v.p., promoted to director of associated company operations of international div. . . Irwin C. Roll resigns as adv. & sales promotion mgr. of RCA Victor tube dept. to join Fuller & Smith & Ross agency on Westinghouse tube account . . . Donald Blackman, ex-Canadian GE, named Canadian Admiral regional sales mgr. in charge of Maritime Provinces, headquartering in Halifax . . . Cliff Knoble, ex-Eureka Williams Corp. and Ruthrauff & Ryan, named adv. mgr. of Raytheon TV-radio div. . . C. Byron Farmer named southeastern regional sales mgr. for GE replacement tubes . . . B. J. Adkins named Capehart-Farnsworth Kansas City regional sales mgr. . . Richard C. Walker named northwestern regional mgr. of Westinghouse major appliances . . . Alfred Gartner, ex-Cornell-Dubilier, named sales mgr. of Micamold Radio Corp., Brooklyn (capacitors) . . . Elmore E. Kayser, ex-Sun Oil Co., named adv. & sales promotion mgr. of Krylon Inc., Philadelphia (TV towers) . . . Harold A. Jones promoted to exec. asst. to Eugene Goebel, national sales mgr. of Motorola Communications Electronics Inc. . . Carmine Masucci, ex-Sylvania, named senior project engineer of CBS-Columbia advanced development dept. . . Bill Irvin, veteran TV-radio editor of *Chicago Sun-Times*, joins Admiral publicity dept. . . J. A. Young, ex-Joske's, San Antonio, named Olympic Radio southwestern district sales mgr. . . Duke Wellington, ex-CBS-Columbia, resigns as national sales mgr. of Tele King, now operating under Chapter XI proceedings (Vol. 10:7) . . . Wm. H. Higgins resigns as Sparton field sales mgr. . . Ralph C. Powell named product mgr. of American Screen Products Co., Miami (antennas) . . . George Kollar joins Finney Co., Cleveland (antennas) as special asst. to sales mgr. M. L. Finney Jr.; Victor Trebules promoted to plant supt.

**New officers of Record Industry Assn. of America:** pres., James B. Conkling, Columbia Records, succeeding Milton Rackmil, Decca; v.p.'s, Dario Soria, Angel Records and Harry Kruse, London Records; treas., Frank Walker, MGM Records. Phonograph Manufacturers Assn. re-elects all officers for year: pres., Joseph Dworken, Dynavox; v.p., I. Rothman, B&R Electronics Co.; secy.-treas., Harold Kraft, Kraft Bros.

Canadian TV sales to dealers will total 446,250 this year, compared to actual sales of 365,000 in 1953, but radios will decline from 613,000 units sold last year to 488,880 this year, according to estimates of 20 manufacturers disclosed by Canadian RTMA at directors meeting this week in Montreal. New entry in Canadian TV market is Canadian Fairbanks-Morse Co., previously Emerson Dominion distributor, now making and marketing own line of 9 models produced in Toronto. Prices range from \$230 to \$510, said consumer products v.p. H. C. Rindfleisch.

**Financial & Trade Notes:** Magnavox reports net profit of \$1,702,000 (\$2.24 a share) on sales of \$35,921,000 in 6 months ended Dec. 31, 1953, compared to profit of \$1,546,000 (\$2.02) on \$26,126,000 in same period of 1952. The increase resulted from increments of all divs., reported pres. Frank Freimann, adding that while TV sales "compared favorably" with 6-month period of preceding year, biggest gain in civilian items was registered by high-fidelity equipment. He said many potential buyers of TV sets are deferring purchase because of "color propaganda" but added he felt this resistance will "melt away by fall as people begin to appreciate the true facts and will buy better quality black-&-white receivers to replace the millions of sets that are not only outmoded but are in many cases costing more to maintain than the amortized price of a new big picture receiver." Like several other set makers who have indicated such plans (Vol. 10:7), Freimann said Magnavox will not market a color set incorporating present-sized 15-in. tube but will produce a set with a 19-in. tube "now under development" which should be available "in modest quantities" by the end of the year, costing "slightly over" \$1000.

Sparks-Withington Co.'s sharp drop in earnings in 6 months ended Dec. 31 is attributed by pres. John J. Smith to 10-week strike last summer at Jackson, Mich. plants (Vol. 9:28), price cutting on TV sets and expenses of starting subsidiary Sparton Bcstg. Co.'s WWTW, Cadillac, Mich. Earnings were \$18,931 (1¢ a share) after taxes of \$14,728 on sales of \$14,744,515, compared with \$454,341 (49¢) after taxes of \$664,171 on \$15,122,298 in same 1952 period. Company omitted regular semi-annual dividend. Smith said company expected to offset losses during strike with greater sales during fall but "October price-cutting broke out in the TV industry as a result of industry-wide overproduction. We were forced to reduce prices to meet this type of competition, and this was very harmful to our profit picture although it did put us in much better position from an inventory standpoint."

Color TV will have far more adverse effect on theatre business than did black-&-white, predicted Charles P. Skouras, pres. of National Theatres Inc., and he added his company would have fewer theatres in future than present 413. He said sales for 1953 totaled \$17,411,673 vs. \$15,656,044 in 1952. Net income for 13 weeks ended Dec. 26 was \$655,582 (24¢ a share) compared to \$544,697 (20¢) same period of 1952. He said TV competition had been "stabilized" in older TV markets but was beginning to show up now in newer markets, particularly in the Rocky Mountain area, northern California and midwestern states.

Stromberg-Carlson stockholders will vote at special meeting March 12 on proposal to issue 100,000 shares of new cumulative convertible \$50-par preferred stock and on plan to eliminate 80,000 shares of 4% convertible preferred, called for redemption Feb. 15. Price and convertibility rate of new issue would be determined later. Pres. Robert C. Tait said common-share stockholders would be given first opportunity to subscribe for new preferred, being sold to raise \$3,500,000 to reduce short-term bank borrowings.

**Dividends:** Hazeltine, 25¢ payable March 15 to holders of record March 1; Oak Mfg. Co., 35¢ March 15 to holders March 1; Clevite Corp., 25¢ March 10 to holders Feb. 26; Cornell-Dubilier, 30¢ quarterly and 20¢ extra March 26 to holders March 8.

Auction sale of assets of Fidelity Tube Corp., Jewel Radio Corp. & Gem Radio & TV Corp., all owned by Don J. Ferraro and adjudged bankrupt last week (Vol. 10:7), scheduled March 3 on companies' premises at 900 Passaic Ave., E. Newark, N. J.

**Electronics Reports:** Another \$5 billion year is in prospect for electronics industry for 1954, with increased sales of defense and industrial equipment and replacement parts more than offsetting any decline in TV-radio output. This was prediction of Robert C. Sprague, board chairman of RETMA and of Sprague Electric Co. in address to N. Y. Society of Security Analysts Feb. 18.

He gave these dollar forecasts for this year: TV-radio, factory sales of \$1.3 billion, down from last year's \$1.4 billion; military electronics, \$3 billion vs. \$2.8 billion in 1953; industrial equipment & replacement parts, \$700,000,000. He broke down estimates with these predictions:

TV—Retail sales of 6,000,000 sets, production of 5,800,000 black-&-white sets and "no more than 150,000 color sets," with more than 500 stations on air by year's end. Radio—"There may be a drop in demand for auto sets to about 4,000,000, but I believe there should be a market for a total of 11,000,000 sets of all types."

Defense electronics—"There should be a further rise in defense volume in 1954, and it is my firm conviction that this important segment of our business will remain at high levels for the foreseeable future, despite any reductions [in] total defense spending."

Industrial electronics—"No one knows for sure what the sales of the electronics industry to the industrial market are, but they almost certainly run into hundreds of millions. Although this segment of our business may not equal the dollar importance of radio-TV and military equipment for a good many years, its rate of growth may well be the greatest of all.

Replacement parts (civilian & military)—"This is already a business of the order of \$500,000,000, and should increase substantially in size in the near future reflecting the large output of original equipment in the past 3 years."

One of most fascinating uses of closed-circuit industrial TV to date got first test Feb. 8 in New York City when mock police "line-up" was sent from Manhattan headquarters to Brooklyn headquarters. Both Mayor Wagner and Police Commissioner Adams were enthusiastic and gave every indication system would be adopted to hook up all 85 precincts to televise regular daily line-up of suspected lawbreakers. Test used RCA ITV-5 equipment, with signal microwaved to Empire State Bldg., then beamed to Brooklyn police headquarters. Commissioner Adams estimated it would cost about \$50,000 to install hook-up, including one camera, "minimum number of receivers" and city-owned microwave equipment.

New color bar generator offered by Telechrome Mfg. Corp., Amityville, L. I. (Model 509-DR) can provide 11 color standard signals in bars which can be placed in various combinations across top, bottom or all of color tube, or in combination with monochrome pictures. It also produces dot pattern which may be superimposed on any of the displays for convergence alignment.

Philadelphia Council of TV-Radio Service Assns. sponsors color symposium for area distributors, dealers & servicemen at Bellevue-Stratford Hotel, April 2-4, in conjunction with regional convention of National TV Service Assn.

**Turning back the clock:** Chief of Military History has approved official change in date of the founding of Army Signal Corps from March 3, 1863, when Congress authorized creation of Signal Corps, to June 21, 1860, when Congress authorized appointment of first signal officer.

Minnesota Electronics Corp., St. Paul, Minn., manufacturer of digital computers and subminiature computer components, has been acquired by Librascope Inc., subsidiary of General Precision Equipment Corp.

CONGRESS will take its first look at TV-radio matters for this session in couple of weeks when Senate Commerce Committee or its new communications subcommittee under Sen. Potter (R-Mich.) invites FCC to the Hill for "orientation meeting." Subcommittee is expected to hold first closed meeting this week. When FCC appears before Senators, commissioners are certain to be questioned closely about proposed multiple ownership rules, political broadcasting, filing fees, "protest" procedures, uhf—virtually every hot issue in the TV-radio field.

First full-dress hearing in communications field probably will be on bill by Sen. Edwin Johnson (D-Colo.) to substitute "nominal" filing fee for FCC's proposed schedule of much stiffer fees (Vol. 10:5,7). Hearings also may be held on FCC's requested legislation to reduce nuisance value of "protest" section of Communications Act.

On the House side, Rep. Bishop (R-Ill.) introduced the perennial resolution to name special committee to investigate political campaign expenditures, including, of course, TV & radio (H. Res. 439). The House Commerce Committee has been tied up in health legislation since start of session, and there's no telling when it will get around to communications matters. Still pending before House is Hinshaw bill to classify subscription TV as "common carrier" and subject it to rate regulation, limitation of profits, etc.

Rep. Hinshaw (R-Cal.) tells us he has no intention of letting the measure drop, expects committee to hold hearings on it, and may even tack into other communications legislation as a rider. Committee chairman Wolverton (R-N. J.) has said nothing yet about hearings on Hinshaw bill or any other communications legislation.

No similar bill has been introduced in Senate where members appear disinterested in subscription TV legislation, to say the least. Sen. Johnson, who has taken most active part in TV-radio matters, takes wait-&-see attitude on Hinshaw bill, tells us he has no fixed opinion at present—"I'm going to see if the bill gets reported out in the House, and then let nature take its course."

Network service to Albuquerque, N. M.—only pre-freeze city not yet interconnected—will begin Aug. 1. Interconnection was ordered by NBC for KOB-TV and by CBS for KGGM-TV. Interconnected this week to AT&T's nationwide system were WRDW-TV, Augusta, Ga.; WTOG-TV, Savannah, Ga., and WNEM-TV, Bay City, Mich. Slated to be connected Feb. 20 was KTXL-TV, San Angelo, Tex. Private off-air pick-ups were begun recently by KATV, Pine Bluff, Ark (from Little Rock); WKST-TV, New Castle, Pa. (Pittsburgh); WCHA-TV, Chambersburg (Washington, Baltimore); WTVU, Scranton (New York).

Testimonial dinner for Judge Justin Miller, retiring as NARTB chairman (Vol. 10:5), will be held in Washington's Mayflower Hotel Wed. March 31. Tickets are \$20 a plate, with proceeds to be used for appropriate gift. Members of arrangements committee are Frank M. Russell, NBC Washington; Clair R. McCollough, WGAL-TV & WGAL, Lancaster, Pa.; Robert D. Swezey, WDSU-TV & WDSU, New Orleans; Ben Strouse, WWDC, Washington. G. Richard Shafto, WIS-TV & WIS, Columbia, S. C., will preside.

CBS-TV cut summer program discount rate from 30% to 20% this week, disclosing all but 4 sponsors remained with network during last summer and all clients stayed on in 1952, when discount was 35%. CBS offer is made only to sponsors on record 13 weeks prior to summer, and to those guaranteeing 13 weeks sponsorship after summer. NBC-TV's summer discount program last year was 25%, available only to new advertisers.

Four applications for TV stations were filed this week with FCC, all of them superseding applications previously dismissed by same principals. Week's applications were for Oakland, Cal., Ch. 2, by General Teleradio officers Ward D. Ingram & Wm. D. Pabst, General Teleradio retaining option to purchase stock (replacing application for same channel by General Teleradio); for Boston, Ch. 5, by Massachusetts Bay Telecasters (resubmitted); for Jefferson City, Mo., Ch. 13, by KWOS (resubmitted with some ownership changes); for Oak Hill, W. Va., Ch. 4 (allocated to Beckley), by Robert R. Thomas (submitted as substitute for one previously filed for Ch. 4, allocated to Fayetteville). There were 12 dismissals this week, leaving total of 301 applications pending, including 54 uhf. [For further details about these applications, see *TV Addenda 18-G* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and *Addenda* to date.]

First month of Telemeter pay-as-you-look operation in Palm Springs, Cal. was summarized this week by International Telemeter pres. Carl Leserman: (1) Average coinbox-equipped home put \$10 in box during month. (2) Number of Telemeter homes increased from 71 to 148, while total homes getting community antenna service increased from 512 to 614. (3) Survey indicates 80-90% of set owners want Telemeter. (4) In first month, 25 events were offered, including following movies: *Forever Female*, *The Moon is Blue*, *I Confess*, *Flight to Tangiers*, *All the Brothers Were Valiant*, *Little Boy Lost*, *Shane*, *Fort Bravo*, *Kind Hearts & Coronets*, *High Noon*, *Lady Wants Mink*, *The Quiet Man*, *Stalag 17*, *Bandwagon*, *I, The Jury*, *Here Come the Girls*, *You're Killing Me*, *Vice Squad*, *Roman Holiday*, *Come Back Little Sheba*, *The Robinson Story*, *Just For You*.

Ad agencies getting big RCA account were announced by pres. Frank Folsom this week. Three agencies will split account, estimated at \$8-12,000,000 annually, formerly held by J. Walter Thompson. Kenyon & Eckhardt will get lion's share, handle RCA-sponsored home instruments, TV-radio programs and institutional ads. Grey Adv. is retained for all NBC work plus RCA records. Al Paul Lefton, Philadelphia, will work on home appliances and electronic products other than home instruments. Continuing for RCA Communications is Gehrlich Associates, and for RCA financial ads, Albert Frank Guenther Law.

Brig. Gen. David Sarnoff, RCA-NBC chairman, having appeared on CBS-Radio Feb. 14 with CBS chairman Wm. S. Paley and other celebrities in salute to Freeman Gosden & Charles Correll (Amos 'n' Andy), goes on CBS-TV March 12 10:30-11 p.m. for interview in his N. Y. home by Edward R. Murrow (a CBS v.p.) on *Person to Person*.

How to push uhf will be subject of day-long sessions March 1 at Washington's Statler Hotel, under sponsorship of National Citizens Committee for Educational TV. Representatives have been invited from FCC, NARTB, RETMA, networks and Ultra High Frequency Assn. Two-thirds of educational allocations are uhf.

AFM musicians union and 3 TV-radio networks reached agreement Feb. 19 on 10% pay boost to New York staff musicians with no changes in number of musicians to be employed by each network. ABC, CBS & NBC were involved in the negotiations with Local 802.

Proposal to require Washington CAA clearance for all proposed towers higher than 500 ft., backed by Air Force (Vol. 10:7), was deferred for 2 weeks "for further study" by Washington Airspace Subcommittee at Feb. 16 meeting.

Assn. of National Advertisers schedules annual spring meeting at Hot Springs, Va., March 17-19.

# Television Digest

with **ELECTRONICS REPORTS**

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**CBS SURVEY FIRST WITH VHF-UHF BREAKDOWN:** Most authoritative sets-in-use survey available is the CBS-TV report, released this week, which we have reprinted and sent herewith as 12-p. Special Report to all subscribers.

Survey was conducted by A. C. Nielsen Co., based on direct contact with 100,000 families in all 3070 U.S. counties. Study is about as thorough as one could hope for, considering cost and time elements.

Nielsen conducted a 100,000-family survey in May, 1952, which was projected to May, 1953, by NBC and CBS. These projections were reprinted in our TV Factbook No. 17 of July 15, 1953. Current survey supersedes those.

Only drawback of survey -- an unavoidable one -- is that it's dated Nov. 1, 1953. This works to the disadvantage of uhf stations, particularly, because the 4 months since that date have been period of most concentrated uhf production and sales to date. To lesser degree, new vhf stations in brand new markets are also at disadvantage because figures don't reflect set sales of last 4 months.

\* \* \* \*

Survey shows 27,506,500 families with TV sets, vhf and uhf -- a 50% penetration of nation's 47,191,500 homes. Uhf total was 1,774,690, a 4% penetration of U.S. homes -- or 7% of all TV sets.

Our own estimate of uhf sets-in-use as of Nov. 7, 1953 (Vol. 9:45) was "over 1,500,000," showing our calculations were conservative. Using same method of estimating, we figure that 2,750,000-3,000,000 current sets-in-use are uhf equipped. This would mean that approximately 6% of U.S. families have uhf sets and that about 9-10% of all TV sets in hands of public can receive uhf today.

We arrive at those figures as follows: RETMA reports 457,267 sets were uhf-equipped at factory in Nov.-Dec.-Jan. Add estimated 100,000 for Feb. and total is 557,000. Figuring 1.5 "field conversions" (external converters and strips) for each set equipped for uhf at factory, we get 835,000 more. Add factory and field figures and total is 1,392,000 uhfs produced since Nov. 1. Experience indicates that about 2/3 of these have been sold -- for net uhf accretion of somewhat under 1,000,000 to be added to the 1,774,690 found by Nielsen on Nov. 1.

Total of 2,750,000-3,000,000 uhf sets-in-use therefore seems a reasonable figure, since we've found our method of calculation to be conservative in past.

Even more important than U.S. totals, however, are individual figures which speak for themselves -- excellent progress in some areas, poor growth in others.

**UHF'S QUESTION FCC 'POWER' PHILOSOPHY:** FCC's thinking about raising uhf power "floor" (Vol. 10:8) was immediately attacked by some uhf broadcasters as "unrealistic", in that it ignores excellent coverage frequently achieved with 1-kw transmitters.

Subject is expected to come to head in couple weeks, when the Commission considers whether to open idea to industry comments by issuing proposed rule-making. Whether proposal will ever be advanced by Commission remains anyone's guess. At the

moment, it's more likely than not. If proposed, there's bound to be vigorous opposition, reducing chances of final adoption.

Whole matter is tied up with fact that many stations have CPs for higher-powered transmitters but have been operating with lower power under special temporary authority (STA) because of amplifier unavailability.

With amplifier delivery dates coming closer, FCC is now debating whether the "era of the STA" is near its end and whether operators should be required either to: (1) install amplifiers to reach power specified in CPs or, (2) get CPs modified for the lower power they're now using -- assuming the lower power meets FCC standards.

FCC has generally been cautious, in granting STAs, not to give them out unless STA power provides minimum signal levels specified in rules. If present minimums are retained, operators' problem won't be difficult. But if minimums are upped beyond capabilities of 1-kw transmitters, many stations will be in the soup.

It comes down to question of judgment -- operators' vs. FCC's. Former feel they're in better position to determine coverage in their specific areas and whether purchase of higher power is economically justifiable. At FCC, it's claimed that the early TV and FM history shows that station operators have a tendency to under-power their facilities -- to their own detriment as well as that of viewers and listeners.

**3 NEW STARTERS--2 OF THEM IN DULUTH:** Race between 2 vhf grantees in Duluth-Superior ended in photo finish this week, with CBS & NBC affiliates both putting out test patterns from temporary towers and antennas with interim power of about 5-kw ERP. Both stations did their building during bitter Minnesota winter and plan to erect permanent towers when weather improves. They're first competitors for WFTV, which began operation last May on Ch. 38.

Also starting this week was new Schenectady outlet, bringing total stations on air to 370 as of this writing, of which 129 are uhf. But one will be subtracted Sun. Feb. 28, when DuMont's KCTY, Kansas City (Ch. 25) is slated to go off air for keeps (Vol. 10:7). Another half-dozen stations are in our "imminent" file, having given March 1 target dates which appear reasonably firm. The latest starters:

\* \* \* \*

WDSM-TV, Duluth-Superior (Ch. 6) began test operations Feb. 23, goes commercial as primary non-interconnected CBS affiliate March 1. It's using 5-kw GE transmitter and 90-ft. interim tower, pending construction of 500-ft. tower as soon as weather permits. It's controlled by Northwest Publications Inc. (Ridder), publisher of Duluth Herald and News-Tribune, which also controls WCCO-TV, Minneapolis and some other newspaper and radio properties. Rodney A. Quick is gen. mgr.; Edwin M. Conrad is production mgr.; Jerry Bauman, chief engineer. Rep is Free & Peters. Station's rates haven't yet been announced.

KDAL-TV, Duluth-Superior (Ch. 3) got on air ahead of target when it turned on test pattern Feb. 19 using interim 5-kw RCA transmitter and temporary 1-bay batwing antenna 106 ft. above ground, begins programming in "2 or 3 weeks" as NBC affiliate. Dalton LeMasurier, principal owner (70%) & gen. mgr., wires: "Many excellent reports -- typical is Ironwood, Mich., more than 100 mi. from Duluth." It plans to increase power to maximum 100 kw with 500-ft. tower late this summer. Odin Ramsland is v.p. & commercial mgr.; Earl Henton, program director; Robert Dettman, v.p. & chief engineer. Base rate is \$250. Rep is Avery-Knodel.

WTRI, Schenectady (Ch. 35) began testing Feb. 21, with gen. mgr. Dick Wheeler reporting "excellent coverage of entire area." It has 12-kw GE transmitter, 500-ft. Blaw-Knox tower atop Mt. Rafinesque, 2 mi. east of Troy. It's 3rd station in the Albany-Schenectady-Troy area, competitors being GE's pre-freeze WRGB, Schenectady (Ch. 6) and WROW-TV, Albany (Ch. 41). New station is owned by Fabian Theater interests (Stanley Warner Corp.) and Col. Harry C. Wilder, founder and ex-owner of Syracuse's WSYR-TV, who operates WTRY, Troy. Paul L. Jacobson is asst. gen. mgr.; Raymond Brown Jr., sales mgr.; Albert Chismark, chief engineer. It's alternate interconnected CBS-TV affiliate. Base rate is \$200. Rep is Headley-Reed.

KCEB, Tulsa (Ch. 23), which began intermittent tests Jan. 28 (Vol. 10:6), started regular test pattern operation Feb. 22, begins programming March 6.

**FEW SIZEABLE MARKETS REMAIN UNSERVED:** Analysis of new stations possible this year, based on the 208 CPs outstanding, shows that this year's expansion will be mostly in "depth", i.e., more stations in existing TV cities, rather than brand new markets.

Scanning the nation's largest 312 markets and matching them with grantees yet to go on air, we find perhaps 15-20 "new markets" in prospect -- and parts of most of these markets are already served with fair-to-good signals from other areas.

In applying criterion "new," we've chosen as rough rule-of-thumb any market whose major city is 60 mi. or more from the existing TV cities. Excepting markets smaller than the first 312 -- and there are some CPs for those smaller markets -- here are the prospects for rest of year:

There are actually 16 new markets possible if all present grantees get on air this year. But 6 in these markets haven't set any target dates yet, and while other 10 do have 1954 targets, grantees' estimates are frequently over-optimistic.

Total new homes these stations will bring within range of primary TV signals will be considerably smaller than last year -- perhaps 500,000-800,000 households, compared with 2-3 times that in 1953 -- even when we include in our calculations the 4 additional "CP markets" which are 50-60 mi. from nearest TV city.

With so few completely new markets due to open, it can be seen that increase in TV audience and set sales must come from existing markets to far greater extent than last year. Of course, many of last year's markets have long way to go to reach same saturation as pre-freeze markets -- and other factors such as power & height increases will bring more new families into primary signal range, in addition to the constant and growing replacement and second-set market everywhere.

Biggest market 60 mi. or more from a TV city is Beaumont-Port Arthur, Tex., nation's 94th largest market area.

Others in this category, for which CPs are outstanding: Corpus Christi, Tex. (106th largest); Orlando, Fla. (134); Eugene, Ore. (176); Alexandria, La. (205); Cumberland, Md. (207); Watertown, N.Y. (210); Wausau, Wis. (221); La Crosse, Wis. (245); Wilmington, N.C. (254); Jackson, Tenn. (260); Great Falls, Mont. (275); Enid, Okla. (276); Cheyenne, Wyo. (289); Albany, Ga. (297); Rapid City, S.D. (309).

These additional markets are 50-60 mi. from cities with TV: Chattanooga (79); Williamsport, Pa. (191); Kingston, N.Y. (201); Fairmont, W.Va. (237).

**HEARINGS TOO SLOW, CHANGES IN WORKS:** Though FCC issued 5 CPs and an initial decision this week, progress in hearings has so bogged down that Commission and industry attorneys this week met and agreed that immediate changes should be made. Federal Communications Bar Assn. plans to submit recommendations next week. CPs this week:

Selma, Ala., WBAM (Montgomery, Ala.), Ch. 8; El Dorado, Ark., KVMA (Magnolia, Ark), Ch. 10; Washington, D.C., WOOK, Ch. 50; Rapid City, S.D., Hills Bestg. Co., Ch. 7; Houston, Houston TV Co., Ch. 13. Initial decision, coming after opposition dropped out, favored grant of Ch. 2 to WUSN, Charleston, S.C.

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"The new hearing procedures just aren't working," says FCBA pres. Vincent Welch. FCC-industry conference Feb. 26 didn't agree on all reasons why they're not working but it did conclude that immediate action is needed. Principal problems:

(1) Exchange of information. There's no clear-cut procedure whereby attorneys know what information and exhibits to exchange among contestants, and when.

(2) "Points of significant difference" among contestants. Many industry attorneys say this is something they should supply after hearing, not before.

(3) Variations from hearing to hearing. Great differences in opinion among examiners and FCC counsel, regarding procedures, cause many delays.

Attending conference for FCBA were Welch, Wm. Koplovitz, Wm. Dempsey, Henry Fischer, Robert Heald. For FCC: Joseph Kittner, Arthur Scheiner, Robert Rawson.

Among other actions, FCC this week: (1) Dropped its city-by-city processing priorities because it has caught up, can now handle applications as they are filed. (2) Proposed adding Ch. 2 to Havana, Fla., 16 mi. from Tallahassee, and substituting Ch. 68 for Ch. 56 in Petaluma, Cal. (3) Dismissed petition of CP-holder WPRO-TV, Providence, R.I., requesting WNET (Ch. 16) be detained from going on air with STA.

**T**RANSMITTER shipments continue at modest pace, with 4 reported this week. RCA shipped 10-kw units to WLAC-TV, Nashville (Ch. 5), due on air in spring, to WDEF-TV, Chattanooga (Ch. 12), due in April or May, and to WKBT, La Crosse, Wis. (Ch. 8), with summer target. DuMont Feb. 24 shipped 500-watt transmitter to CFCM-TV, Quebec City (Ch. 4), which has May target.

GE reports shipment of 5-bay antenna Feb. 23 to KSAN-TV, San Francisco (Ch. 32), which was sent 1-kw GE transmitter Jan. 22 and gives March 1 as target date. GE has new orders from KALB-TV, Alexandria, La. (Ch. 5) for 5-kw transmitter and 6-bay antenna, and from KPLC-TV, Lake Charles, La. (Ch. 7) for 5-kw transmitter and 12-bay antenna, both to be delivered next month.

General Precision Laboratory reports 1-kw GPL-Continental transmitter is due for shipment next week to WJPB-TV, Fairmont, W. Va. (Ch. 35), to be followed by 1-kw to WQXL-TV, Louisville (Ch. 41) in about 3 weeks. Continental Electronics, Dallas, which makes the transmitters, is slated to have 12-kw uhf unit by late summer, probably using Eimac klystron tube.

RCA was due to ship its second 50-kw amplifier Feb. 27—to WTRF-TV, Wheeling, W. Va. (Ch. 7), which began operation last Oct.

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

WISH-TV, Indianapolis (Ch. 8), granted last month, plans to get on air about July 1, has signed affiliation with ABC. RCA equipment has been ordered, contract has been let for transmitter house and negotiations are under way for tower contract. Bolling will be rep.

KQED, San Francisco (Ch. 9, educational) hasn't yet received converted KPIX transmitter because of delay due to defective part, now has promise of March 1, hopes to begin test patterns March 15, according to gen. mgr. James Day. It's buying additional equipment with \$113,724 grant from Fund for Adult Education (Ford Foundation). Tentative May 1 programming target depends on success of fund drives, particularly on reaching \$150,000 goal for gifts and contributions from business firms.

WTTW, Chicago (Ch. 11, educational) hasn't ordered equipment or begun construction, plans tests next fall, programming in Jan., according to Robert L. Foote, secy. of Chicago Educational Television Foundation. Foundation pres. Edward L. Ryerson reported drive for funds had reached 80% of the estimated \$1,100,000 required to build and operate station for 2 years.

WSLI-TV, Jackson, Miss. (Ch. 12) hopes to meet March 15 test target, go commercial March 27, reports TV operations mgr. Owens F. Alexander. It will begin with 214-kw visual power, using 20-kw GE transmitter and 12-bay antenna atop 600-ft. Andrews tower. An interconnected ABC affiliate, it will be third outlet there—WJTV (Ch. 25) having begun in Jan. 1953, WLBT (Ch. 3) last Dec. Hour rate will be \$200. Weed will be rep.

KVAL-TV, Eugene, Ore. (Ch. 13) expects to finish moving into new studio-transmitter building early in March, plans tests about March 15 using 10-kw RCA transmitter and 360-ft. Fisher tower topped by 6-bay antenna, reports gen. mgr. S. W. McCreedy. It plans April 1 programming, will be NBC affiliate. Base rate will be \$175. Rep will be Hollingbery.

WGTH-TV, Hartford, Conn. (Ch. 18) has GE 12-kw transmitter scheduled for delivery soon, but won't complete construction until this spring, when it hopes to begin transmitting from 300-ft. Lehigh tower, according to gen. mgr. Fred Wagenvoerd. Rep not yet chosen.

WBOC-TV, Salisbury, Md. (Ch. 16), with all construction near completion and RCA transmitter scheduled for March 1 delivery, now plans test patterns 1st week in

April, programming April 15, reports v.p.-gen. mgr. Charles J. Truitt. Its 600-ft. Wind Turbine tower, to be topped with 47-ft. RCA antenna, is scheduled to be ready about March 15. It's building own microwave relay, will carry ABC and DuMont programs. Base rate will be \$200. Rep not yet chosen.

KVAN-TV, Vancouver, Wash. (Ch. 21) remains stalemated by lack of equipment and problems concerning location of transmitter across Columbia River in Portland, Ore. (Vol. 10:4), now has tentative April 15 target, reports gen. mgr. Fred F. Chitty. Rep will be Bolling.

WTEV-TV, New Bedford, Mass. (Ch. 28), after finally getting CAA site clearance, began construction of studio-transmitter building Feb. 23 on Bullock Rd., Free-town, about half way between New Bedford and Fall River, writes owner Basil Brewer. He expects to be on the air in 4-6 months with 251-kw visual power using 12-kw transmitter and 650-ft. tower. Rep will be Walker.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter due for March 10 delivery and 698-ft. Stainless tower scheduled to be ready by March 31, now has April 15 test target, plans commercial programming April 25, according to gen. mgr. Charles E. Denny. It's signed as primary interconnected CBS affiliate. Rep will be Avery-Knodel. It will be first local competitor for WICU.

WOOK-TV, Washington (Ch. 50), just granted to United Bcstg. Co. Inc., hasn't ordered equipment or finalized construction plans, but plans start early in 1955, reports owner Richard Eaton who also holds CP for WTLF, Baltimore (Ch. 18). United Bcstg. Co. will be rep.

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CHSJ-TV, St. John, N.B. (Ch. 4) has its Canadian GE transmitter, now plans March 8 tests, goes commercial March 22. Its 40-ft. Ajax tower is atop Mt. Champlain, 1200-ft. above av. terrain, 18 mi. from St. John. Church St. studios in St. John will send programs by coaxial to penthouse of Admiral Beatty Hotel where they'll be beamed by microwave to transmitter on Mt. Champlain. It's first TV to get going in the Maritimes. CJCB-TV, Sydney (Ch. 4), is due next July; CBHT, Halifax (Ch. 3), due in Oct. CHSJ-TV's base rate will be \$165. Rep will be All-Canada Television.

**P**ROFITABLE WOOD-TV, Grand Rapids, in particular—and TV station finances in general—are subject of 6-p. story in Feb. 20 *Business Week*, complete with station's balance sheet for fiscal 1953. Article details philosophy of intensive local programming ("names make news") practiced by Harry M. Bitner Jr.—whose picture is on magazine's cover—since he and his father took over station (then WLAV-TV) from Leonard A. Versluis for \$1,365,000 in 1951 (Vol. 7:19, 38). Bitners also have controlling interest in WFBM-TV & WFBM, Indianapolis, as well as AM stations in Flint, Mich. & Evansville, Ind. and radio WOOD.

WOOD-TV's net profit before taxes jumped 150% from \$137,353 in fiscal year ended Nov. 30, 1952 to \$491,418 in fiscal 1953, while total revenues increased 36%, article states. Fiscal 1953 operating profit was \$525,066, before deduction of interest and other charges. Station's revenues for year, as reported by *Business Week*: Local \$269,045; national \$576,214; network \$482,917; other revenues (including talent & rehearsal charges) \$72,228; total operating revenues \$1,400,404; less \$46,342 for doubtful accounts; net operating revenues \$1,354,062.

Operating expenses: Program & studio \$230,416; technical \$244,610; selling \$104,570; administrative & general \$121,677; occupancy \$127,722; total \$823,996. Total investment in station is \$1,967,000, including new transmitter (for April delivery), tower & antenna at \$602,000. New studio-office building will add \$300,000-350,000.



**Personal Notes:** Hugh B. Terry, pres. & gen. mgr. of KLZ-TV & KLZ, Denver, discharged from hospital after 6-week illness, due to return to desk in mid-March . . . Leslie Harris, ex-v.p. & partner in film producers Bernard L. Schubert Inc. (*Mr. & Mrs. North, Topper, Gangbusters*), named to new post of v.p. & gen. mgr. of CBS-TV Film Sales; he's onetime Colgate-Palmolive Co. TV-radio director and NBC national radio program director . . . Henry M. Solomon, ex-finance mgr. of WRGB, Schenectady, named mgr. of upcoming WTEV-TV, New Bedford, Mass., due in summer . . . Gordon Williamson, ex-Belmont Ver Standig Adv., Washington, named gen. mgr. of WISE-TV, Asheville, N. C. . . . Loren B. Stone, ex-gen. mgr. of KBRO (AM), Bremerton, Wash., named mgr. of educational KUOW-TV, Seattle, aiming for fall start . . . Gen. David Sarnoff, RCA chairman, to be presented annual humanitarian award of Philadelphia's Golden Slipper Square Club at banquet in Bellevue-Stratford March 3 . . . J. English Smith, ex-Music Corp. of America, named business mgr. of ABC-TV services dept.; Alfred R. Schneider appointed asst. to James A. Stabile, director of ABC-TV's new business affairs dept. . . . John Rossiter resigns as gen. mgr. of WJTV, Jackson, Miss., to become gen. mgr. of upcoming KBMT, Beaumont, due in spring . . . Robert Mayo, ex-sales director of WOR-TV & WOR, joins CBS-TV sales dept., replacing Herbert Hobler, now gen. sales mgr. of Teleprompter . . . Orville Neely promoted to chief engineer of W DAN-TV, Danville, Ill. . . . Col. R. P. Landry named Canadian Broadcasting Corp.

controller of administration, succeeded as CBC Quebec province director by Aurele Seguin, Quebec program director . . . Alice O'Hare, ex-DuMont Network, named program mgr. of WGLV-TV, Easton, Pa.; Pete Gallagher, ex-WCAU-TV, Philadelphia, named production mgr. . . . Richard Ross named news director of KING-TV, Seattle, succeeding Charles Herring, now with CBS-TV Hollywood . . . Frank Beazley named sales mgr. of Bakersfield's KBAK-TV, formerly KAFY-TV . . . Wm. P. Geary promoted to sales mgr. of WMGT, Adams-Pittsfield, Mass. . . . Mario E. Svacina promoted to film editor of WTRI, Schenectady . . . Henry Boren named merchandising director of KSL-TV, Salt Lake City . . . Barbara B. Whigham named sales promotion director of WJHP-TV & WJHP, Jacksonville . . . Steven Briggs, ex-WTTV, Bloomington, Ind., named production mgr. of grantee WISH-TV, Indianapolis . . . Burt Champion named Paramount Pictures' TV-radio promotion director . . . Al Larson named commercial mgr. of KPHO-TV, Howard Stalnaker commercial mgr. of KPHO, Phoenix . . . Edwin A. Wilhelm joins Maxon TV-radio dept. in charge of Gillette account . . . Philip A. Melillo promoted to production mgr. of WMAL-TV, Washington, replacing David M. Davis, resigned.

Wilfred S. Roberts, 47, chief TV-radio producer-director of Benton & Bowles (*Red Buttons Show, The Doctor*) and onetime NBC national production mgr., died Feb. 24 in N. Y. after brief illness.

**VALUE OF COMMUNITY ANTENNA** systems was further enhanced this week with disclosure of first sale of a system—purchase of TV Cable Corp. of Schuylkill Haven, Pa. by Pottsville Trans-Video Corp. Selling price of highly successful system, which has 1100 subscribers, wasn't disclosed.

Pottsville group is headed by Martin F. Malarkey Jr., pres. of National Community TV Assn. Schuylkill Haven company had 7 stockholders, with Amos M. Strause pres. and Wm. J. Calsam mgr.

Meanwhile, community activity continues briskly on several fronts:

(1) System in Casper, Wyo., the first to be fed by phone company microwave, is adding connections at rapid rate, hopes before long to reach break-even point despite \$7800 monthly cost of 122-mi. microwave service.

(2) Entire community industry awaits FCC action on microwave application of J. E. Belknap & Associates, Poplar Bluff, Mo., anticipates that favorable decision will spark accelerated expansion of systems.

(3) Latest system in operation is Muscle Shoals TV Cable Corp., serving Florence, Sheffield & Tusculumbia, Ala. System is joint undertaking of Jerrold Electronics Co. and investment houses Fox, Wells & Co. and Goldman, Sachs & Co. According to Jerrold pres. Milton Shapp, population of 68,000 in area offers potential for largest system in country. Same group has taken over system in Bluefield, W. Va., is reconstructing with new equipment.

(4) National Community TV Assn. board meets in New York's Park-Sheraton Hotel March 2, primarily to plan for annual convention, this time expanded to 3 days—June 14-16 in same hotel.

(5) One of most rugged installations of all, antenna atop 13,777-ft. Mt. McNamee, serving molybdenum miners in Climax, Colo., is subject of feature article in Feb. 18 *Retailing Daily*.

Revised AM conductivity map, first change in 12 years, was approved and issued by FCC this week. Small map accompanies decision (Notice 54-263); large map may be bought from Govt. Printing Office (\$3.50) after March 15.

Media and industries which "compete" with TV are generally stronger than ever—despite early prophesies of doom. That's gist of 5th annual report of Jerry N. Jordan of N. W. Ayer & Son ad agency for RETMA sports committee. It's continuation of research done by Jordan at Princeton and at U of Pennsylvania, in which he stressed "novelty theory"—that TV's harm to competing media slackens off after novelty of set ownership has worn off. In new report, he points out more than half of U. S. families now own TV, and nationally TV passed out of novelty stage in 1953. "Nearly every industry it was supposed to hurt turned upward in income, attendance or sales—many reaching their all-time peak," he concludes, adding that newspapers, magazines, radio, books, concerts, track & harness racing and professional football had the best years in their history, and motion pictures, college football and basketball were "climbing again after a temporary decline." Baseball attendance dropped, but income by sports as whole approximated 1949's all-time peak. Using statistics and figures, report says increase in time and labor-saving devices since World War II has created more leisure time for recreation and that forward-looking leaders of recreation industry have learned to live with and profit by TV. Copies of 26-p. survey, *TV's Novelty Is Over—What Can You Expect Now?*, are available from RETMA.

Now in receivership under state bankruptcy laws, KMPT, Oklahoma City (Ch.19) "looks like it will keep going and probably pay out what it owes," according to Byrne Ross, former pres. & gen. mgr. of KMPT, and sole owner of Oklahoma City's radio KLPR. The DuMont affiliate, plagued with technical troubles after it went on air last Nov., lists more than \$250,000 in outstanding debts. Court named local attorney Everett Cotter receiver, gave him until April 12 to submit reorganization plan while station continues operation. Ross owns 4.5% of KMPT, but resigned from management about month ago after dispute with board of directors on policy matters—particularly beer & wine advertising, which he opposes—after which most other top staffers quit. Station has 70 stockholders, largest being R. Lewis Barton (11.26%), who succeeded Ross as pres.

**Station Accounts:** Banks' use of TV will increase this year over 1953, when number using TV more than doubled 1952 rate and was 7 times larger than 1950, according to annual survey by American Bankers Assn., 12 East 36th St., New York. Survey of 14,130 commercial banks shows they plan to increase all types of ads this year to total of \$68,000,000, or \$7,000,000 more than in 1953. On debit side, however, majority of banks rated TV tenth among media in effectiveness (newspapers led), but replied they planned to increase TV use nonetheless. Just this week, 10 savings banks in Brooklyn and Queens signed to sponsor *Happy Felton's Knot Hole Gang* on WOR-TV preceding Brooklyn Dodgers baseball games, thru Muir & Co. . . . Apropos of banks & TV, Robert H. Cole, U of Illinois, has released new report, *How Banks Use TV Advertising*, listing reactions (mostly favorable) from 163 banks as of last Aug. . . . Eversharp Inc. to sponsor filmed *Eversharp Theatre* in 50 markets beginning March 1, thru Biow . . . California Car Co. to sponsor *Danger on the Air* on 14-station CBS-TV Pacific Network starting Feb. 28, Sun. 10:30-11:30 a.m., thru M. S. Scott & Assoc., Los Angeles . . . Dixie Cup, old network sponsor, moves into station purchases, buying *Cowboy G-Men* in 18 markets, with option on 6 more, thru Hicks & Greist . . . Gobel Brewing Co. and Speedway Petroleum Corp. to sponsor 42

Detroit Tigers games on WJBK-TV & WJBK, former thru Brooke, Smith, French & Dorrance, latter thru W. B. Doner Co. . . . American Maize Co. (Amazo puddings) sponsors *Adventures of Blinky* on KNXT, Los Angeles, Mon.-thru-Fri. 4:15-4:30 p.m., thru Kenyon & Eckhardt . . . Roma Wines buys *Duffy's Tavern* for 26 weeks on KTLA, Los Angeles, Tue. 10-10:30 p.m., thru Foote, Cone & Belding . . . Wine Institute, San Francisco, plans \$500,000 national campaign, including use of TV, beginning March 16, thru J. Walter Thompson . . . Cereal Institute to use TV-radio to promote Cereal and Milk Festival first week in May . . . J. J. Little & Ives Co. uses TV-radio to introduce 20th Century Encyclopedia to N. Y. market, thru Wexton Co. . . . Among other advertisers reported using or preparing to use TV: TreeSweet Products Co., Santa Ana, Cal. (frozen orange juice), thru BBDO, Los Angeles; Helen Pessl Inc. (Little Lady cosmetics), thru Keystone Adv., N. Y.; Standard Unbreakable Watch Crystal Co., N. Y. (Rocketry Cylinder unbreakable crystals), thru Friend-Reiss-McGlone, N. Y.; Jasco Aluminum Products Corp., New Hyde Park, N. Y. (aluminum storm windows & doors), thru A. M. Snider Co., N. Y.; Rolon Tire Chain Co., Denver, Colo. (Rolon tire chains), thru Wayne Welch Inc., Denver; McClelland's, Tacoma, Wash. (Formula "B" deodorant cleaner), thru Gardner-Jacobson Inc., Tacoma.

**Network Accounts:** First ten sponsors for NBC-TV's *Home series* (Vol. 10:7) which debuts March 1, 11 a.m.-noon, were signed this week for 228 participations, representing gross time-&talent value of \$1,500,000. Sponsors: Aluminum Co. of America, thru Fuller & Smith & Ross; Sunbeam Corp. (electrical appliances), thru Perrin-Paus Co., Chicago; Pepperell Mfg. Co., Boston (linens), thru Benton & Bowles; General Mills (Betty Crocker cake mix), thru BBDO; Helena Rubinstein, thru Hewitt, Ogilvie, Benson & Mather; James Lees & Sons (carpets), thru D'Arcy; American Greeting Card Co., Cleveland, thru Fuller & Smith & Ross; Avoset Corp., Los Angeles (Qwip whipped cream), thru Fletcher D. Richards; Dow Corning Corp., Midland, Mich. (Silicon water repellent), thru Anderson & Cairns. Tenth was identified by NBC merely as "leading manufacturer of major kitchen appliances" . . . CBS-TV's 7-9 a.m. *Morning Show*, which debuts March 15 (Vol. 10:8) reportedly signed Renuzit (spot remover), thru Feigenbaum & Werman, Philadelphia; Old Dutch Cleanser, thru Grant Adv.; Monsanto Chemical Co. (All detergent), thru Gardner Adv., St. Louis . . . Ford Motor Co. sponsors New Orleans Mardi Gras March 2 on NBC-TV in 3 segments: Rex parade 11:45 a.m.-12:30 p.m., Comus parade 9:30-10 p.m., Rex ball midnight-12:30 a.m., thru J. Walter Thompson . . . Plymouth Motors buys *That's My Boy*, replacing *Medallion Theatre* on CBS-TV starting April 10, Sat. 10-10:30 p.m., thru N. W. Ayer . . . Post cereals to sponsor *Portia Faces Life* on CBS-TV starting April 5, Mon.-thru-Fri. 1:15-1:30 p.m., thru Young & Rubicam . . . Nash-Kelvinator to be alt.-week sponsor (with Block Drug Co.) of *Danger* on CBS-TV starting March 16, Tue. 10-10:30 p.m., thru Geyer . . . Philip Morris sponsors *Public Defender* in place of *Philip Morris Theatre* on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Biow . . . General Foods Corp. (Instant Jello) buys Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting March 3, Mon.-thru-Fri. 3:30-4, thru Young & Rubicam . . . Lucky Strike to sponsor *Jcak Benny Show* on alt. weeks, rather than every 3 weeks as now, on CBS-TV beginning in fall, 7:30-8 p.m., thru BBDO . . . Snow Crop (frozen foods) drops Mon.-Wed.-Fri. 10:15-10:30 a.m. sponsorship of *Arthur Godfrey Time* on CBS-TV . . . ABC-TV starts sustainer *It's About Time* March 4 Thu. 8-8:30 p.m. as replacement for *Quick as a Flash*.

**O**F THE MANY station sales known to be cooking, only TV deal to come to fruition this week was purchase of KFOR-TV, Lincoln, Neb. (Ch. 10) for \$300,000 by Fetzer Broadcasting Co. (Mr. and Mrs. John E. Fetzer), which last summer bought Lincoln's other station, KOLN-TV (Ch. 12) with KOLN-AM in "distress sale" for \$145,000 cash, assuming \$500,000 in liabilities (Vol. 9:30). New sale includes KFOR-TV's equipment, no real estate.

Seller of KFOR-TV was James Stuart, who announced he intends to continue operation of radio KFOR. In application to FCC for transfer filed this week, Fetzer also asked approval of plan to move KFOR-TV to KOLN-TV transmitter site. He intends to transfer KOLN-TV call letters to the newly purchased station and "make appropriate disposition of Ch. 12." Spokesman for Fetzer interests told us: "At the moment, there has been no decision as to how to dispose of it. If we can't find a buyer in the required time, we'll have to surrender the CP." Fetzer told FCC the transfer would enable station to get network programs that otherwise would be unavailable to KOLN-TV. Fetzers also own WKZO-TV & WKZO, Kalamazoo, Mich. and WJEF, Grand Rapids and 33⅓% of WMBD, Peoria. KFOR-TV, an ABC affiliate, began operation last May; DuMont-affiliated KOLN-TV started in Feb. 1953.

TV played a part in some AM sales consummated this week. Gene O'Fallon's pioneer radio KFEL (5-kw on 560-kc, MBS) was sold this week to A. L. Glasmann, owner of KLO, Ogden, Utah and head of Inter Mountain Network, for sum in neighborhood of \$300,000. O'Fallon organized KFEL in 1922, sold it to allow himself and associates "to devote full time to operation of KFEL-TV [Ch. 2]." O'Fallon also retains KFEL-FM.

In what is probably biggest radio-only sale deal now cooking, Wm. Cherry interests are expected to sell independent WNEW, New York—reputedly one of most profitable AMs in country—to group including Richard D. Buckley, ex-pres. of John Blair & Co. (station rep), Washington attorney Horace Lohnes and Harry Playford, St. Petersburg banker and presently a WNEW stockholder, at a price in excess of \$2,000,000.

WKTY, La Crosse, Wis. (1-kw on 580-kc, MBS) was sold this week by *La Crosse Tribune* to Herbert H. Lee, gen. mgr. & partner in KDHI, Faribault, Minn., for \$100,000, leaving *Tribune* free to purchase 41% of stock in upcoming WKBT (Ch. 8) and radio WKBH, La Crosse.

**C**OST OF COLOR programming is still far from nailed down, but NBC pres. Pat Weaver this week gave first inkling of what they might be by saying that production costs—exclusive of such costs as talent—look as if they'll run 20-25% more than black-&-white. Since this excludes cable costs and a few others, over-all figure is still hazy, probably won't be nailed down firmly for several months. But the 20-25% increase in "below-the-line" production costs may stand.

Weaver also said that some completely different kinds of programs are planned for color. He wouldn't elaborate, but they're expected to start this fall.

Barry Wood, wide-awake chief of NBC's "color corps," in recent series of speeches on color also hinted at new departures in color programming—wherein producers can build entire programs with color in mind from beginning, rather than "converting" existing shows to color.

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This was "color evaluation week" on part of *New York Herald Tribune* Syndicate's John Crosby and *New York Times'* Jack Gould, two newsmen with color sets. Crosby was much taken with Feb. 23 *Armstrong Circle Theatre* featuring opera singer Jarmila Novotna. "In black-&-white," he said, "this would have been a rather ordinary half hour. In color, it was a memorable experience." He went on:

"There's always been a question in my mind whether color would help or hinder an ordinary play. There are some plays, much as there are some movies, that had best remain in black-&-white, whose dramatic impact is heightened by the austerity of black-&-white. But there's almost nothing else, even John Cameron Swayze, which isn't improved a little bit by color."

**Color Trends & Briefs:** Color clinics for servicemen and dealers are getting unprecedented attendance. After reading our report on Washington example (Vol. 10:8), Jack Swift, Hoffman Sales Corp., Kansas City, writes:

"I have never seen anything like the jam they have here, getting heavier each week since we began Feb. 9. Tonight there are 580 men packed into the factory display room, each hovering attentively over every word as David Doss gives them a detailed lecture, with illustrations and demonstrations on a Hoffman color receiver. About 100 others were turned away.

"We will repeat this class, the second lesson of the 13-week course, Thursday night and will have, as we did last week, a different group of 500-600 in here. In addition, more than 1000 other dealers and technicians of all brand affiliations have written asking to be put on the mailing list to receive the correspondence course that Doss is writing and mailing out to these as well as to everyone who attends the school."

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First manufacturer to break with ads offering color sets will be Westinghouse, with nearly full pages in *New York Times* and *Herald Tribune* next week. Selling for \$1295, sets will be 15-in. mahogany full-door consoles, with "immediate delivery" stressed. Ads will include list of dealers carrying sets—46 in New York, 14 in New Jersey. Westinghouse now has color production line running at Metuchen, N. J. plant, will show it to press March 9.

Color slide scanner of WMAR-TV, Baltimore, is being put to good use. It has produced its first commercial—beer slide before CBS's weekly Fri. 5:30-6 program. Station also carries short still "documentaries," such as slides taken by Annapolis midshipmen during South American cruise. Another set of color slides will be shot by WMAR-TV cameraman at Baltimore Orioles spring training in Yuma, Ariz.

Critic Jack Gould is harder to please. His conclusion: "Once color is accepted, the familiar criterion prevails: Is it a good show? Not: Is it in color?"

He couldn't see that color added much to Fred Allen, Swayze, *Meet the Press*, or *Howdy Doody*, nor did he think it improved "corny" *Circle Theatre* script, but he concluded that it added tremendously to opera *Amahl and the Night Visitors* and *Hit Parade*. And he noted that color is mighty flattering to women (Vol. 10:8). "Jinx Falkenburg," he said, "demonstrated that color is going to have vital meaning for the ladies. With color, fashions at long last come alive in TV. The same goes for fabrics, curtains, etc. And, perhaps most pertinently, for food."

Gould is also powerfully impressed by color commercials, saying: "The advertisers are going to be the chief beneficiaries of color TV. Every product seen thus far has been infinitely more attractive in color than in monochrome. Color makes for true product identification in a way all the words of an announcer cannot equal."

From an entirely different approach comes another evaluation of color commercials. Kenneth Bache, writing in Feb. 26 *Retailing Daily*, reports his reactions to seeing Armstrong floor-covering commercials:

"In color TV, the floor coverings industry—and conceivably the entire home furnishings industry—will have a selling medium contrasting almost as sharply with black-&-white TV as the latter does with radio today . . .

"In the floor coverings field particularly, it has long been recognized and scientifically substantiated that color is a primary factor in the consumer's buying decision. The same thing applies, to a large degree, in such related merchandise as draperies, furniture, lamps, china and decorative accessories."

Move to revitalize UHF TV Assn. has been initiated by group's counsel Wm. A. Roberts. In letter to all association members he proposed New York meeting of uhf telecasters, grantees and networks in late March with these objectives: (1) Reconsideration of groups purpose & objectives. (2) Election of permanent officers. (3) Adoption of plans to finance organization. (4) "The necessity for legislative assistance." (5) "The development of a comprehensive petition to the FCC seeking a revision of its policies with respect to uhf." Association has been inactive since Feb. 1, when its funds were exhausted. Group's pres. Lou Poller, principal owner & gen. mgr. of WCAN-TV, Milwaukee (Ch. 25), this week wrote Sen. Johnson (D-Colo.) urging Congress to impose "little freeze" to take effect immediately in all markets where uhf is in operation and vhf applications are pending." Writing on own behalf and not for UHF Assn., he said "it would be hopeless to reason with FCC along these lines."

Patrick Campbell, TV producer and former Don Lee-Mutual v.p., named radio-TV officer of U. S. overseas information program for Europe, with specific task of concentrating on wider use of TV in Western Europe. Appointment was made by United States Information Agency, headed by Theodore C. Streibert, ex-pres. of WOR-TV & WOR and ex-MBS chairman.

Voice of Democracy contest, one of industry's best cooperative efforts, climaxed this week with presentation in Washington of awards to the 4 students who wrote best scripts on subject "I Speak for Democracy." More than 1,000,000 students participated this year in the contest sponsored by NARTB, RETMA and U. S. Junior Chamber of Commerce.

RCA's fourth seminar for station engineers, et al., was conducted at Camden this week with record 114 attendance—22 from NBC, 15 CBS, 18 WCAU-TV, Philadelphia, 7 AT&T, 2 CBC, majority from individual stations.

**PREDICTIONS ON COLOR FOR NEXT 5 YEARS:** Just how large color bulks in coming 5 years is underscored in March Fortune Magazine article, "Upheaval in Home Goods," based on new survey for Fortune by consulting economists Boni, Watkins, Mounteer & Co. Inc., 36 Wall St., New York. Prepared by executive v.p. Dr. A. R. Oxenfeldt, report predicts 18,000,000 color sets in use by end of 1959, or one out of every 3 in use at that time. Year-by-year breakdown:

About 1,000,000 color sets will be sold at retail in 1955, at average price of \$700; 2,500,000 at \$540 in 1956; 4,000,000 at \$450 in 1957; 5,300,000 at \$400 in 1958; 5,000,000 at \$350 in 1959. About 200,000 sets will be turned out this year, report forecasts, but doesn't say how many will be sold.

Sales of black-&-white sets will gradually decline during 5-year period until they total about 1,000,000 units a year, at average retail price of \$200 in 1959, report says. But the total of combined color and monochrome sales during 5 years will be "well over \$2 billion annually."

Some 53,000,000 sets will be in use by 1959, report forecasts, not taking into consideration any widespread development of 2-set market (it predicts fewer than 6,000,000 families will own both color and black-&-white by 1959).

An earlier forecast by same firm (Vol. 9:30) estimated 50,000 color set sales in 1954; 800,000 in 1955; 1,600,000 in 1956; 3,500,000 in 1957. Same report foresaw sales of 7,000,000 TVs in 1954, 7,510,000 in 1955, 7,410,000 in 1956, 7,950,000 in 1957, modifying that to predict 5,250,000 in 1954 if a "moderate recession" occurs.

\* \* \* \*

Possibility of modest production increases in next 4 months is foreseen by all major manufacturers in wake of RETMA statistics showing nearly 750,000 TVs sold at retail during Jan. (compared to 640,000 last Jan.) and continued good business in Feb. Admiral, RCA, Philco and Motorola spokesmen all said they felt confident they could boost output. How much production would be increased they wouldn't say, but all agreed they wouldn't "go overboard" and repeat overproduction errors of past.

Production for year through Feb. 19 stood at about 745,000, with inventories at about 1,700,000 at all levels on that date. One highly-placed industry research expert pointed out that sales from factory to distributor during that period exceeded production, stressing need for higher output. He predicted some 500,000 TVs would be sold at retail in Feb. and that retail sales in first quarter would exceed the 1,800,000 sold in first quarter of 1953.

\* \* \* \*

Some chance of small price increases might also be forthcoming if business continues good, same sources hinted. To a man, they agree nobody's making money at current low prices (\$140 and up for 17-in., \$180 for 21-in.) and fear is that small manufacturers lacking diversification will be forced out of business by price cuts.

Motorola's Robert W. Galvin let out some hints on prices this week, telling Bureau of Home Appliances in San Diego that industry's profit is low or non-existent and must be "dealt with constructively" in months ahead. He added "there is not room enough for us to operate" within the present price structure.

Turning to color, Galvin predicted not more than 100,000 color sets will be produced this year out of some 5,500,000 total, with 19-in. tube making debut within 6 months. And he said color would entail new merchandising problems, declaring:

"Color is harder to work with than black-&-white; service costs are substantially greater, and those willing to pioneer it will be obliged to invest more money since it will take more capital to sell color. Your turnover will be less because the price will be high and there will be some sales resistance. But color is going to be worth the profits it will bring."

TV production totaled 110,544 week ended Feb. 19, compared to 107,702 preceding week and 107,853 week ended Feb. 5. Radio output declined for 8th straight week, totaling 173,833, compared to 190,207 week ended Feb. 12 and 192,523 week before.

RETMA revised Jan. production total this week to 420,571, of which 120,299 were uhf-equipped at factory. It compared with Jan. 1953 output of 719,234. Radio output in Jan. was revised to 871,981 vs. 1,093,142 year ago.

**Trade Personals:** Dr. Ralph Bown, research v.p. of Bell Labs, named v.p. in charge of long-range planning; he's succeeded by Dr. James B. Fisk, director of physical science research . . . Richard L. Beam promoted to Hazeltine asst. v.p., reporting to engineering v.p. Orville M. Dunning . . . Frank Folsom, RCA president, named to special task force on govt. procurement by Herbert Hoover's Commission on Organization of Executive Branch . . . Lewis Gordon, ex-Sylvania and chairman of RETMA radio tube committee, named pres. of newly-formed CBS International, to handle export sales of CBS manufacturing divs. (CBS-Columbia, CBS-Hytron, Columbia Records) . . . Ernest A. Marx, DuMont international div. director, left this week on inspection tour of DuMont TV installations in Caribbean . . . Alfred A. Medica, ex-asst. adv. mgr., promoted to Admiral sales mgr. of national accounts . . . George T. Sotel named treas. of Sonotone Corp., Elmsford, N. Y. (electronic components) . . . James R. Ireland named assistant director of research, Indiana Steel Products Co., Valparaiso, Ind.; James G. Richmond named asst. mgr. of manufacturing div. . . . Anthony Dillon, ex-eastern sales mgr., named CBS-Columbia midwestern sales mgr. . . . C. E. Reiner named field sales mgr. of Philco's newly-acquired Dexter div. (laundry equipment) . . . John Bullock, ex-Zenith Radio, named sales mgr. of high-fidelity div., Mitchell Mfg. Co. . . . John Angel, ex-sales promotion mgr. of Westinghouse TV-radio div., Chicago, named special asst. to sales mgr. R. L. Sandefur . . . R. J. McDonald named Westinghouse eastern sales mgr. for major appliances; M. E. Lanning southeastern; W. A. Douglass central; R. C. Walker northwestern; R. C. Dunson southwestern; W. T. Baker Pacific coast . . . John E. Nelson, ex-product mgr. of industrial & transmitting tubes, named central regional sales mgr. for GE equipment tubes, headquartering in Chicago . . . Albert C. Bourget named to new post of southern district mgr. of GE replacement tube sales, Wm. B. Every remains northern district mgr. . . . Wm. L. Cunningham, ex-Bendix Radio, named midwestern sales mgr. of Hammarlund Mfg. Co. (communications equipment) . . . Charles P. Carroll promoted to Hallicrafters' director of engineering, succeeding Harold Adler, resigned . . . Leo G. Sands, ex-Bogue Electric Mfg. Co., named administrator of new RCA railway communications equipment sales dept. . . . Harold N. Beveridge named mgr. of Raytheon equipment div. operations, Chicago.

RETMA's special committee on spurious radiation, authorized last week to develop industry program for voluntary suppression of TV receiver radiation (Vol. 10:8)—which it will present to FCC for approval—will be headed by GE's Dr. W. R. G. Baker, director of RETMA's engineering dept. Other members named by RETMA chairman Robert C. Sprague: A. Blumenkrantz, General Instrument Co.; K. A. Chittick, RCA Victor; Leonard F. Cramer, Avco (Crosley); T. T. Goldsmith Jr., DuMont; H. L. Hoffman, Hoffman Radio; A. V. Loughren, Hazeltine; David B. Smith, Philco. Committee will hold first meeting in New York March 3.

Radar Electronics Inc., 229 West 28th St., N. Y., formerly Video Corp. of America, filed Chapter XI petition this week in N. Y. Federal Court, listing assets of \$207,325, liabilities of \$199,381. Plan offers creditors settlement of 20%, payable 5% cash and balance in installments.

Shakeup in CBS manufacturing divs. continued this week with appointment of Admiral adv. v.p. Seymour Mintz as president of CBS-Columbia, succeeding David Cogan, who resigned from CBS-Columbia and as v.p. of CBS but remains on board and retains his 5236 Class A and 5236 B holdings in parent company. It followed by only 3 weeks elevation of Charles F. Stromeyer to presidency of CBS-Hytron, succeeding Bruce A. Coffin, and at same time Lloyd Coffin retired as treas., both retaining their holdings (Vol. 10:6). Cogan, who headed Air King Products Co., and Coffin brothers, who headed Hytron, obtained their board seats and holdings when CBS purchased both companies in 1951. Declining comment, Cogan said only that he would take extended vacation and then planned to re-enter some phase of electronics business, in which case he would be forced to dispose of CBS stock. Mintz, who joined Admiral in 1944, will be succeeded by Edmond I. Eger, who has handled Admiral account almost from company's inception 20 years ago, most recently as v.p. of Russel M. Seeds Co., Chicago. For 25 years he operated his own agency, Cruttenden & Eger, Chicago.

Westinghouse organized credit subsidiary capitalized at \$10,000,000 this week to provide additional financial assistance to dealers to "meet stiffer competition," with first office due to open in April to serve Pennsylvania, Ohio, West Virginia, Kentucky, Michigan, Indiana, New York & Maryland. New organization will supplement 6-year-old Westinghouse equity plan under which some 4500 banks provide local financing, announced pres. Gwylim A. Price. He said goals of new organization were to help dealers market new consumer products, including TV-radio, and increase sales of established lines, explaining: "It is expected to achieve these goals by making maximum credit available to dealers, by offering financing for installment buying sufficiently flexible to meet varying economic conditions, and by providing financial aid for special promotions where such aid is not now available." Philco last month set up similar financing subsidiary for its dealers (Vol. 10:4).

RETMA lists 28,468,818 TVs shipped to dealers from 1946 through 1953 in special cumulative state-by-state and county-by-county tabulation released this week. Total doesn't include 45,308 TVs shipped to Hawaii and 2330 to Alaska last year, first time those territories took any sets. Over 62% of shipments went to 6 states: New York, 4,100,448; Pennsylvania, 2,647,072; California, 2,611,984; Ohio, 2,236,969; Illinois, 2,048,620; New Jersey, 1,462,698; Michigan, 1,386,542; Massachusetts, 1,257,588.

Radio shipments to dealers (excluding auto radios) totaled 7,243,073 last year, up from 7,066,794 in 1952, according to state-by-state and county-by-county report released this week and available from RETMA on request. Shipments in 1951 were 7,588,810.

Sylvania TV plant at Batavia, N. Y. (Ned Maradino, mgr.), which company claims to be world's largest factory devoted exclusively to TV production (400,000-sq. ft. of floor space), starts operation March 22. Buffalo plant will continue to turn out TVs and radios. Also this week, Sylvania announced purchase of 12-acre tract at Dunnville, Ont., where TV factory will be built, with set production due to begin in August.

**Topics & Trends of TV Trade:** TV industry's emphasis on table models has one group of manufacturers rubbing their hands in glee—the TV table makers, who foresee a 20% increase in dollar sales volume this year over 1953, when \$50,000,000 worth of tables were sold at retail, including those used basically for TV (without tops) and so-called dual-purpose wood tables, which can be used for TV and other purposes.

Featuring ads declaring "every table model has to have a table," manufacturers are going after TV business this year as never before. Two of biggest in field are Universal Co., High Point, N. C. (Murray Abeles and C. A. Troutman, partners) and National Teletable Corp., New York (C. A. Clinton, pres.). Clinton said Jan. business in industry was about 20% over year ago.

Trend in TV tables has been shifting to wrought iron, in keeping with increased purchases of wrought iron living room furniture. They sell for about \$6 and up.

\* \* \* \*

Citing RCA practice of non-discrimination in hiring and promotions since 1919, pres. Frank M. Folsom this week testified before Senate Labor Subcommittee in support of bill for national Fair Employment Practices Committee. He said: "From the standpoint of good business, it is worth re-emphasizing that the policy of hiring people for what they can do, rather than for who they may happen to be, is hardly sentimental indulgence. The products manufactured for competitive trade are as good as the manpower that makes them, and the consumer is not concerned about whether the hands that made an item are black or white, or whether the maker goes to one church or another."

Canadian Westinghouse moves TV-radio div. from Hamilton to Brantford, Ont. in May, will occupy 130,000-sq. ft. plant leased from Behr-Manning Ltd. for TV-radio output. Spokesman said move was designed to improve production efficiency. Hamilton plants will be used for electronics and defense production projects. No changes in executive staff will be made, according to pres. H. H. Rogge.

RCA cut price of its basic industrial TV unit ITV-5A from about \$5000 to \$3985. Price includes camera, vidicon tube, combination control monitor & power supply unit and RCA installation supervision. RCA said reduction was made possible by increased sales volume and more efficient manufacturing procedures.

Fighting "bootleg" label, National Assn. of Discount Merchants was formed last week in N. Y., with offices at 551 Fifth Ave., with avowed purposes of counteracting unfavorable publicity and acting as clearing house for information on legislative actions affecting discount houses. At first meeting it set as first goal adoption of code of ethics for discount merchants.

High Fidelity Institute of the Electronic Industries is new association formed in Los Angeles "to work for uniformity of technical standards for the high fidelity industry, new and increased markets, equitable trade practices, effective promotional methods." Jerome J. Kahn, ex-Standard Transformer Corp. was named to top office of temporary commissioner.

Drive to remove 10% excise tax on color sets—and eliminate or reduce it on black-&-white—will be launched by RETMA TV industry committee at special meeting in Washington March 4. RETMA cited tradition of deferring tax on new industries and products, pointing out it wasn't applied to TV sets until fall of 1950.

Promotion: Harry Alter Co., Chicago Crosley-Bendix distributor, gave crisp \$10 bill to every dealer visiting his showrooms this week to see new \$140 Crosley Super V (Vol. 10:7). Only hitch: one \$10 bill to a dealer.

Distributor Notes: RCA appoints Perry Shankle Co., 1801 So. Flores St., San Antonio, confirming report of last week (Vol. 10:8), replacing Straus-Frank Co., now Sylvania distributor; RCA also names J. A. Walsh & Co., 4301 Freeway, Houston (James A. Walsh, pres.) . . . Motorola appoints Kenrow-Georgia Inc., 451 Bishop St., Atlanta . . . CBS-Columbia names Appliance Distributors Inc., 2 No. West 11th St., Oklahoma City (Philip Bird, pres.); Gill-Brand Products, 195 Middle St., Portland, Me. (David Gillman, pres.) and Tedesco Inc., 133 Richmond Ave., Syracuse (L. B. Tedesco, pres.), latter ex-Hallicrafters outlet . . . Emerson appoints Frank Lyon Co., 816 McNeil St., Shreveport, La. (Lewis Anderson, pres.) . . . Raytheon appoints Walter F. Slagle & Co., 725 So. Broadway, Denver (Walter F. Slagle, pres.) and Roger Penick Co., 1006 Washington Ave., Houston (Roger Penick, owner) . . . Admiral Distributors Inc., San Francisco, appoints Helmuth Tamberg gen. sales mgr. . . . RCA Victor Distributing Corp., Rochester, N. Y., promotes George Tanty to gen. sales mgr. . . . Meck TV appoints Service Electrical Supply Co., Pittsburgh; A.B.C. Distributing Co., Providence; Hedahl Motor Supply, Bismarck; Wyeth & Co., St. Joseph, Mo.; Hausam Co., Sedalia, Mo.; Central Electric Supply Co., Fulton, Mo.; A-T Wholesale Supply Co., Moorhead, Minn.; Robinson Motor Co., Winona, Minn.; John E. Larrabee Co., Amsterdam, N. Y.

RCA's Award of Merit was bestowed recently on 4 engineers credited with important contributions to development of color TV: Wallace M. James, engineering mgr., receiving tube & transistor operations div., for tube work; Robert K. Lockhart, Camden engineer, for circuits; John W. Wentworth, Camden, terminal design & color projects group, for courses on color TV and notes used as handbook; Steven Slasuk, RCA Service Co., for test equipment used in installation of home color receivers. Sixteen other salaried employes, 2 of them women, won Award of Merit, with gold watches, at ceremonies addressed by pres. Frank Folsom.

Fabulous electronic future in which TV screens may be hung like pictures on a wall, connected to receiver by a tiny wire, was foreseen last week by GE chairman Philip D. Reed in address to Boston Ad Club. As for immediate future, he said GE's ad budget for calendar 1954 probably will be largest in its history, necessarily so because "we're back in a buyer's market, which is a very healthy condition, with competitive pressures very great, and everyone having to sell hard."

Danish TV is now in regular operation, having been on experimental basis from June 1, 1949 to Jan. 10, 1954. First transmitter, 400 watts, now beams 4 hours of programming weekly from Copenhagen's Radio House, to be expanded to 6 hours by April 1, and 8 hours next summer. Denmark plans 7 govt.-owned TV stations, financed by license fees paid by receiver owners, 4 of them to start within next 3 years. On Jan. 31 there were 1157 licensed TV sets in Denmark.

Raytheon will build new electronic engineering and research lab in Wayland, Mass. if town's zoning laws can be changed to permit construction. Pres. C. F. Adams Jr. said new plant will eventually employ about 1500, will have 110,000-sq ft. of floor space. Also this week, Raytheon announced it would close TV parts plant at Oelwein, Ia. March 1 and transfer work to main plant in Chicago.

Slide-rule "Picture Tube Selector," giving at-a-glance information on interchangeability and characteristics of more than 136 picture tube types, is available from Du-Mont tube distributors.

Federal Telephone & Radio, Clifton, N. J., subsidiary of IT&T, discontinues manufacture of picture tubes, plans to expand operations and to diversify output this year.

**Vhf & Uhf Survey**

**TV SET OWNERSHIP BY COUNTIES**

As of November 1, 1953

Total Families & Receivers, By Geographic Areas, States & Counties

Prepared for CBS-TV by A. C. Nielsen Co. Under Direction of Oscar Katz, CBS-TV Director of Research

**INTRODUCTION**

Last May CBS Television issued the first county-by-county report of television ownership. Demand for copies was so great that a second printing was required within a few weeks.

But aside from the industry's evident need for up-to-date and accurate ownership figures by county, there is another reason for a current report:

In the six months between May and November, the number of station markets has doubled; and television counties have increased by almost 50 per cent. The number of additional sets—almost four million—would make a whole mass medium by themselves. And the period marked the real beginning of UHF television.

The May 1 report was based on statistical projections. But because of the increasing importance of ownership figures, we commissioned the A. C. Nielsen Company to conduct an actual national television set survey. It includes the first national count of UHF television sets.

This research was based on a sample of 100,000

families, selected by area sampling techniques. The details of the research method are presented in the Appendix.

The following definitions apply in all the tables appearing in this book:

**Total families:** "Sales Management" estimates of total families in each county as of November 1, 1953.

**TV families:** The number of families with television sets (VHF, UHF or both) in each county on November 1, 1953 as determined by this survey. These figures are reported individually by county only if 10 per cent or more of all families in a county report having a television set.

**UHF families:** The number of families with television sets equipped to receive a UHF signal. These figures are reported only if 10 per cent or more of all the families in a county report having a UHF set

**TV counties:** Counties with at least 10 per cent set-owning families.

**Other counties:** Counties which have less than 10 per cent television ownership. For each state, these counties are reported as a group.

The following symbols are used throughout the book:

\*Indicates a county which is part of a Nielsen cluster, i.e., a group of two or more adjacent counties used as a sampling unit. In this report, the percentage of television set ownership for the cluster has been applied to each of the counties within the cluster.

\*Indicates a television county in which there is some UHF but less than 10 per cent of all families, and hence the figure on UHF ownership is not reported separately. The number of UHF families for such a county is, however, included in state totals. Because of this, the state total of UHF families in television counties can exceed the sum of the individually-reported county figures.

LT Indicates less than 1%.

**SURVEY TECHNIQUES**

This is a brief description of the techniques used to determine television set ownership as of November 1, 1953. Additional detail is available on request.

**Background:** In May, 1952, the A. C. Nielsen Company conducted a study (Nielsen Coverage Service, Spring 1952) which measured television set ownership by individual counties with a relatively large population, and by clusters of two or more less populous counties. This study was based on interviews with approximately 100,000 homes located in every county of the United States, and selected by probability sampling techniques developed (and executed) in collaboration with the U.S. Census Bureau. Every effort was made to minimize non-response bias by the use of call-backs on the "not-at-home" and by special mailings to the small percentage of families not reached by personal interviews. No UHF stations were in operation at the time of this study.

In May, 1953, the CBS Television Research Department made this study the basis of a report called "U.S. Television Ownership by Counties."

**Present Study:** The present study consists fundamentally of a re-survey of the 100,000-homes panel to determine changes in television set ownership status that have occurred since May, 1952. For this purpose, the sample was divided into three groups:

**Group A** 72,561 non-owners as of May, 1952. This group was surveyed to measure new television set ownership (VHF or UHF) since that date.

**Group B** 13,133 owners as of May, 1952 within range of one or more UHF signals by November, 1953. This group was surveyed to measure conversion to, or acquisition of, UHF equipment.

**Group C** 13,491 owners as of May, 1952 beyond the range of UHF in November, 1953. It was assumed that the set ownership status of this group had remained unchanged, and hence, the group was not re-surveyed.

Groups A and B were reached by a first-class mailing sent on October 15 and 16, 1953. This mailing consisted of a letter asking for cooperation in supplying the requested information, a return reply card, and a letter opener sent as a premium. On October 19 and 20, a follow-up reminder and "thank you" containing a duplicate reply card was mailed to each family. By November 9, the closing date set for mail returns, usable replies had been received from 54,233 of the 85,694 cases in Groups A and B. This represented a return of 63.3%.

The 54,233 families who replied in Groups A and B combined with 13,491 families in Group C brought the total number of cases whose set ownership status had been determined as of November, 1953, to 67,724, or 68.3% of the over-all panel.

The figures as reported in this booklet represent the information gathered from these 67,724 cases adjusted for two types of bias:

(1) non-response bias—i.e. the possibility that the

Extra Copies of this Report are available at \$1 each; 10 copies, \$7.50; 25 copies, \$12.50; more than 50 copies, 35c each.

television set ownership of the non-repliers differed from that of the repliers:

(2) exaggeration bias—i.e. the possibility that some of the repliers had incorrectly reported acquisition of a television set since May of 1952. Separate studies, described below, were conducted to determine these two factors.

**Study of Non-Repliers:** A 3,000 cross-section sample of the non-repliers was selected for further follow-up. Approximately a week after the closing date for mail returns, an additional mailing went forward to these families including another return reply card and fifty cents in coins as an extra premium. Intensive efforts—by mail, telephone, and personal interview—were then made to reach those who did not reply to this appeal. In this way, information was finally received from close to 75% of the sample of non-repliers.

The degree of television set acquisition of repliers

and non-repliers was compared for groups of counties classified according to various characteristics such as county population. It was found that the greatest statistical variance in television acquisition occurred when the repliers and non-repliers were compared in terms of whether they came from counties in which the mail return had been high, medium, or low (county response level). Consequently, this breakdown was used to adjust for the non-repliers. The adjustment factors were arrived at as follows:

county response level	TV set ownership since May 1952		adjustment factor for non-repliers
	repliers	non-repliers	
High (66.8% and over)	26.3%	25.2%	.96
Medium (50.0%-66.7%)	32.1%	33.4%	1.04
Low (under 50.0%)	27.2%	28.6%	1.05

For each county or county-cluster, the appropriate factor was applied to the rate of television set acquisition among the repliers to obtain an acquisition rate for the non-repliers. In this manner, possible bias resulting from non-response was minimized.

**Study of Exaggeration:** During the same time that the non-response study was being conducted, 1,000 telephone calls were made to a sample of those who had indicated that they had become television families since May of 1952. The purpose of this survey was to measure the extent of exaggeration in the affirmative answers to the question of television ownership in the mail study. Consequently, in order to disassociate the two studies, the telephone calls were made in the name of a different research organization. The telephone survey was ostensibly a study of viewing. The interviewer started out by asking: "Is your television set turned on?" and then continued regarding the channel or program being watched, and the channels that could be received. As a result of this questioning, it developed that 1.8% of the families had exaggerated in their claim of becoming television set owners since May, 1952. This factor was applied to the results obtained from the mail study to adjust for exaggeration.

## TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

area & state	total families	TV families	UHF families						
<b>New England</b>	<b>2,829,500</b>	<b>1,985,130</b>	<b>70%</b>	<b>98,820</b>	<b>3%</b>				
Connecticut	630,300	479,210	76	43,970	7				
Maine	260,000	67,970	26	14,520	6				
Massachusetts	1,424,300	1,109,610	78	40,330	3				
New Hampshire	162,600	84,690	52						
Rhode Island	243,800	217,720	89						
Vermont	108,500	25,930	24						
<b>Middle Atlantic</b>	<b>9,470,400</b>	<b>7,364,050</b>	<b>78%</b>	<b>335,660</b>	<b>4%</b>				
New Jersey	1,568,100	1,374,790	88	7,850	1				
New York	4,800,100	3,712,620	77	69,950	1				
Pennsylvania	3,102,200	2,276,640	73	257,860	8				
<b>E. North Central</b>	<b>9,709,700</b>	<b>6,556,390</b>	<b>68%</b>	<b>473,790</b>	<b>5%</b>				
Illinois	2,828,700	1,862,390	66	122,700	4				
Indiana	1,294,700	799,700	62	97,490	8				
Michigan	2,023,500	1,417,930	70	59,120	3				
Ohio	2,517,800	1,957,490	78	85,380	3				
Wisconsin	1,045,000	518,880	50	109,100	10				
<b>W. North Central</b>	<b>4,472,900</b>	<b>1,935,170</b>	<b>43%</b>	<b>133,070</b>	<b>3%</b>				
Iowa	826,700	399,770	48	3,990	LT				
Kansas	662,400	212,600	32	50,570	8				
Minnesota	900,000	437,020	49	13,520	2				
Missouri	1,306,300	677,160	52	64,990	5				
Nebraska	427,300	177,410	42						
North Dakota	161,200	13,320	8						
South Dakota	189,000	17,890	9						
<b>South Atlantic</b>	<b>6,065,100</b>	<b>2,919,200</b>	<b>48%</b>	<b>250,230</b>	<b>4%</b>				
Delaware	101,600	75,110	74						
Dist. of Columbia	246,900	197,710	80						
Florida	968,800	337,350	35	84,310	9				
<b>Georgia</b>	<b>955,500</b>	<b>389,720</b>	<b>41</b>	<b>14,720</b>	<b>2</b>				
Maryland	732,600	588,650	80	640	LT				
North Carolina	1,056,400	395,960	37	25,890	2				
South Carolina	554,600	194,410	35	44,780	8				
Virginia	919,100	510,970	56	43,900	5				
West Virginia	529,600	229,320	43	35,990	7				
<b>E. South Central</b>	<b>3,158,100</b>	<b>1,135,140</b>	<b>36%</b>	<b>117,240</b>	<b>4%</b>				
Alabama	824,700	280,470	34	42,440	5				
Kentucky	830,100	354,110	43	23,500	3				
Mississippi	587,400	119,370	20	31,980	5				
Tennessee	915,900	381,190	42	19,320	2				
<b>W. South Central</b>	<b>4,430,700</b>	<b>1,761,350</b>	<b>40%</b>	<b>113,870</b>	<b>3%</b>				
Arkansas	535,500	102,020	19	19,690	4				
Louisiana	790,100	278,770	35	45,260	6				
Oklahoma	692,300	312,040	45	5,170	1				
Texas	2,412,800	1,068,520	44	43,750	2				
<b>Mountain</b>	<b>1,650,300</b>	<b>521,050</b>	<b>32%</b>						
Arizona	253,100	107,570	43						
Colorado	456,100	196,790	43						
Idaho	180,100	24,820	14						
Montana	197,700	9,100	5						
Nevada	60,600	11,930	20						
New Mexico	202,000	43,770	22						
Utah	207,600	120,320	58						
Wyoming	93,100	6,750	7						
<b>Pacific</b>	<b>5,404,800</b>	<b>3,329,020</b>	<b>62%</b>	<b>252,010</b>	<b>5%</b>				
California	4,029,500	2,809,640	70	108,540	3				
Oregon	546,500	132,320	24	115,170	21				
Washington	828,800	387,060	47	28,300	3				
<b>U. S. Total</b>	<b>47,191,500</b>	<b>27,506,500</b>	<b>58%</b>	<b>1,774,690</b>	<b>4%</b>				

## TELEVISION OWNERSHIP BY STATE

state	total families	TV families	UHF families						
Alabama	824,700	280,470	34%	42,440	5%				
Arizona	253,100	107,570	43						
Arkansas	535,500	102,020	19	19,690	4				
California	4,029,500	2,809,640	70	108,540	3				
Colorado	456,100	196,790	43						



Connecticut	630,300	479,210	76	43,970	7
Delaware	101,600	75,110	74		
Dist. of Columbia	246,900	197,710	80		
Florida	968,800	337,350	35	84,310	9
Georgia	955,500	389,720	41	14,720	2
Idaho	180,100	24,820	14		
Illinois	2,828,700	1,862,390	66	122,700	4
Indiana	1,294,700	799,700	62	97,490	8
Iowa	826,700	399,770	48	3,990	LT
Kansas	662,400	212,600	32	50,570	8
Kentucky	830,100	354,110	43	23,500	3
Louisiana	790,100	278,770	35	45,260	6
Maine	260,000	67,970	26	14,520	6
Maryland	732,600	588,650	80	640	LT
Massachusetts	1,424,300	1,109,610	78	40,330	3
Michigan	2,023,500	1,417,930	70	59,120	3
Minnesota	900,000	437,020	49	13,520	2
Mississippi	587,400	119,370	20	31,980	5
Missouri	1,306,300	677,160	52	64,990	5
Montana	197,700	9,100	5		
Nebraska	427,300	177,410	42		
Nevada	60,600	11,930	20		
New Hampshire	162,600	84,690	52		

New Jersey	1,568,100	1,374,790	88	7,850	1
New Mexico	202,000	43,770	22		
New York	4,800,100	3,712,620	77	69,950	1
North Carolina	1,056,400	395,960	37	25,890	2
North Dakota	161,200	13,320	8		
Ohio	2,517,800	1,957,490	78	85,380	3
Oklahoma	692,300	312,040	45	5,170	1
Oregon	546,500	132,320	24	115,170	21
Pennsylvania	3,102,200	2,276,640	73	257,860	8
Rhode Island	243,800	217,720	89		
South Carolina	554,600	194,410	35	44,780	8
South Dakota	189,000	17,890	9		
Tennessee	915,900	381,190	42	19,320	2
Texas	2,412,800	1,068,520	44	43,750	2
Utah	207,600	120,320	58		
Vermont	108,500	25,930	24		
Virginia	919,100	510,970	56	43,900	5
Washington	828,800	387,060	47	28,300	3
West Virginia	529,600	229,320	43	35,990	7
Wisconsin	1,045,000	518,880	50	109,100	10
Wyoming	93,100	6,750	7		
<b>Total</b>	<b>47,191,500</b>	<b>27,506,500</b>	<b>58%</b>	<b>1,774,690</b>	<b>4%</b>

### TELEVISION OWNERSHIP BY COUNTY

#### ALABAMA

TV counties	total families	TV families	UHF families		
Baldwin	11,700	2,790	24%	1,320	11%
†Bibb	4,200	2,600	62		
†Blount	7,400	2,860	39		
†Bullock	3,500	600	17	490	14
Calhoun	22,300	10,360	46		
Chambers	10,200	3,920	38		
†Cherokee	4,100	1,480	36		
†Chilton	6,900	2,310	33		
†Choctaw	4,400	480	11		
†Clarke	6,700	790	12		
†Clay	3,200	1,060	33		
†Cleburne	2,900	1,040	36		
Colbert	10,900	1,060	10		
†Conecuh	4,800	620	13		
†Coosa	2,800	920	33		
†Cullman	12,400	5,710	46		
Dallas	14,600	3,260	22		
De Kalb	11,900	2,330	20		
†Elmore	7,600	1,750	23		
†Escambia	7,700	990	13		
Etowah	27,900	13,520	48		
†Fayette	4,800	910	19		
†Franklin	6,500	1,430	22		
†Greene	3,900	660	17		
†Hale	4,600	790	17		
Jackson	9,300	920	10		
Jefferson	169,900	110,120	65		
†Lamar	3,800	720	19		
Lauderdale	15,300	1,550	10		
†Lawrence	6,500	1,630	25		
Lee	11,000	1,340	12		
†Limestone	8,900	2,210	25		
†Macon	6,900	1,170	17	980	14
Madison	19,900	4,060	20		
†Marengo	7,000	1,030	15		
†Marion	6,900	1,550	22		
Marshall	12,100	2,650	22		
Mobile	72,200	26,940	37	25,200	35
Montgomery	41,900	8,840	21	8,300	20
Morgan	15,100	4,420	29		
†Perry	4,200	710	17		
†Pickens	5,400	970	18		
†Randolph	5,300	1,880	35		
Russell	10,400	1,770	17	1,770	17
†Saint Clair	6,700	2,550	38		
†Shelby	7,700	4,730	61		
†Sumter	5,200	780	15		
Talladega	16,600	10,830	65		
†Tallapoosa	9,000	2,020	22		
Tuscaloosa	24,000	7,090	30		
Walker	16,200	8,810	54		
†Washington	3,600	400	11		

TV counties	total families	TV families	UHF families		
†Winston	4,500	2,070	46%	41,200	6%
TV counties	733,400	278,000	38%	1,240	1%
other counties	91,300	2,470	3%		
total	824,700	280,470	34%	42,440	5%
<b>ARIZONA</b>					
TV counties	total families	TV families	UHF families		
Maricopa	119,400	79,870	67%		
Pima	54,500	16,730	31		
Pinal	13,300	6,240	47		
Yuma	9,000	3,110	35		
TV counties	196,200	105,950	54%		
other counties	56,900	1,620	3%		
total	253,100	107,570	43%		
<b>ARKANSAS</b>					
TV counties	total families	TV families	UHF families		
†Arkansas	6,800	1,360	20%	680	10%
†Ashley	6,700	1,140	17		
†Chicot	6,100	1,040	17		
†Clay	7,400	1,920	26		
†Conway	4,400	480	11		
Craighead	13,900	8,260	59		
Crittenden	12,700	6,610	52		
†Cross	6,300	2,270	36		
†Faulkner	6,700	730	11		
†Fulton	2,600	960	37		
†Greene	8,000	2,020	25		
†Independence	6,400	1,540	24		
†Jackson	7,000	1,710	24		
†Lawrence	5,700	2,090	37		
†Lee	6,200	1,920	31		
†Little River	2,700	1,030	38		
†Lonoke	7,200	1,440	20	780	10
†Miller	10,400	3,890	37		
Mississippi	21,400	14,010	65		
†Monroe	5,100	1,120	22		
Phillips	12,900	4,770	37		
†Poinsett	10,000	3,600	36		
†Prairie	3,600	720	20	360	10
†Pulaski	63,400	10,570	17	10,570	17
†Randolph	4,300	1,590	37		
†St. Francis	9,500	2,920	31		
Sebastian	20,000	6,930	35	5,700	29
Union	14,700	1,780	12		
†Van Buren	2,600	290	11		
Washington	15,600	2,950	19		
†Woodruff	4,400	920	21		
TV counties	314,700	92,580	29%	18,730	6%
other counties	220,800	9,440	4%	960	LT
total	535,500	102,020	19%	19,690	4%

#### CALIFORNIA

TV counties	total families	TV families	UHF families		
Alameda	276,900	202,750	73%		
†Alpine	100	40	38		
†Amador	3,000	1,020	34		
Butte	24,100	4,770	20		
†Calaveras	3,500	1,190	34		
†Colusa	4,000	960	24		
Contra Costa	103,700	63,530	61		
†Eldorado	6,200	2,120	34		
Fresno	93,200	45,460	49	41,120	44%
†Glenn	5,100	1,210	24		
Humboldt	27,400	4,560	17		
Imperial	17,300	3,620	21		
Kern	80,000	28,280	35	16,720	21
Kings	15,000	6,300	42	4,000	27
†Lake	4,700	1,130	24		
Los Angeles	1,637,600	1,409,450	86		
Madera	11,800	5,330	45	4,140	35
Marin	31,400	22,990	73		
†Mariposa	1,400	530	38		
†Merced	22,400	8,830	39	3,960	18
†Mono	700	270	38		
Monterey	49,100	20,250	41		
Napa	15,700	7,190	46		
†Nevada	7,000	1,830	26		
Orange	90,400	71,660	79		
Placer	14,400	5,660	39		
†Plumas	4,700	1,220	26		
Riverside	68,400	39,580	58		
Sacramento	105,100	51,270	49	15,280	15
†San Benito	4,800	1,920	40	860	18
San Bernardino	107,900	74,780	69		
San Diego	237,000	172,220	73		
San Francisco	287,800	191,990	67		
San Joaquin	69,100	40,080	58		
San Luis Obispo	24,300	7,550	31		
San Mateo	92,600	78,050	84		
Santa Barbara	35,800	16,960	47		
Santa Clara	107,000	79,330	74		
†Santa Cruz	26,500	7,890	30		
†Sierra	500	130	26		
Solano	40,300	28,570	71		
Sonoma	39,900	18,370	46		
Stanislaus	44,900	17,540	39		
†Sutter	9,100	2,620	29		
†Tehama	6,900	1,240	18		
†Trinity	1,900	340	18		
Tulare	46,500	13,870	30	11,450	25

†Tuolumne	4,600	1,750	38%	.	.
Ventura	40,300	31,800	78	.	.
Yolo	14,200	6,000	42	2,920	21%
†Yuba	8,500	2,470	29	.	.
<b>TV counties</b>	<b>3,974,700</b>	<b>2,807,970</b>	<b>71%</b>	<b>108,540</b>	<b>3%</b>
other counties	54,800	1,670	3%	.	.
total	4,029,500	2,809,640	70%	108,540	3%

### COLORADO

TV counties	total families	TV families	UHF families		
Adams	13,900	10,810	78%	.	.
Arapahoe	19,300	11,050	57	.	.
Boulder	16,700	7,350	44	.	.
†Chaffee	2,300	280	12	.	.
†Clear Creek	1,200	170	14	.	.
†Crowley	1,400	360	26	.	.
†Custer	600	70	12	.	.
Denver	157,500	97,220	62	.	.
†Douglas	1,200	140	12	.	.
†Eagle	1,100	160	15	.	.
†Elbert	1,000	120	12	.	.
El Paso	29,700	9,900	33	.	.
†Fremont	5,700	700	12	.	.
†Gipin	200	30	15	.	.
†Grand	1,000	150	15	.	.
†Jackson	700	110	15	.	.
Jefferson	22,000	15,990	73	.	.
†Lake	1,800	220	12	.	.
Larimer	15,100	7,920	52	.	.
†Lincoln	1,900	240	13	.	.
†Logan	5,100	1,280	25	.	.
†Morgan	5,400	1,280	24	.	.
†Otero	8,100	2,110	26	.	.
†Park	400	50	12	.	.
†Phillips	1,500	380	25	.	.
Pueblo	29,200	14,050	48	.	.
†Sedgwick	1,500	380	25	.	.
†Summit	400	60	15	.	.
†Teller	600	70	12	.	.
†Washington	2,400	600	25	.	.
Weld	20,300	10,910	54	.	.
†Yuma	3,500	880	25	.	.
<b>TV counties</b>	<b>372,700</b>	<b>195,040</b>	<b>52%</b>	.	.
other counties	83,400	1,750	2%	.	.
total	456,100	196,790	43%	.	.

### CONNECTICUT

TV counties	total families	TV families	UHF families		
Fairfield	160,200	119,990	75%	.	.
Hartford	169,600	124,110	73	36,990	22%
Litchfield	31,500	22,670	72%	.	.
Middlesex	20,500	16,820	82	2,220	11%
New Haven	170,200	148,310	87	.	.
New London	45,400	26,140	58	.	.
Tolland	13,200	7,930	60	.	.
Windham	19,700	13,240	67	.	.
<b>TV counties</b>	<b>630,300</b>	<b>479,210</b>	<b>76%</b>	<b>43,970</b>	<b>7%</b>
total	630,300	479,210	76%	43,970	7%

### DELAWARE

TV counties	total families	TV families	UHF families		
Kent	12,800	9,950	78%	.	.
New Castle	68,300	53,230	78	.	.
Sussex	20,500	11,930	58	.	.
<b>TV counties</b>	<b>101,600</b>	<b>75,110</b>	<b>74%</b>	.	.
total	101,600	75,110	74%	.	.

### DISTRICT OF COLUMBIA

TV counties	total families	TV families	UHF families		
D.C.	246,900	197,710	80%	.	.
<b>TV counties</b>	<b>246,900</b>	<b>197,710</b>	<b>80%</b>	.	.
total	246,900	197,710	80%	.	.

### FLORIDA

TV counties	total families	TV families	UHF families		
Alachua	16,200	3,600	22%	.	.
†Baker	1,300	790	61	.	.
Bay	15,900	1,710	11	.	.
†Bradford	3,300	2,010	61	.	.
†Brevard	8,500	1,110	13	.	.
Broward	36,500	26,310	72	13,750	37%
†Charlotte	1,500	180	12	.	.
†Citrus	1,600	260	16	.	.
†Clay	4,300	1,890	44	.	.
†Collier	2,300	280	12	.	.

†Columbia	5,000	1,010	20	.	.
Dade	200,100	130,330	65	.	.
†Dixie	700	110	16	.	.
Duval	99,300	60,720	61	.	.
Escambia	35,700	7,950	22	.	.
†Flagler	1,000	110	11	.	.
†Gilchrist	600	120	20	.	.
†Glades	600	60	10	.	.
†Hamilton	2,200	530	24	.	.
†Hendry	1,700	200	12	.	.
†Hernando	1,900	300	16	.	.
†Highlands	4,800	480	10	.	.
Hillsborough	85,200	28,380	33%	27,530	32%
†Indian River	4,200	420	10	.	.
†Jefferson	2,600	620	24	.	.
†Lafayette	600	120	20	.	.
Lake	12,300	3,360	27	.	.
†Lee	8,800	1,060	12	.	.
†Levy	2,900	450	16	.	.
†Madison	3,400	770	23	.	.
Manatee	12,500	3,970	32	3,970	32
Marion	12,000	2,940	25	.	.
†Martin	2,800	280	10	.	.
†Monroe	10,000	1,220	12	.	.
†Nassau	3,600	2,200	61	.	.
†Okaloosa	8,000	810	10	.	.
†Okeechobee	900	90	10	.	.
Orange	43,600	4,730	11	.	.
†Osceola	4,200	590	14	.	.
Palm Beach	42,700	9,790	23	.	.
†Pasco	7,300	1,080	15	780	11
Pinellas	70,800	10,270	15	10,270	15
†Putnam	7,500	3,300	44	.	.
†St. Johns	8,000	3,530	44	.	.
†St. Lucie	7,100	790	11	.	.
†Santa Rosa	5,000	550	11	.	.
†Seminole	8,500	1,190	14	.	.
†Sumter	3,200	480	15	350	11
†Suwannee	4,400	880	20	.	.
†Taylor	2,900	700	24	.	.
†Union	1,100	670	61	.	.
†Volusia	27,700	3,030	11	.	.
†Walton	4,000	440	11	.	.
<b>TV counties</b>	<b>862,800</b>	<b>328,770</b>	<b>38%</b>	<b>80,340</b>	<b>9%</b>
other counties	106,000	8,580	8%	3,970	4%
total	968,800	337,350	35%	84,310	9%

### GEORGIA

TV counties	total families	TV families	UHF families		
†Appling	3,300	430	13%	.	.
†Atkinson	1,700	270	16	.	.
†Bacon	2,200	770	35	.	.
†Baldwin	5,100	1,410	28	.	.
†Banks	1,500	540	36	.	.
†Barrow	3,700	1,520	41	.	.
†Bartow	7,300	4,600	63	.	.
†Ben Hill	4,100	670	16	.	.
†Berrien	3,300	540	16	.	.
Bibb	35,500	11,950	34	6,820	19%
†Bleckley	2,300	600	26	.	.
†Brantley	1,500	200	13	.	.
†Brooks	4,100	780	19	.	.
†Butts	2,300	1,630	71	.	.
†Camden	2,100	950	45	.	.
†Carroll	9,300	4,860	52%	.	.
†Catoosa	4,300	2,620	61	.	.
†Charlton	1,100	500	45	.	.
Chatham	47,200	7,790	17	.	.
†Chattahoochee	1,500	240	16	150	10%
†Chattooga	5,700	2,310	41	.	.
†Cherokee	5,500	2,190	40	.	.
†Clarke	10,600	4,000	38	.	.
†Clay	1,300	290	22	.	.
†Clayton	7,400	5,400	73	.	.
†Clinch	1,500	530	35	.	.
Cobb	19,500	13,780	71	.	.
†Coffee	5,800	1,010	17	.	.
†Columbia	2,300	480	21	.	.
†Coweta	7,600	5,500	72	.	.
†Crawford	1,100	350	32	.	.
†Crisp	4,900	1,470	30	.	.
†Dade	1,700	680	40	.	.
†Dawson	600	230	39	.	.
De Kalb	45,900	36,240	79	.	.
†Dodge	4,300	1,120	26	.	.
†Dooly	3,400	1,020	30	.	.
†Douglas	3,200	1,660	52	.	.
†Echols	500	180	35	.	.
†Elbert	4,800	1,680	35	.	.
†Fannin	3,800	1,220	32	.	.
†Fayette	1,900	1,390	73	.	.
Floyd	17,500	9,040	52	.	.
†Forsyth	2,900	1,130	39	.	.
†Franklin	3,600	1,300	36	.	.

Fulton	144,600	107,930	75	.	.
†Gilmer	2,500	980	39	.	.
†Glascock	600	130	21	.	.
†Glynn	8,900	4,000	45	.	.
†Gordon	5,000	3,050	61	.	.
†Greene	3,200	1,240	39	.	.
†Gwinnett	8,900	3,640	41	.	.
†Habersham	4,400	1,410	32	.	.
Hall	11,200	6,840	61	.	.
†Hancock	2,400	650	27	.	.
†Haralson	3,900	2,460	63	.	.
†Harris	2,800	1,320	47	.	.
†Hart	3,600	1,300	36	.	.
†Hearl	1,400	730	52	.	.
†Henry	3,900	2,730	70	.	.
Houston	7,000	2,500	36	1,590	23
†Irwin	2,600	420	16	.	.
†Jackson	4,800	1,970	41	.	.
†Jasper	1,600	590	37	.	.
†Jeff Davis	2,400	380	16	.	.
†Jefferson	4,600	910	20	.	.
†Johnson	2,600	420	16	.	.
†Jones	1,600	430	27	.	.
†Lamar	2,500	1,780	71	.	.
†Lanier	1,300	250	19	.	.
†Laurens	7,700	2,050	27%	.	.
†Lee	1,300	390	30	.	.
†Lincoln	1,200	470	39	.	.
†Long	900	120	13	.	.
†Lowndes	11,700	2,180	19	.	.
†Lumpkin	1,500	590	39	.	.
†McDuffie	3,100	650	21	.	.
†Macon	3,400	1,050	31	.	.
†Madison	3,000	1,080	36	.	.
†Marion	1,400	310	22	.	.
†Meriwether	5,200	3,800	73	.	.
†Monroe	2,600	1,850	71	.	.
†Morgan	2,900	1,070	37	.	.
†Murray	2,600	1,590	61	.	.
†Muscogee	35,100	5,600	16	3,670	10%
†Newton	5,300	3,740	71	.	.
†Oconee	1,600	590	37	.	.
†Oglethorpe	2,300	900	39	.	.
†Paulding	3,000	1,890	63	.	.
†Peach	3,100	990	32	.	.
†Pickens	2,300	900	39	.	.
†Pierce	2,600	340	13	.	.
†Pike	1,800	1,280	71	.	.
†Polk	8,200	5,210	64	.	.
†Pulaski	2,200	570	26	.	.
†Putnam	1,600	430	27	.	.
†Quitman	800	180	22	.	.
†Rabun	1,700	540	32	.	.
†Randolph	3,300	750	23	.	.
Richmond	40,600	6,330	16	.	.
†Rockdale	2,200	1,540	70	.	.
†Schley	700	150	22	.	.
†Spalding	8,900	6,230	70	.	.
†Stephens	4,700	1,500	32	.	.
†Stewart	2,200	480	22	.	.
†Sumter	6,500	1,970	30	.	.
†Talbot	1,800	850	47	.	.
†Taliaferro	800	310	39	.	.
†Taylor	2,300	740	32	.	.
†Telfair	3,100	500	16	.	.
†Terrell	3,400	1,020	30	.	.
†Tift	6,200	1,060	17	.	.
†Towns	900	290	32	.	.
†Troup	14,100	7,640	54	.	.
†Turner	2,600	470	18	.	.
†Twiggs	1,700	270	16	.	.
†Union	1,700	540	32	.	.
†Upson	6,600	3,140	48	.	.
Walker	11,200	4,800	43	.	.

†Bear Lake	1,700	190	11		
†Boise	600	70	11		
†Bonner	4,500	1,850	41		
†Boundary Canyon	1,600	660	41		
†Caribou	17,100	3,050	18		
†Clearwater	2,100	230	11		
†Elmore	2,200	330	15		
†Franklin	2,300	370	16		
†Franklin	2,600	290	11		
†Gem	2,500	270	11		
†Kootenai	8,200	3,300	40		
†Oneida	1,000	110	11		
†Owyhee	1,700	290	17		
†Payette	3,900	390	10		
†Power	800	90	11		
†Shoshone	7,100	1,020	14		
†Washington	2,700	290	11		
<b>TV counties</b>	<b>100,000</b>	<b>23,250</b>	<b>23%</b>		
<i>other counties</i>	<i>80,100</i>	<i>1,570</i>	<i>2%</i>		
<i>total</i>	<i>180,100</i>	<i>24,820</i>	<i>14%</i>		

### ILLINOIS

<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>
Adams	22,000	6,370	29%
†Alexander	7,000	1,210	17
†Bond	4,700	2,540	54
†Boone	5,400	2,050	38
†Brown	2,300	620	27
†Bureau	12,200	4,950	41
†Calhoun	1,700	900	53
†Carroll	6,400	4,860	76
†Cass	4,700	1,690	36
Champaign	31,200	4,460	14
Christian	12,800	3,690	29
†Clark	5,700	2,000	35
†Clay	5,600	1,010	18%
†Clinton	6,900	3,790	55
Coles	13,500	3,330	25
Cook	1,465,800	1,208,970	82
†Crawford	7,400	2,580	35
†Cumberland	3,300	1,160	35
De Kalb	13,000	7,320	56
†De Witt	5,600	590	11
†Douglas	5,400	1,400	26
Du Page	53,000	44,930	85
†Edgar	8,000	2,060	26
†Edwards	3,000	570	19
†Effingham	6,700	2,610	39
†Fayette	7,400	2,950	40
†Ford	5,200	1,660	32
†Franklin	16,500	3,900	24
†Fulton	14,900	5,180	35
†Greene	6,200	3,240	52
†Grundy	6,300	3,930	62
†Hancock	8,700	3,720	43
†Henderson	2,700	1,160	43
†Henry	15,600	11,440	73
†Iroquois	10,400	3,400	33
†Jackson	12,100	4,500	37
†Jasper	3,900	1,370	35
†Jefferson	12,000	3,900	33
†Jersey	4,800	2,540	53
†Jo Daviess	6,800	2,720	40
Kane	47,000	36,730	78
Kankakee	20,100	14,370	71
†Kendall	3,900	2,420	62
†Knox	18,200	12,440	68
Lake	57,100	48,130	84
La Salle	32,000	8,190	26
†Lawrence	6,700	1,230	18
Lee	10,100	4,870	48
Livingston	11,400	2,400	21
†Logan	8,600	1,930	22
†McDonough	9,400	2,480	26
†McHenry	17,400	11,160	64
†McLean	24,500	5,390	22
†Macon	34,200	9,720	28
†Macoupin	14,700	6,750	46
Madison	60,900	45,090	74
Marion	13,300	5,870	44
†Marshall	4,200	670	16
†Mason	5,200	1,140	22
†Menard	3,100	680	22
†Mercer	5,500	3,470	63
†Monroe	4,200	2,600	62
†Montgomery	11,000	3,760	34
†Morgan	10,100	3,640	36
†Moultrie	4,200	840	20
†Ogle	11,000	4,160	38
Peoria	56,700	25,030	44
†Perry	7,000	2,590	37%
†Piatt	4,400	440	10
†Pike	7,300	2,480	34
†Pulaski	4,400	750	17
†Putnam	1,300	210	16

†Randolph	8,800	5,430	62	1,040	12
†Richland	5,800	1,100	19		
†Rock Island	43,700	34,900	80		
St. Clair	67,200	50,650	75	13,530	20
Saline	11,000	1,980	18		
†Sangamon	44,300	8,090	18	7,110	16
†Schuyler	3,300	890	27		
†Scott	2,400	820	34		
†Shelby	8,000	1,580	20	1,390	17
†Stark	2,800	1,120	40		
†Stephenson	13,600	5,400	40	1,960	14
†Tazewell	26,100	13,520	52	12,880	49
†Union	5,600	950	17		
Vermilion	28,100	5,610	20		
†Wabash	4,800	910	19		
†Warren	7,200	4,530	63		
†Washington	4,700	2,540	54	710	15
†Wayne	6,700	1,220	18		
†Whiteside	16,300	12,500	77		
Will	42,300	33,670	80		
Williamson	16,300	3,820	23		
Winnebago	52,300	25,890	50	21,870	42
†Woodford	6,800	1,080	16	700	11
<b>TV counties</b>	<b>2,804,000</b>	<b>1,861,010</b>	<b>66%</b>	<b>122,700</b>	<b>4%</b>
<i>other counties</i>	<i>24,700</i>	<i>1,380</i>	<i>6%</i>		
<i>total</i>	<i>2,828,700</i>	<i>1,862,390</i>	<i>66%</i>	<i>122,700</i>	<i>4%</i>

### INDIANA

<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>
†Adams	6,800	1,700	25%
Allen	61,500	13,870	23
Bartholomew	14,200	10,220	72
†Benton	3,500	2,280	65
†Blackford	4,500	1,130	25
†Boone	8,300	5,810	70
†Brown	1,500	830	55
†Carroll	5,400	2,970	55
Cass	12,100	5,760	48
†Clark	17,000	12,930	76
†Clay	8,100	2,740	34
†Clinton	10,000	6,960	70
†Crawford	2,800	1,180	42
†Davies	8,300	4,770	57
†Dearborn	8,000	4,640	58
†Decatur	5,700	3,360	59
†DeKalb	8,600	2,680	31
Delaware	30,700	21,830	71
†Dubois	6,900	2,350	34%
†Elkhart	28,500	13,610	48
†Fayette	7,600	3,860	51
†Floyd	15,000	13,050	87
†Fountain	6,100	2,380	39
†Franklin	4,500	2,300	51
†Fulton	5,500	2,970	54
†Gibson	10,000	2,720	27
†Grant	20,200	12,460	62
†Greene	9,300	4,620	50
†Hamilton	9,600	6,700	70
†Hancock	7,100	4,970	70
†Harrison	5,300	2,240	42
†Hendricks	8,200	6,560	80
Henry	14,500	8,750	60
†Howard	18,300	12,090	66
†Huntington	10,400	1,250	12
†Jackson	9,000	4,990	55
†Jasper	5,300	3,440	65
†Jay	7,700	1,910	25
†Jefferson	6,400	3,760	59
†Jennings	4,100	2,420	59
†Johnson	8,700	6,950	80
†Knox	14,100	9,120	65
†Kosciusko	11,100	5,560	50
†LaGrange	4,500	2,160	48
†Lake	116,800	111,910	96
†LaPorte	25,000	19,740	79
Lawrence	10,800	6,160	57
Madison	35,300	28,560	81
Marion	188,800	156,590	83
†Marshall	9,700	5,170	53
†Martin	3,300	1,620	49
†Miami	9,400	2,730	29
†Monroe	14,300	8,310	58
†Montgomery	9,800	7,190	73
†Morgan	7,900	6,320	80
†Newton	3,600	2,340	65
†Noble	8,200	3,980	49
†Ohio	1,300	770	59
†Orange	5,200	2,180	42
†Owen	3,800	1,860	49
†Parke	4,900	1,910	39
†Perry	5,200	2,180	42
†Pike	4,600	2,670	58
†Porter	13,200	10,830	82
†Posey	6,200	1,670	27

†Pulaski	3,900	2,150	55	430	11
†Putnam	6,900	2,280	33		
†Randolph	9,200	5,980	65		
†Ripley	6,000	3,540	59		
†Rush	6,200	3,660	59		
St. Joseph	67,600	39,250	58	27,870	41
†Scott	4,000	2,320	58		
†Shelby	9,600	6,640	69		
†Spencer	4,600	1,560	34%		
†Starke	5,100	4,030	79		
†Steuben	5,700	1,770	31		
†Sullivan	7,900	3,910	49		
†Switzerland	2,200	1,300	59		
†Tippecanoe	23,000	9,170	40	5,430	24%
†Tipton	4,900	3,430	70		
†Union	1,900	970	51		
†Vanderburgh	54,900	15,750	29	13,860	25
†Vermillion	7,200	2,800	39		
†Vigo	35,800	24,790	69		
†Wabash	9,600	2,760	29		
†Warren	2,800	1,090	39		
†Warrick	7,000	2,340	33		
†Washington	5,200	3,020	58		
†Wayne	22,300	14,500	65		
†Wells	6,500	780	12		
†White	6,100	3,280	54	730	11
†Whitley	6,400	3,070	48	1,220	19
<b>TV counties</b>	<b>1,294,700</b>	<b>799,700</b>	<b>62%</b>	<b>97,490</b>	<b>8%</b>
<i>total</i>	<i>1,294,700</i>	<i>799,700</i>	<i>62%</i>	<i>97,490</i>	<i>8%</i>

### IOWA

<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>
†Adair	4,000	1,920	48%
†Adams	2,800	1,340	48
†Allamakee	4,700	560	12
†Appanoose	6,300	1,390	22
†Audubon	3,500	1,820	52
†Benton	7,200	2,840	39
Black Hawk	33,000	11,680	35
†Boone	8,600	5,120	60
†Bremer	5,800	1,280	22
†Buchanan	6,100	2,440	40
†Buena Vista	7,100	1,710	24
†Butler	5,500	1,270	23
†Calhoun	5,400	1,370	25
†Carroll	6,600	3,360	51
†Cass	6,300	3,810	60
†Cedar	5,400	4,000	74
†Cerro Gordo	14,600	5,750	39
†Cherokee	5,300	1,220	23
†Chickasaw	4,500	630	14
†Clarke	3,100	620	20
†Clay	5,700	970	17
†Clayton	6,800	780	11
†Clinton	15,900	11,990	75
†Crawford	5,700	2,960	52
†Dallas	7,800	4,820	62
†Davis	3,100	650	21
†Decatur	3,800	760	20
†Delaware	5,200	2,810	54
†Des Moines	14,300	9,620	67%
†Dickinson	4,000	680	17
Dubuque	20,100	8,050	40
†Emmet	4,300	770	18
†Fayette	8,500	1,300	15
†Floyd	6,900	880	13
†Franklin	5,200	2,810	54
†Fremont	3,700	2,590	70
†Greene	4,900	2,890	59
†Grundy	4,400	2,070	47
†Guthrie	1,600	2,850	62
†Hamilton	6,400	4,420	69
†Hancock	4,500	1,540	34
†Hardin	7,500	5,110	68
†Harrison	5,800	3,690	64
†Henry	5,600	1,950	35
†Howard	3,900	550	14
†Humboldt	4,100	980	24
†Ida	3,300	760	23
†Iowa	4,900	1,570	32
†Jackson	5,700	4,330	76
†Jasper	10,200	6,050	59
†Jefferson	5,100	1,730	34
†Johnson	12,900	5,460	42
†Jones	5,800	3,160	54
†Keokuk	5,600	1,790	32
†Kossuth	7,500	1,430	19
Lee	13,600	2,160	16
Lincoln	35,300	19,670	56
†Linn	4,400	2,520	57
†Lucas	3,900		

Marshall	11,200	6,320	56		
†Mills	3,700	2,590	70		
†Mitchell	4,200	590	14		
†Monona	5,000	3,150	63		
†Monroe	3,400	710	21		
†Montgomery	5,300	3,710	70		
†Muscatine	10,600	7,880	74		
†O'Brien	6,100	1,010	17		
†Osceola	3,000	510	17		
†Page	7,300	5,130	70		
†Palo Alto	4,500	810	18		
†Plymouth	6,800	2,180	32		
†Pocahontas	4,600	1,100	24		
†Polk	77,000	56,140	73		
†Pottawattamie	21,900	13,870	63		
†Poweshiek	5,800	1,620	28		
†Ringgold	3,200	1,540	48		
†Sac	5,500	1,270	23		
†Scott	32,700	27,030	83		
†Shelby	4,600	2,810	61		
†Sioux	7,500	2,300	31%		
†Story	13,100	8,420	64		
†Tama	7,000	3,300	47		
†Taylor	4,000	1,920	48		
†Union	5,100	2,470	48		
†Van Buren	3,700	1,260	34		
†Wapello	15,400	2,100	14		
†Warren	5,500	3,090	56		
†Washington	6,400	2,040	32		
†Wayne	3,900	750	19		
†Webster	14,000	9,210	66		
†Winnebago	4,000	1,400	35		
†Winneshiok	6,300	950	15		
†Woodbury	34,600	21,380	62		
†Worth	3,300	1,160	35		
†Wright	6,400	3,440	54		
<b>TV counties</b>	<b>826,700</b>	<b>399,770</b>	<b>48%</b>	<b>3,990</b>	<b>LT</b>
<i>total</i>	<i>826,700</i>	<i>399,770</i>	<i>48%</i>	<i>3,990</i>	<i>LT</i>

#### KANSAS

TV counties	total families	TV families	UHF families
†Allen	6,300	860	14%
†Anderson	3,400	480	14
†Atchison	6,800	3,480	51
†Barber	2,800	560	20
†Barton	10,100	2,850	28
†Bourbon	6,800	1,650	24
†Brown	5,200	2,700	52
†Butler	11,400	3,340	29
†Chase	1,400	250	18
†Chautauqua	2,400	380	16
†Cherokee	8,800	850	10
†Clay	4,000	440	11
†Coffey	3,200	450	14
†Comanche	1,300	260	20
†Cowley	12,400	2,070	17
†Crawford	15,300	1,490	10
†Dickinson	7,100	680	10
†Doniphan	3,200	1,660	52
†Douglas	10,900	4,920	45
†Edwards	2,100	420	20
†Elk	2,100	340	16
†Ellsworth	2,600	360	14
†Franklin	6,700	2,640	39
†Geary	7,100	680	10
†Greenwood	4,400	700	16
†Harper	3,300	590	18
†Harvey	7,000	2,100	30
†Jackson	3,700	1,920	52
†Jefferson	3,600	1,620	45
†Johnson	28,100	25,600	91
†Kingman	3,300	590	18
†Kiowa	1,500	300	20
†Lahette	10,400	990	10%
†Leavenworth	12,000	8,340	70
†Lincoln	1,800	250	14
†Linn	3,600	1,760	49
†Lyon	8,800	1,680	19
†McPherson	7,900	1,480	19
†Marion	5,200	940	18
†Marshall	6,000	840	14
†Miami	6,300	3,080	49
†Montgomery	16,900	2,900	17
†Morris	2,600	260	10
†Nemaha	4,400	660	15
†Neosho	6,800	1,700	25
†Osage	4,100	1,600	39
†Ottawa	2,400	340	14
†Pawnee	3,000	600	20
†Pottawatomie	3,800	570	15
†Pratt	4,100	840	20
†Reno	18,600	7,110	38
†Rice	5,300	1,480	28
†Riley	10,100	1,040	10
†Saline	11,600	1,630	14
†Sedgewick	94,200	37,270	40

Shawnee	39,000	19,790	51		
†Stafford	2,800	560	20		
†Sumner	8,600	1,580	18		
†Wabaunsee	2,200	420	19		
†Washington	4,200	460	11		
†Wilson	4,900	760	16		
†Woodson	2,200	310	14		
†Wyandotte	55,400	41,180	74		
<b>TV counties</b>	<b>567,500</b>	<b>209,650</b>	<b>37%</b>	<b>50,570</b>	<b>9%</b>
<i>other counties</i>	<i>94,900</i>	<i>2,950</i>	<i>3%</i>		
<i>total</i>	<i>662,400</i>	<i>212,600</i>	<i>32%</i>	<i>50,570</i>	<i>8%</i>

#### KENTUCKY

TV counties	total families	TV families	UHF families
†Adair	4,500	1,640	36%
†Allen	4,000	1,440	36
†Anderson	2,600	1,170	45
†Barren	8,500	2,760	32
†Bath	2,800	310	11
†Bell	11,400	1,110	10
†Boone	4,000	2,560	64
†Bourbon	5,200	2,210	43
†Boyd	14,400	9,690	67
†Boyle	5,700	1,990	35
†Bracken	2,600	1,090	42
†Breckinridge	4,200	2,020	48
†Bullitt	3,400	2,520	74
†Butler	2,600	650	25
†Caldwell	4,000	720	18
†Calloway	6,100	1,810	30%
†Campbell	23,800	21,130	89
†Carrroll	2,600	1,660	64
†Carter	5,300	2,540	48
†Casey	4,100	1,520	37
†Christian	11,500	4,720	41
†Clark	5,600	1,310	23
†Clinton	2,700	490	18
†Crittenden	3,200	580	18
†Cumberland	2,200	400	18
†Davies	16,700	8,330	50
†Edmonson	2,300	620	27
†Elliott	1,300	620	48
†Estill	3,600	830	23
†Fayette	29,800	6,370	21
†Fleming	3,500	940	27
†Floyd	12,000	5,650	47
†Franklin	7,900	3,150	40
†Gallatin	1,200	770	64
†Garrard	3,100	1,120	36
†Grant	3,000	1,920	64
†Grayson	4,700	1,290	27
†Green	3,300	1,220	37
†Greenup	6,400	3,000	47
†Hancock	1,500	380	25
†Hardin	11,400	5,420	48
†Harlan	16,800	3,500	21
†Harrison	4,100	1,720	42
†Hart	4,400	1,190	27
†Henderson	10,100	1,900	19
†Henry	3,400	1,390	41
†Hopkins	11,600	1,360	12
†Jefferson	152,900	123,510	81
†Jessamine	3,600	1,300	36
†Johnson	5,800	2,340	40
†Kenton	33,900	28,450	84
†Knott	4,100	410	10
†Larue	2,700	1,220	45
†Lawrence	3,500	1,680	48
†Lee	1,800	200	11
†Leslie	3,200	320	10
†Letcher	9,000	910	10
†Lewis	3,200	830	26
†Lincoln	4,900	1,760	36
†Livingston	2,300	410	18
†Logan	6,400	2,340	37
†Lyon	1,400	410	29
†McCracken	28,600	4,940	17
†McLean	2,800	700	25
†Magoffin	2,700	1,110	41
†Marion	4,200	1,860	44
†Marshall	4,200	1,220	29
†Martin	2,500	1,030	41
†Mason	5,400	2,190	41
†Meade	2,800	1,340	48
†Menifee	1,000	110	11%
†Mercer	4,500	1,620	36
†Metcalfe	2,700	860	32
†Monroe	3,600	1,150	32
†Montgomery	3,800	870	23
†Morgan	3,200	330	10
†Muhlenberg	8,500	2,110	25
†Nelson	5,600	3,690	74
†Nicholas	2,200	920	42
†Ohio	5,600	1,360	24

†Oldham	2,700	1,110	41		
†Owen	3,000	1,920	64		
†Pendleton	3,000	1,260	42		
†Perry	10,100	1,040	10		
†Pike	18,900	8,280	44		
†Powell	1,400	320	23		
†Robertson	800	340	42		
†Rowan	3,100	810	26		
†Russell	3,600	650	18		
†Scott	4,500	1,940	43		
†Shelby	5,100	2,090	41		
†Simpson	3,500	1,260	36		
†Spencer	1,400	1,040	74		
†Taylor	4,100	1,520	37		
†Todd	3,700	1,330	36		
†Trigg	2,300	670	29		
†Trimble	1,500	620	41		
†Union	4,100	740	18	620	15%
†Warren	12,700	4,140	33		
†Washington	3,300	1,490	45		
†Wayne	4,000	710	18		
†Webster	4,600	830	18	690	15
†Wolfe	1,400	150	11		
†Woodford	3,400	1,460	43		
<b>TV counties</b>	<b>747,300</b>	<b>349,950</b>	<b>47%</b>	<b>23,500</b>	<b>3%</b>
<i>other counties</i>	<i>82,800</i>	<i>4,160</i>	<i>5%</i>		
<i>total</i>	<i>830,100</i>	<i>354,110</i>	<i>43%</i>	<i>23,500</i>	<i>3%</i>

#### LOUISIANA

TV counties	total families	TV families	UHF families		
†Acadia	12,900	1,720	13%		
†Allen	5,400	650	12		
†Ascension	6,100	1,680	28		
†Assumption	4,300	1,380	32		
†Avoyelles	10,500	1,410	13		
†Beauregard	5,300	800	15		
†Bienville	4,700	610	13		
†Calcasieu	30,500	4,700	15		
†Caldwell	2,800	390	14		
†Cameron	1,200	130	11		
†Catahoula	3,000	420	14		
†Claiborne	6,500	980	15		
†Concordia	4,000	580	15		
†E. Baton Rouge	54,700	17,350	32%		
†East Carroll	4,200	1,390	33		
†Evangeline	9,000	1,080	12		
†Franklin	7,300	1,340	18		
†Grant	3,700	520	14		
†Iberia	11,100	2,150	19		
†Iberville	7,300	730	10		
†Jackson	3,900	510	13		
†Jefferson	39,200	30,510	78		
†Jeff Davis	7,400	820	11		
†Lafourche	10,800	5,130	48		
†La Salle	3,800	530	14		
†Lincoln	6,500	840	13		
†Livingston	5,600	1,570	28		
†Madison	4,700	1,550	33		
†Natchitoches	9,700	1,410	15		
†Orleans	180,300	120,490	67		
†Ouachita	23,700	6,680	28		
†Plaquemines	3,700	2,410	65		
†Rapides	27,300	6,120	22		
†Richland	6,700	2,290	34		
†St. Bernard	3,400	2,210	65		
†St. Charles	3,600	1,620	45		
†St. James	3,700	1,690	46		
†St. John	3,600	1,620	45		
†St. Landry	19,800	2,990	15		
†St. Martin	6,300	630	10		
†St. Mary	10,100	3,250	32		
†St. Tammany	8,000	5,220	65		
†Tangipahoa	15,400	9,680	63		
†Tensas	3,500	670	19		
†Terrebonne	11,400	7,120	62		
†Vermilion	10,400	1,250	12		
†Vernon	6,200	910	15		
†Washington	10,800	8,860	82		
†Webster	10,100	1,460	14		
†W. Baton Rouge	3,300	330	10		
†West Carroll	4,000	1,320	33		
†Winn	4,600	640	14		
<b>TV counties</b>	<b>666,000</b>	<b>272,340</b>	<b>41%</b>	<b>43,480</b>	<b>7%</b>
<i>other counties</i>	<i>124,100</i>	<i>6,430</i>	<i>5%</i>	<i>1,780</i>	<i>1%</i>
<i>total</i>	<i>790,100</i>	<i>278,770</i>	<i>35%</i>	<i>45,260</i>	<i>6%</i>

#### MAINE

TV counties	total families	TV families	UHF families
†Androscoggin	24,400	3,270	13%
†Cumberland	50,500	15,490	31
†Hancock	10,000	1,850	19
†Kennebec	23,500	6,170	

†Lincoln	5,500	1,160	21	•	•
†Penobscot	28,800	14,950	52		
†Piscataquis	5,400	1,240	23%		
†Sagadahoc	6,400	1,360	21	•	•
†Somerset	11,400	2,600	23		
†Waldo	6,400	1,860	29		
†York	27,500	14,080	51	•	•
<b>TV counties</b>	<b>208,700</b>	<b>66,580</b>	<b>32%</b>	<b>14,520</b>	<b>7%</b>
<i>other counties</i>	51,300	1,390	3%		
<b>total</b>	<b>260,000</b>	<b>67,970</b>	<b>26%</b>	<b>14,520</b>	<b>6%</b>

### MARYLAND

TV counties	total families	TV families	UHF families		
†Allegany	27,200	9,870	36%		
†Anne Arundel	35,100	28,950	82		
†Baltimore	378,800	329,670	87		
†Calvert	3,300	2,080	63		
†Caroline	5,800	4,060	70		
†Carroll	12,300	8,440	69		
†Cecil	9,700	7,180	74		
†Charles	6,100	3,840	63		
†Dorchester	8,500	5,430	64		
†Frederick	18,700	11,830	63		
†Garrett	5,500	1,980	36		
†Harford	16,400	14,380	88		
†Howard	6,800	4,690	69		
†Kent	4,300	3,010	70		
†Montgomery	56,700	52,060	92		
†Prince George	66,700	64,950	97		
†Queen Annes	4,500	3,150	70		
†St. Marys	8,200	5,230	63		
†Somerset	6,200	1,300	21		
†Talbot	6,400	4,460	70		
†Washington	24,500	15,680	64		
†Wicomico	13,000	4,740	36		
†Worcester	7,800	1,670	21		
<b>TV counties</b>	<b>732,600</b>	<b>588,650</b>	<b>80%</b>	<b>640</b>	<b>LT</b>
<b>total</b>	<b>732,600</b>	<b>588,650</b>	<b>80%</b>	<b>640</b>	<b>LT</b>

### MASSACHUSETTS

TV counties	total families	TV families	UHF families		
†Barnstable	16,400	9,880	60%		
†Berkshire	41,000	31,920	78		
†Bristol	119,600	95,560	80		
†Dukes	1,800	1,080	60		
†Essex	164,600	139,420	85		
†Franklin	17,000	6,760	40		
†Hampden	114,000	71,320	63		
†Hampshire	24,300	11,430	47		
†Middlesex	313,600	244,890	78		
†Nantucket	1,100	660	60		
†Norfolk	120,700	95,860	79%		
†Plymouth	61,600	49,590	81		
†Suffolk	263,700	219,610	83		
†Worcester	164,900	131,630	80		
<b>TV counties</b>	<b>1,424,300</b>	<b>1,109,610</b>	<b>78%</b>	<b>40,330</b>	<b>3%</b>
<b>total</b>	<b>1,424,300</b>	<b>1,109,610</b>	<b>78%</b>	<b>40,330</b>	<b>3%</b>

### MICHIGAN

TV counties	total families	TV families	UHF families
†Allegan	15,300	9,380	61%
†Antrim	3,500	540	15
†Barry	8,700	5,310	61
†Bay	27,400	13,860	51
†Benzie	2,600	290	11
†Berrien	39,800	31,750	80
†Branch	9,600	6,340	66
†Calhoun	39,500	29,580	75
†Cass	9,900	7,820	79
†Clare	3,300	1,520	46
†Clinton	9,400	6,020	64
†Crawford	1,300	180	14
†Dickinson	7,700	1,650	21
†Eaton	13,200	7,050	53
†Genesee	86,800	48,980	56
†Gladwin	2,600	1,200	46
†Grand Traverse	8,300	940	11
†Gratiot	10,100	6,530	65
†Hillsdale	11,800	5,610	48
†Huron	9,600	2,350	24
†Ingham	56,300	42,200	75
†Ionia	11,300	5,310	47
†Isabella	8,200	3,460	42
†Jackson	34,000	24,900	73
†Kalamazoo	41,900	31,080	74
†Kalkaska	1,300	180	14
†Kent	95,100	60,860	64
†Lake	1,800	200	11

†Lapeer	9,600	5,350	56		
†Leelanau	2,600	290	11		
†Lenawee	21,000	13,280	63		
†Livingston	8,800	6,790	77		
†Macomb	64,100	58,340	91		
†Manistee	6,300	630	10		
†Mason	6,600	1,100	17		
†Mcocata	5,800	2,440	42		
†Menominee	7,600	1,670	22		
†Midland	11,200	5,220	47		
†Missaukee	2,100	300	14		
†Monroe	24,000	19,490	81		
†Montcalm	10,300	5,420	53		
†Muskegon	40,200	24,580	61		
†Newaygo	6,900	3,590	52		
†Oakland	135,200	125,060	93%		
†Oceana	5,100	820	16		
†Osceola	4,100	1,720	42		
†Otsego	1,700	240	14		
†Ottawa	23,900	14,890	62		
†Roscommon	2,400	340	14		
†Saginaw	47,800	27,750	58		
†St. Clair	29,800	25,060	84		
†St. Joseph	11,900	7,950	67		
†Sanilac	9,500	2,380	25		
†Shiawassee	14,800	10,020	68		
†Tuscola	11,300	3,370	30		
†Van Buren	13,400	10,570	79		
†Washtenaw	40,300	26,110	65		
†Wayne	759,500	653,690	86		
†Wexford	5,800	640	11		
<b>TV counties</b>	<b>1,913,900</b>	<b>1,414,190</b>	<b>74%</b>	<b>58,940</b>	<b>3%</b>
<i>other counties</i>	109,600	3,740	3%	180	LT
<b>total</b>	<b>2,023,500</b>	<b>1,417,930</b>	<b>70%</b>	<b>59,120</b>	<b>3%</b>

### MINNESOTA

TV counties	total families	TV families	UHF families
†Aitkin	4,100	1,150	28%
†Anoka	11,000	8,650	79
†Becker	6,800	720	11
†Benton	4,100	1,150	28
†Big Stone	2,600	340	13
†Blue Earth	11,400	6,080	53
†Brown	7,600	2,170	29
†Carlton	6,800	1,190	18
†Carver	5,200	2,290	44
†Cass	5,300	690	13
†Chisago	3,900	2,540	65
†Clay	9,100	4,070	45
†Cottonwood	4,700	1,500	32
†Crow Wing	9,600	1,260	13
†Dakota	14,500	11,300	78
†Dodge	3,600	1,080	30
†Douglas	6,400	900	14
†Faribault	7,000	1,190	17
†Fillmore	7,300	1,360	19
†Freeborn	10,400	3,390	33
†Goodhue	9,800	5,670	58
†Grant	2,800	360	13
†Hennepin	220,500	182,700	83
†Houston	4,200	760	18
†Hubbard	3,300	360	11
†Isanti	3,200	2,080	65
†Jackson	4,700	1,500	32
†Kanabec	2,800	790	28
†Kandiyohi	8,100	2,510	31
†Le Sueur	5,800	3,000	52
†Lincoln	3,000	570	19%
†Lyon	6,600	1,200	18
†McLeod	6,600	2,900	44
†Mahnomn	1,400	150	11
†Martin	7,600	1,370	18
†Meeker	5,400	1,670	31
†Mille Laacs	4,400	1,290	29
†Morrison	6,800	680	10
†Mower	12,600	3,740	30
†Murray	4,000	760	19
†Nicollet	5,300	1,480	28
†Nobles	6,500	2,090	32
†Norman	3,600	1,620	45
†Olusted	14,200	7,330	52
†Otter Tail	13,900	1,830	13
†Pine	5,100	870	17
†Pipestone	3,900	740	19
†Pope	3,600	500	14
†Ramsey	113,700	88,230	78
†Redwood	6,400	1,860	29
†Renville	6,800	1,930	28
†Rice	9,200	5,340	58
†Rock	3,400	650	19
†St. Louis	66,300	16,110	24
†Scott	4,500	2,340	52
†Sherburne	2,800	1,120	40

†Sibley	4,400	2,290	52		
†Stearns	17,100	6,910	40		
†Steele	6,500	3,770	58		
†Stevens	3,000	430	14		
†Swift	4,600	640	14		
†Todd	6,900	760	11		
†Traverse	2,300	300	13		
†Wabasha	4,900	2,550	52		
†Wadena	3,500	350	10		
†Waseca	4,500	1,490	33		
†Washington	10,700	6,960	65		
†Watsonwan	4,100	700	17		
†Wilkin	2,800	360	13		
†Winona	11,900	1,500	13		
†Wright	8,000	3,580	45		
<b>TV counties</b>	<b>829,400</b>	<b>433,710</b>	<b>52%</b>	<b>13,400</b>	<b>2%</b>
<i>other counties</i>	70,600	3,310	5%	120	LT
<b>total</b>	<b>900,000</b>	<b>437,020</b>	<b>49%</b>	<b>13,520</b>	<b>2%</b>

### MISSISSIPPI

TV counties	total families	TV families	UHF families		
†Adams	9,700	980	10%		
†Alcorn	7,800	1,780	23		
†Amite	4,600	780	17		
†Attala	6,600	730	11		
†Benton	2,100	670	32		
†Bolivar	16,400	2,860	17%		
†Calhoun	4,600	640	14		
†Carroll	3,400	410	12		
†Chickasaw	4,700	560	12		
†Choctaw	2,800	340	12		
†Claiborne	3,000	780	26		
†Clay	4,400	530	12		
†Coahoma	14,500	1,540	11		
†Copiah	7,900	2,020	26		
†Covington	3,800	610	16		
†De Soto	6,000	1,980	33		
†Forrest	14,100	4,210	30		
†Franklin	2,900	290	10		
†George	2,700	840	31		
†Grenada	5,000	650	13		
†Hancock	3,300	2,050	62		
†Harrison	30,100	9,880	33		
†Hinds	43,100	17,410	40		
†Holmes	8,100	880	11		
†Humphreys	5,400	1,260	23		
†Issaquena	1,100	250	23		
†Itawamba	4,400	700	16		
†Jackson	10,000	3,100	31		
†Jefferson	2,900	290	10		
†Jeff Davis	3,800	530	14		
†Jones	16,800	2,610	16		
†Lafayette	5,500	850	15		
†Lamar	3,600	1,080	30		
†Lauderdale	19,700	2,800	14		
†Lawrence	3,100	430	14		
†Leake	5,200	570	11		
†Lee	11,000	3,340	30		
†Leflore	13,700	2,980	22		
†Lincoln	7,700	1,310	17		
†Madison	8,100	1,050	13		
†Marion	6,400	970	15		
†Marshall	5,800	1,860	32		
†Monroe	10,000	1,210	12		
†Montgomery	3,800	420	11		
†Panola	7,800	4,030	52		
†Pearl River	5,800	3,590	62		
†Pike	9,600	1,610	17		
†Pontotoc	5,200	780	15		
†Prentiss	5,200	790	15		
†Quitman	6,500	1,170	18		
†Rankin	6,200	830	13		
†Scott	5,500	610	11		
†Sharkey	3,100	710	23		
†Simpson	5,500	720	13		
†Smith	3,900	430	11		
†Stone	1,400	420	30		
†Tallahatchie	7,600	1,430	19		
†Tate	4,500	2,300	51		
†Tippah	4,400	1,010	23		
†Tishomingo	4,200	670	16		
†Tunica	5,600	2,860	51%		
†Union	5,700	1,310	23		
†Walton	3,600	500	14		
†Warren	12,500	3,160	25		
†Washington	21,100	2,980	14		
†Webster	2,900	350	12		
†Wilkinson	3,400	340	10		
†Yalobusha	3,900	550	14		
†Yazoo	8,900	1,200	13		
<b>TV counties</b>	<b>513,600</b>	<b>115,380</b>	<b>22%</b>	<b>31,980</b>	<b>6%</b>
<i>other counties</i>	73,800	3,990	5%		
<b>total</b>	<b>587,400</b>	<b>119,370</b>	<b>20%</b>	<b>31,980</b>	<b>5%</b>

MISSOURI

TV counties	total families	TV families	UHF families
*Andrew	4,000	2,230	56%
*Atchison	3,500	1,050	30
*Audrain	8,400	1,880	22
*Barry	6,700	1,270	19
*Barton	4,400	720	16
*Bates	6,200	3,290	53
*Benton	2,700	570	21
*Bollinger	3,100	840	27
Boone	14,200	1,950	14
Buchanan	31,600	19,620	62
*Caldwell	3,600	2,010	56
*Callaway	6,500	1,500	23
*Camden	2,500	530	21
Cape Girardeau	12,000	1,250	10
*Carroll	5,100	2,500	49
*Carter	1,300	200	15
*Cass	6,700	3,550	53
*Cedar	3,800	650	17
*Chariton	4,900	1,180	24
*Christian	3,900	900	23
*Clark	3,000	750	25
Clay	18,400	14,790	80
*Clinton	4,000	2,230	56
*Cole	10,100	2,080	21
*Crawford	3,600	1,210	34
*Dade	3,000	510	17
*Dallas	3,300	320	10
*Davies	3,700	2,060	56
*De Kalb	3,000	1,680	56
*Dent	3,400	1,160	34
*Douglas	3,600	860	24
Dunklin	13,000	3,850	30
Franklin	11,700	4,340	37
*Gasconade	4,100	1,150	28
*Gentry	3,600	1,080	30
Greene	37,000	13,480	36
*Grundy	4,500	1,890	42
*Harrison	4,600	1,370	30
*Henry	6,900	3,660	53%
*Hickory	1,700	360	21
*Holt	3,100	930	30
*Iron	2,600	880	34
Jackson	193,600	132,120	68
Jasper	28,300	4,430	16
Jefferson	12,500	8,200	66
*Johnson	6,900	3,800	55
*Knox	2,700	680	25
*Laclede	6,100	1,330	22
*Lafayette	8,200	4,460	54
*Lawrence	8,000	1,550	19
*Lewis	3,600	890	25
*Lincoln	4,700	2,020	43
*Linn	6,600	1,150	17
*Livingston	5,500	2,310	42
*McDonald	4,300	650	15
*Macon	6,400	1,090	17
*Madison	3,200	860	27
*Marion	2,100	590	28
*Marion	10,300	3,420	33
*Mercer	2,500	750	30
*Miller	4,300	900	21
*Monroe	3,900	820	21
*Montgomery	4,600	1,720	37
*Morgan	3,200	630	20
*New Madrid	10,300	2,130	21
*Newton	9,100	1,310	14
*Nodaway	7,800	2,300	29
*Oregon	3,500	530	15
*Osage	3,100	870	28
*Ozark	2,400	580	24
Pemiscot	12,600	5,520	44
*Perry	4,300	1,150	27
*Pettis	11,100	4,240	38
*Phelps	8,200	2,260	28
*Pike	6,000	2,540	42
*Platte	4,900	2,700	55
*Polk	5,200	500	10
*Pulaski	3,400	710	21
*Ralls	2,700	920	34
*Randolph	8,300	1,730	21
*Ray	5,500	2,740	50
*Reynolds	1,500	230	15
*Ripley	3,500	550	16
St. Charles	9,400	5,740	61
*St. Clair	3,500	880	25
*St. Francois	10,700	6,680	62
St. Louis	419,400	327,410	78
*Ste Genevieve	3,200	1,980	62
*Saline	8,500	2,100	25
*Scotland	2,500	630	25
*Shannon	2,200	330	15
*Shelby	3,700	1,260	34
*Stoddard	9,700	1,940	20
*Stone	2,900	700	24%

*Taney	3,100	740	24
*Vernon	7,000	1,710	24
*Warren	2,600	1,120	43
*Washington	4,100	1,340	33
*Webster	4,600	450	10
*Worth	1,400	420	30
*Wright	5,000	1,050	21
<b>TV counties</b>	<b>1,234,800</b>	<b>672,690</b>	<b>54%</b>
other counties	71,500	4,470	7%
<b>total</b>	<b>1,306,300</b>	<b>677,160</b>	<b>52%</b>

MONTANA

TV counties	total families	TV families	UHF families
Silver Bow	18,300	6,080	33%
<b>TV counties</b>	<b>18,300</b>	<b>6,080</b>	<b>33%</b>
other counties	179,400	3,020	2%
<b>total</b>	<b>197,700</b>	<b>9,100</b>	<b>5%</b>

NEBRASKA

TV counties	total families	TV families	UHF families
*Adams	9,400	1,600	17%
*Antelope	3,700	810	22
*Boone	3,300	420	13
*Buffalo	8,500	1,060	12
*Burt	3,600	2,770	77
*Butler	3,800	1,360	36
*Cass	5,400	4,000	74
*Cedar	3,900	860	22
*Colfax	3,400	1,600	47
*Cuming	3,900	1,840	47
*Dakota	3,200	1,250	39
*Dawson	6,600	860	13
*Dixon	2,900	1,130	39
*Dodge	9,500	7,260	76
Douglas	92,500	78,200	85
*Fillmore	3,200	640	20
*Gage	8,900	3,960	44
*Greeley	1,400	200	14
*Hall	10,900	1,940	18
*Hamilton	3,000	1,080	36
*Howard	2,300	320	14
*Jefferson	4,400	880	20
*Johnson	2,400	1,080	45
*Knox	4,500	1,040	23
Lancaster	40,800	25,140	62
*Madison	7,700	3,050	40
*Merrick	3,000	410	14
*Nance	1,800	250	14
*Nemaha	3,400	1,220	36%
* Otoe	5,500	4,090	74
*Pawnee	2,200	790	36
*Pierce	3,000	660	22
*Platte	6,100	2,380	39
*Polk	2,500	900	36
*Richardson	5,600	1,990	36
*Saline	4,900	1,030	21
*Sarpy	4,900	3,820	78
*Saunders	5,600	4,420	79
*Seward	4,200	1,500	36
*Stanton	1,900	890	47
*Thurston	2,500	980	39
*Washington	3,700	2,850	77
*Wayne	3,000	1,170	39
*York	4,700	1,630	35
<b>TV counties</b>	<b>321,600</b>	<b>175,330</b>	<b>55%</b>
other counties	105,700	2,080	2%
<b>total</b>	<b>427,300</b>	<b>177,410</b>	<b>42%</b>

NEVADA

TV counties	total families	TV families	UHF families
Clark	22,800	6,110	27%
Washoe	19,700	5,460	28
<b>TV counties</b>	<b>42,500</b>	<b>11,570</b>	<b>27%</b>
other counties	18,100	360	2%
<b>total</b>	<b>60,600</b>	<b>11,930</b>	<b>20%</b>

NEW HAMPSHIRE

TV counties	total families	TV families	UHF families
Belknap	8,400	3,210	38%
*Carroll	5,000	1,900	38
*Cheshire	11,600	5,720	49
Hillsboro	48,800	31,960	65
Merrimack	18,300	10,900	60

Rockingham	22,500	17,570	78
Strafford	15,300	7,760	51
*Sullivan	8,100	4,050	50
<b>TV counties</b>	<b>138,000</b>	<b>83,070</b>	<b>60%</b>
other counties	24,600	1,620	7%
<b>total</b>	<b>162,600</b>	<b>84,690</b>	<b>52%</b>

NEW JERSEY

TV counties	total families	TV families	UHF families
Atlantic	44,300	31,930	72%
Bergen	190,900	172,850	91
Burlington	39,800	34,840	88
Camden	96,500	80,790	84%
Cape May	13,600	11,370	84
Cumberland	29,300	25,310	86
Essex	285,600	242,840	85
Gloucester	30,700	27,000	88
Hudson	202,700	192,250	95
Hunterdon	14,200	12,360	87
Mercer	68,000	60,540	89
Middlesex	84,000	71,160	85
Monmouth	77,200	72,360	94
Morris	52,200	42,360	81
Ocean	21,900	17,540	80
Passaic	111,700	97,800	88
Salem	16,200	14,950	92
Somerset	31,300	26,530	85
Sussex	11,200	8,200	73
Union	129,200	119,420	92
Warren	17,600	12,390	70
<b>TV counties</b>	<b>1,568,100</b>	<b>1,374,790</b>	<b>88%</b>
other counties			
<b>total</b>	<b>1,568,100</b>	<b>1,374,790</b>	<b>88%</b>

NEW MEXICO

TV counties	total families	TV families	UHF families
Bernalillo	50,800	22,930	45%
*Chaves	13,900	4,270	31
*Curry	8,000	1,010	13
*De Baca	1,000	310	31
*Dona Ana	10,800	2,290	21
Eddy	14,400	3,480	24
*Guadalupe	1,400	430	31
*Lincoln	1,700	270	16
*Los Alamos	3,600	680	19
*Luna	2,800	590	21
*Otero	4,400	680	15
*Quay	4,300	560	13
Sandoval	2,500	540	22
*Santa Fe	10,700	2,100	20
*Torrance	1,700	320	19
Valencia	5,400	2,090	39
<b>TV counties</b>	<b>137,400</b>	<b>42,550</b>	<b>31%</b>
other counties	64,600	1,220	2%
<b>total</b>	<b>202,000</b>	<b>43,770</b>	<b>22%</b>

NEW YORK

TV counties	total families	TV families	UHF families
Albany	79,600	59,350	75%
Allegany	13,500	7,830	58
Bronx	458,400	360,970	79
Broome	58,300	42,860	74%
Cattaraugus	24,200	16,850	70
Cayuga	21,600	17,690	82
Chautauqua	46,300	29,000	63
Chemung	28,800	12,080	42
Chenango	12,300	7,350	60
Clinton	13,900	4,690	34
Columbia	14,000	10,800	77
Cortland	11,700	7,350	63
Delaware	13,900	5,460	39
Dutchess	38,400	23,960	62
Erie	281,600	243,890	87
Essex	10,400	2,810	27
Franklin	12,800	1,910	15
Fulton	17,500	10,770	62
Genesee	14,600	10,380	71
*Greene	9,200	5,490	60
Hamilton	1,300	770	59
Herkimer	19,500	14,110	72
Jefferson	26,900	10,930	41
Kings	851,900	735,350	86
Lewis	6,600	3,730	57
Livingston	11,300	6,530	58
Madison	14,400	8,880	62
Monroe	160,400	131,030	82
Montgomery	19,200	11,660	61
*Nassau	261,200	233,160	89

New York	672,700	401,750	60		
Niagara	60,500	50,810	84	9,620	16
Oneida	68,900	64,920	94		
Onondaga	109,700	98,280	90		
†Ontario	18,100	12,570	69		
Orange	47,100	41,100	87		
Orleans	9,600	7,940	83		
Oswego	23,800	17,450	73		
Otsego	16,600	10,820	65		
Putnam	6,700	4,010	60		
Queens	521,900	460,000	88		
Rensselaer	41,900	34,290	82		
Richmond	56,400	50,620	90		
Rockland	24,500	21,420	87		
St. Lawrence	27,700	4,200	15		
Saratoga	24,000	16,710	70		
Schenectady	48,600	36,640	75		
†Schoharie	7,200	4,320	60		
†Schuyler	4,600	3,450	75		
†Seneca	8,100	6,120	76		
Steuben	28,300	11,790	42	4,270	15
Suffolk	92,000	75,230	82		
Sullivan	13,300	8,850	67		
Tioga	9,800	6,120	62	1,180	12
Tompkins	17,900	12,420	69		
Ulster	30,300	15,920	53		
Warren	12,700	9,960	78		
Washington	14,000	9,350	67		
Wayne	18,400	14,440	78		
Westchester	195,600	153,610	79		
Wyoming	9,700	5,810	60		
†Yates	5,800	4,060	70		
<b>TV counties</b>	<b>4,800,100</b>	<b>3,712,620</b>	<b>77%</b>	<b>69,950</b>	<b>1%</b>
<i>total</i>	<i>4,800,100</i>	<i>3,712,620</i>	<i>77%</i>	<i>69,950</i>	<i>1%</i>

#### NORTH CAROLINA

TV counties	total families	TV families	UHF families
Alamance	20,000	12,090	60%
†Alexander	3,600	1,690	47
†Alleghany	2,100	970	46
†Anson	6,300	3,280	52
†Ashe	5,200	2,390	46
†Avery	3,200	860	27
†Beaufort	9,300	3,800	41
†Bertie	6,100	2,260	37
Buncombe	34,800	11,330	33
Burke	11,400	7,980	70
Cabarrus	17,400	11,210	64
†Caldwell	11,100	5,280	48
†Camden	1,400	760	54
†Caswell	4,500	2,070	46
Catawba	17,400	10,030	58
†Chatham	6,300	2,900	46
†Cherokee	4,400	470	11
†Chowan	3,000	810	27
†Clay	1,300	130	10
†Cleveland	16,400	9,570	58
Craven	13,100	3,550	27
Cumberland	23,900	2,970	12
†Currituck	1,800	970	54
†Dare	1,300	350	27
Davidson	17,400	9,490	55
†Davie	4,000	2,200	55
Durham	28,400	14,880	52
Edgecombe	12,900	2,040	17
Forsyth	43,500	23,570	54
†Franklin	7,300	1,530	21
Gaston	30,900	21,420	69
†Gates	2,300	1,240	54
†Graham	1,700	170	10
†Granville	7,000	2,810	40
Guilford	55,000	24,410	44
Halifax	13,200	1,630	12
Harnett	11,700	1,300	11
†Haywood	10,000	1,680	17
†Henderson	9,200	2,070	23
†Hertford	4,900	2,650	54
†Hoke	3,400	780	23
†Hyde	1,300	350	27
†Iredell	15,300	6,530	43
†Jackson	4,500	990	22%
†Lee	6,100	1,770	29
†Lincoln	7,000	4,060	58
†McDowell	6,700	4,220	63
†Macon	4,000	400	10
†Madison	4,600	780	17
†Martin	6,200	2,540	41
†Merklenberg	58,500	35,080	60
†Mitchell	3,600	970	27
†Montgomery	4,400	2,290	52
†Moore	8,600	2,540	30
†Nash	14,300	2,190	15
†Northampton	6,200	2,300	37
†Orange	8,600	3,950	46

†Pasquotank	6,800	3,700	54		
†Perquimans	2,500	1,350	54		
†Person	5,500	2,200	40		
Pitt	14,900	4,600	31		
†Polk	3,200	2,020	63		
Randolph	14,100	6,080	43		
†Richmond	10,300	5,310	52		
Robeson	20,200	3,400	17		
†Rockingham	17,600	7,690	44		
†Rowan	21,200	11,580	55		
†Rutherford	11,900	7,520	63		
†Scotland	6,300	1,420	23		
Stanly	10,700	8,380	78		
†Stokes	5,100	2,240	44		
†Surry	11,900	5,380	45		
†Swain	2,300	230	10		
†Transylvania	3,900	860	22		
†Tyrrell	1,200	320	27		
†Union	10,600	5,470	52		
†Vance	8,000	1,660	21		
†Wake	36,000	11,420	32	7,250	20%
†Warren	5,100	1,070	21		
†Washington	3,100	860	28		
†Watauga	4,300	1,140	27		
Wayne	15,800	1,970	12		
Wilkes	11,100	4,200	38		
†Yadkin	5,700	3,140	55		
†Yancey	3,700	630	17		
<b>TV counties</b>	<b>920,100</b>	<b>388,390</b>	<b>42%</b>	<b>24,980</b>	<b>3%</b>
<i>other counties</i>	<i>136,300</i>	<i>7,570</i>	<i>6%</i>	<i>910</i>	<i>1%</i>
<i>total</i>	<i>1,056,400</i>	<i>395,960</i>	<i>37%</i>	<i>25,890</i>	<i>2%</i>

#### NORTH DAKOTA

TV counties	total families	TV families	UHF families
†Barnes	4,500	1,140	25%
†Bottineau	3,200	420	13
†Burke	1,700	220	13
Cass	17,400	5,500	32
†Griggs	1,200	300	25
†McHenry	3,200	420	13%
†Ransom	2,300	230	10
†Renville	1,500	200	13
†Richland	5,300	550	10
†Sargent	1,700	170	10
†Steele	1,100	280	25
†Traill	3,000	750	25
†Ward	10,200	1,240	12
<b>TV counties</b>	<b>56,300</b>	<b>11,420</b>	<b>20%</b>
<i>other counties</i>	<i>104,900</i>	<i>1,900</i>	<i>2%</i>
<i>total</i>	<i>161,200</i>	<i>13,320</i>	<i>8%</i>

#### OHIO

TV counties	total families	TV families	UHF families
†Adams	6,400	3,840	60%
Allen	28,500	11,750	41
Ashland	10,700	7,270	68
Ashtabula	25,300	19,990	79
†Athens	12,300	5,670	46
†Auglaize	9,800	6,310	64
Belmont	26,000	12,840	49
†Brown	7,000	4,200	60
Butler	46,000	40,390	88
†Carroll	5,700	3,710	65
Champaign	8,500	5,970	70
Clark	35,900	28,570	80
Clermont	13,200	9,710	74
Clinton	8,400	4,760	57
Columbiana	31,000	19,710	64
Coshocton	10,000	2,280	23
Crawford	12,600	7,040	56
Cuyahoga	439,000	399,190	91
†Darke	13,200	10,630	81
†Defiance	8,200	5,190	63
†Delaware	8,900	6,070	68
Erie	17,200	12,540	73
Fairfield	16,400	11,410	70
†Fayette	7,300	4,390	60
Franklin	162,600	138,640	85
†Fulton	8,000	5,760	72
Gallia	6,700	3,190	48
†Geauga	8,100	6,640	82
Greene	19,500	12,470	64
†Guernsey	11,600	4,080	35
Hamilton	243,200	209,060	86
†Hancock	15,000	10,400	69
†Hardin	9,000	5,760	64
†Harrison	5,700	2,000	35
†Henry	6,900	4,280	62
†Highland	9,400	5,670	60
†Hocking	5,600	3,860	69

†Holmes	5,200	2,810	54%		
Huron	12,500	7,860	63		
†Jackson	8,300	4,860	59		
Jefferson	27,700	19,480	70		
†Knox	11,200	6,820	61		
Lake	26,200	21,930	84		
Lawrence	14,200	9,910	70		
Licking	23,300	19,130	82		
†Logan	10,200	6,540	64		
†Logan	47,100	40,440	86		
Lucas	126,800	107,100	84		
†Madison	6,200	3,720	60		
†Mahoning	74,800	43,190	58	19,280	26%
†Marion	16,600	11,710	71		
†Medina	13,300	11,070	83		
†Meigs	7,000	3,220	46		
†Mercer	8,400	2,440	29		
Miami	20,400	17,990	88		
†Monroe	4,300	1,460	34		
†Montgomery	130,300	119,110	91		
†Morgan	4,000	1,400	35		
†Morrow	5,200	3,690	71		
†Muskingum	23,400	10,190	44	6,390	27
†Noble	3,400	1,190	35		
†Ottawa	9,500	5,990	63		
†Paulding	4,700	1,360	29		
†Perry	8,500	5,900	69		
†Pickaway	7,800	5,620	72		
†Pike	5,600	3,300	59		
†Portage	19,500	15,900	82		
†Preble	8,500	6,800	80		
†Putnam	7,200	4,460	62		
Richland	29,300	20,000	68		
†Ross	16,000	11,440	72		
†Sandusky	14,700	9,340	64		
Scioto	26,700	19,010	71		
Seneca	16,200	11,710	72		
†Shelby	8,600	5,500	64		
Stark	89,300	72,360	81		
Summit	131,900	117,180	89	13,640	10
Trumbull	48,900	38,150	78	11,690	24
†Tuscarawas	22,000	14,360	65		
†Union	6,400	4,420	69		
†Van Wert	8,900	2,660	30		
†Vinton	2,800	1,930	69		
Warren	12,100	8,120	67		
Washington	13,700	3,730	27		
†Wayne	17,500	9,430	54		
†Williams	8,600	6,270	73		
Wood	17,900	15,710	88		
†Wyandot	6,200	4,340	70		
<b>TV counties</b>	<b>2,517,800</b>	<b>1,957,490</b>	<b>78%</b>	<b>85,380</b>	<b>3%</b>
<i>total</i>	<i>2,517,800</i>	<i>1,957,490</i>	<i>78%</i>	<i>85,380</i>	<i>3%</i>

#### OKLAHOMA

TV counties	total families	TV families	UHF families
†Adair	4,000	640	16%
†Alfalfa	3,300	910	28
†Atoka	3,500	460	13
†Beckham	7,200	890	12
†Blaine	4,400	2,160	49
†Bryan	8,000	1,070	13
Caddo	10,200	4,500	44
†Canadian	7,700	3,700	48
†Carter	12,300	2,080	17
†Cherokee	4,900	780	16
†Choctaw	5,200	620	12
Cleveland	11,400	6,530	57
†Coal	1,700	220	13
Comanche	17,800	10,350	58
†Cotton	2,900	870	30
†Craig	4,800	2,730	57
Creek	12,700	6,640	52
†Custer	6,500	1,840	28
†Delaware	4,100	1,310	32
†Dewey	2,500	700	28
†Ellis	2,300	320	14
†Garfield	17,600	8,710	49
†Garvin	8,800	3,650	41
Grady	10,600	4,920	46
†Grant	3,100	870	28
†Greer	3,400	370	11
†Harmon	2,300	250	11
†Harper	1,800	250	14
†Hughes	5,600	1,180	21
†Jackson	6,300	690	11
†Jefferson	3,100	930	30

†Logan	6,800	2,430	36		
†Love	1,700	290	17		
†McClain	4,100	1,720	42		
†McCurran	8,100	930	11		
†McIntosh	4,300	900	21		
†Major	3,200	900	28		
†Marshall	2,300	300	13		
†Mayer	5,600	3,180	57		
†Murray	3,300	1,550	47		
†Muskegee	20,000	8,890	44		
†Noble	3,800	1,860	49		
†Nowata	3,900	2,210	57		
†Okfuskee	4,300	1,460	34		
†Oklahoma	116,500	79,440	68		
†Okmulgee	13,300	4,570	34		
†Osage	10,000	5,200	52		
†Ottawa	10,000	3,190	32%		
†Pawnee	4,100	2,130	52		
†Payne	14,000	5,710	41		
†Pittsburg	11,600	2,750	24		
†Pontotoc	8,900	4,180	47		
†Pottawatomie	13,200	3,630	28		
†Pushmataha	3,200	380	12		
†Roger Mills	2,100	590	28		
†Rogers	5,800	3,240	56		
†Seminole	10,700	3,910	37		
†Sequoyah	5,000	830	17		
†Stephens	11,500	3,900	34		
†Tillman	5,000	1,480	30		
†Tulsa	88,100	65,670	75		
†Wagoner	4,300	1,890	44		
†Washington	11,000	5,050	46		
†Washita	4,900	1,720	35		
†Woods	4,700	720	15		
†Woodward	4,100	570	14		
<b>TV counties</b>	<b>668,800</b>	<b>311,560</b>	<b>47%</b>	<b>4,690</b>	<b>1%</b>
<i>other counties</i>	23,500	480	2%	480	2%
<b>total</b>	<b>692,300</b>	<b>312,040</b>	<b>45%</b>	<b>5,170</b>	<b>1%</b>

### OREGON

TV counties	total families	TV families	UHF families		
†Clackamas	30,600	8,400	27%	8,400	27%
†Clatsop	11,600	1,590	14		
†Columbia	7,500	1,050	14		
†Jackson	22,500	5,470	24		
†Marion	32,900	12,670	39	12,120	37
†Multnomah	175,300	83,330	48	79,790	46
†Tillamook	6,600	1,120	17	730	11
†Washington	22,600	9,650	43	8,850	39
†Yamhill	11,200	1,910	17	1,140	11
<b>TV counties</b>	<b>320,800</b>	<b>125,190</b>	<b>39%</b>	<b>111,480</b>	<b>35%</b>
<i>other counties</i>	225,700	7,130	3%	3,690	2%
<b>total</b>	<b>546,500</b>	<b>132,320</b>	<b>24%</b>	<b>115,170</b>	<b>21%</b>

### PENNSYLVANIA

TV counties	total families	TV families	UHF families		
†Adams	12,800	5,610	44%	410	*
†Allegheny	449,600	391,600	87	49,890	11%
†Armstrong	23,200	16,060	69		
†Beaver	51,200	43,050	84		
†Bedford	11,300	8,540	76		
†Berks	77,500	57,580	74	9,260	12
†Blair	41,100	26,650	65		
†Bradford	15,500	8,260	53		
†Bucks	48,500	43,520	90%		
†Butler	28,500	21,530	76		
†Camhria	56,100	42,660	76		
†Cameron	1,900	720	38		
†Carbon	16,100	9,930	62		
†Centre	17,100	10,040	59		
†Chester	44,200	42,290	96		
†Clarion	10,700	7,050	66		
†Clearfield	23,900	14,230	60		
†Clinton	10,700	4,110	38		
†Columbia	16,200	4,850	30	3,850	24%
†Crawford	24,200	6,660	28		
†Cumberland	29,900	11,290	38	6,580	22
†Dauphin	61,300	33,310	54	23,030	38
†Delaware	130,100	112,680	87		
†Elk	9,600	2,000	21		
†Erie	68,100	62,490	92		
†Fayette	52,100	39,540	76		
†Forest	1,200	250	21		
†Franklin	22,400	11,200	50	2,540	11
†Fulton	2,900	1,130	39		
†Greene	12,500	5,340	43		
†Huntingdon	11,400	4,460	39		
†Indiana	21,200	10,010	47		
†Jefferson	14,200	8,180	58		
†Juniata	4,400	700	16		
†Lackawanna	72,200	49,560	69	40,820	57

†Lancaster	69,800	50,090	72		
†Lawrence	31,300	20,490	65	4,740	15
†Lebanon	26,300	17,630	67	6,090	23
†Lehigh	59,400	47,940	81		
†Luzerne	107,400	53,550	50	45,100	42
†Lycoming	31,600	5,630	18		
†McKean	17,200	8,190	48		
†Mercer	33,000	18,310	55	5,650	17
†Mifflin	12,700	5,110	40		
†Monroe	10,400	6,450	62		
†Montgomery	104,600	92,040	88		
†Northampton	54,400	38,430	71		
†Northumberland	33,700	8,050	24	3,840	11
†Perry	7,300	1,200	16		
†Philadelphia	627,100	543,100	87		
†Pike	3,100	960	31		
†Potter	4,900	1,720	35		
†Schuylkill	56,200	37,000	66	13,640	24
†Snyder	6,400	830	13		
†Somerset	22,500	11,630	52		
†Sullivan	1,600	480	30	380	24
†Susquehanna	9,000	5,190	58	1,450	16
†Tioga	10,700	3,740	35		
†Union	6,000	780	13		
†Venango	18,800	7,740	41		
†Warren	12,200	4,240	35		
†Washington	60,300	48,090	80		
†Wayne	8,100	2,550	31%		
†Westmoreland	90,000	69,110	77		
†Wyoming	4,900	2,790	57	780	16%
†York	63,800	45,390	71	14,180	22
<b>TV counties</b>	<b>3,102,200</b>	<b>2,276,640</b>	<b>73%</b>	<b>257,860</b>	<b>8%</b>
<b>total</b>	<b>3,102,200</b>	<b>2,276,640</b>	<b>73%</b>	<b>257,860</b>	<b>8%</b>

### RHODE ISLAND

TV counties	total families	TV families	UHF families		
†Bristol	8,700	8,540	98%		
†Kent	25,900	21,350	82		
†Newport	17,300	13,910	80		
†Providence	177,300	164,030	93		
†Washington	14,600	9,890	68		
<b>TV counties</b>	<b>243,800</b>	<b>217,720</b>	<b>89%</b>		
<b>total</b>	<b>243,800</b>	<b>217,720</b>	<b>89%</b>		

### SOUTH CAROLINA

TV counties	total families	TV families	UHF families		
†Abbeville	5,700	1,430	25%		
†Aiken	19,200	2,350	12		
†Anderson	24,200	4,800	20	3,720	15%
†Beaufort	6,600	1,210	18		
†Berkeley	6,900	2,550	37		
†Calhoun	3,400	650	19	370	11
†Charleston	47,600	24,760	52		
†Cherokee	8,700	5,690	65		
†Chester	8,200	4,670	57		
†Chesterfield	8,300	2,880	35		
†Clarendon	6,700	1,010	15		
†Colleton	7,300	1,790	25		
†Darlington	12,300	3,310	27		
†Dillon	6,800	1,700	25		
†Dorchester	5,700	1,370	24		
†Edgefield	3,800	1,220	32		
†Fairfield	4,900	2,790	57		
†Florence	20,100	9,560	48		
†Georgetown	7,800	2,890	37		
†Greenville	49,200	19,880	40	12,330	25
†Greenwood	11,200	2,840	25		
†Hampton	4,500	860	19		
†Jasper	2,700	510	19		
†Kershaw	7,700	3,480	45		
†Lancaster	9,200	5,150	56,		
†Laurens	11,800	3,360	28		
†Lee	4,800	2,210	46		
†Lexington	12,200	4,760	39	3,000	25
†McCormick	2,100	530	25		
†Marion	7,900	2,000	25		
†Marlboro	7,500	2,630	35%		
†Newberry	8,500	2,760	32		
†Oconee	9,600	1,540	16	1,340	14%
†Orangeburg	16,400	3,080	19	1,850	11
†Pickens	10,400	1,680	16	1,450	14
†Richland	41,700	14,370	34	11,500	28
†Saluda	3,800	1,220	32		
†Spartanburg	40,600	22,550	56		
†Sumter	14,300	3,370	24		
†Union	7,700	5,080	66		
†Williamsburg	9,300	1,320	14		
†York	18,600	10,620	57		
<b>TV counties</b>	<b>525,900</b>	<b>192,430</b>	<b>37%</b>	<b>44,780</b>	<b>9%</b>
<i>other counties</i>	28,700	1,980	7%		
<b>total</b>	<b>554,600</b>	<b>194,410</b>	<b>35%</b>	<b>44,780</b>	<b>8%</b>

### SOUTH DAKOTA

TV counties	total families	TV families	UHF families
†Bon Homme	2,800	500	18%
†Brookings	5,200	760	15
†Clay	3,300	1,420	43
†Hutchinson	3,300	590	18
†Kingsbury	2,900	460	16
†Lake	3,300	530	16
†Lincoln	3,800	1,640	43
†Minnehaha	23,100	4,270	18
†Moody	2,600	420	16
†Turner	3,700	1,590	43
†Union	3,300	1,420	43
†Yankton	4,300	810	19
<b>TV counties</b>	<b>61,600</b>	<b>14,410</b>	<b>23%</b>
<i>other counties</i>	127,400	3,480	3%
<b>total</b>	<b>189,000</b>	<b>17,890</b>	<b>9%</b>

### TENNESSEE

TV counties	total families	TV families	UHF families		
†Anderson	16,200	5,970	37%	2,930	18%
†Bedford	6,900	3,310	48		
†Benton	3,200	450	14		
†Bledsoe	1,600	320	20		
†Blount	15,200	4,200	28	1,680	11
†Bradley	8,900	1,030	12		
†Campbell	8,400	890	11		
†Cannon	2,300	1,100	48		
†Carroll	7,700	1,090	14		
†Carter	11,100	3,030	27		
†Cheatham	2,200	1,250	57		
†Chester	2,900	810	28		
†Claiborne	5,700	830	15		
†Clay	2,100	800	38%		
†Coffee	7,300	3,530	48		
†Crockett	4,400	1,670	38		
†Cumberland	4,700	750	16		
†Davidson	96,400	76,730	80		
†Decatur	2,500	280	11		
†De Kalb	2,600	990	38		
†Dickson	5,300	3,020	57		
†Dyer	9,400	3,560	38		
†Fayette	6,100	2,140	35		
†Fentress	3,400	510	15		
†Franklin	6,400	830	13		
†Gibson	14,400	2,740	19		
†Giles	7,100	920	13		
†Grainger	3,000	420	14		
†Greene	10,900	1,380	13		
†Grundy	3,000	1,080	36		
†Hamilton	62,500	11,190	18		
†Hancock	2,100	290	14		
†Hardeman	5,200	2,650	51		
†Hardin	4,300	1,200	28		
†Hawkins	7,600	910	12		
†Haywood	6,300	3,210	51		
†Henderson	4,500	540	12		
†Henry	7,000	1,470	21		
†Hickman	3,300	1,490	45		
†Houston	1,100	520	47		
†Humphreys</					



†Sequatchie	1,300	260	20		
†Shelby	148,000	115,100	78		
†Smith	3,600	1,370	38		
†Stewart	2,100	990	47		
†Sullivan	27,500	9,320	34		
†Sumner	9,300	5,550	60		
†Tipton	7,700	2,660	35		
†Trousdale	1,600	610	38		
†Unicoi	4,000	680	17		
†Union	1,800	250	14		
†Van Buren	800	160	20		
†Warren	6,500	2,300	35		
†Washington	15,800	2,650	17		
†Wayne	3,400	370	11		
†Weakley	8,200	1,740	21		
†White	4,200	1,600	38		
†Williamson	6,200	3,280	53		
†Wilson	7,600	4,560	60		
<b>TV counties</b>	<b>892,800</b>	<b>379,220</b>	<b>42%</b>	<b>19,320</b>	<b>2%</b>
<i>other counties</i>	23,100	1,970	9%		
<i>total</i>	<i>915,900</i>	<i>381,190</i>	<i>42%</i>	<i>19,320</i>	<i>2%</i>

**TEXAS**

TV counties	total families	TV families	UHF families
†Anderson	9,000	1,420	16%
†Angelina	11,100	2,540	23
†Aransas	1,200	250	21
†Archer	1,800	380	21
†Armstrong	500	80	16
†Atascosa	4,900	2,590	53
†Austin	4,500	1,350	30
†Bailey	2,200	1,080	49
†Bandera	1,100	670	61
†Bastrop	5,400	1,540	29
†Baylor	2,200	460	21
†Bee	5,000	2,150	43
†Bell	23,000	7,320	32
†Bexar	142,200	104,880	74
†Blanco	1,300	340	26
†Borden	200	40	18
†Bosque	3,400	680	20
†Bowie	20,000	1,980	10
†Brazoria	15,700	8,780	56
†Brazos	11,200	2,120	19
†Brewster	1,900	280	15
†Briscoe	900	140	16
†Brooks	2,700	510	19
†Burlison	3,400	950	28%
†Caldwell	5,000	1,400	28
†Calhoun	3,000	630	21
†Callahan	2,700	430	16
†Cameron	36,000	9,560	27
†Camp	2,600	650	25
†Carson	1,800	290	16
†Cass	6,800	1,760	26
†Castro	1,600	260	16
†Chambers	2,300	1,330	58
†Cherokee	10,200	1,210	12
†Childress	3,700	590	16
†Clay	3,000	1,590	53
†Cochran	1,700	830	49
†Coke	1,200	200	17
†Coleman	4,400	750	17
†Collin	12,600	5,130	41
†Collingsworth	2,400	380	16
†Colorado	5,300	1,700	32
†Comal	5,200	1,390	27
†Concho	1,400	220	16
†Cooke	6,500	3,480	54
†Cottle	1,500	300	20
†Crosby	2,700	1,110	41
†Culberson	500	70	14
†Dallam	2,400	1,340	56
†Dallas	222,600	161,280	72
†Deaf Smith	3,100	530	17
†Delta	2,200	350	16
†Denton	12,000	6,080	51
†De Witt	6,700	2,010	30
†Dickens	1,800	360	20
†Dimmit	2,400	770	32
†Donley	1,600	260	16
†Duval	3,300	1,020	31
†Eastland	7,500	1,190	16
†Ellis	13,500	6,350	47
†El Paso	56,100	39,380	70
†Erath	5,700	1,110	19
†Falls	7,100	1,420	20
†Fayette	7,000	2,240	32
†Fisher	2,800	590	21
†Floyd	3,200	1,310	41
†Foard	1,000	200	20
†Fort Bend	7,800	2,350	30
†Franklin	1,600	220	14
†Frio	2,700	1,430	53

†Galveston	38,000	15,900	42		
†Garza	1,800	320	18		
†Gillespie	3,300	530	16		
†Goliad	1,300	270	21		
†Gonzales	5,300	1,640	31		
†Gray	7,900	1,640	21		
†Grayson	22,400	6,010	27		
†Gregg	19,100	5,320	28	3,710	19%
†Grimes	4,000	1,760	44%		
†Guadalupe	7,100	2,680	38		
†Hale	9,300	3,790	41		
†Hall	3,000	480	16		
†Hamilton	3,300	660	20		
†Hansford	1,200	670	56		
†Hardeman	3,200	680	21		
†Hardin	6,000	1,230	21		
†Harris	290,600	201,260	69		
†Harrison	13,000	1,790	14		
†Hartley	400	220	56		
†Haskell	3,900	640	16		
†Hays	4,700	1,220	26		
†Hemphill	1,300	260	20		
†Henderson	6,200	930	15		
†Hidalgo	43,700	13,370	31		
†Hill	9,200	4,780	52		
†Hockley	6,700	3,250	49		
†Hood	1,400	670	48		
†Hopkins	6,700	1,070	16		
†Howard	8,200	1,480	18		
†Hudspeth	1,100	150	14		
†Hunt	12,700	8,580	68		
†Hutchinson	11,100	6,140	55		
†Jack	2,300	1,220	53		
†Jackson	3,800	1,410	37		
†Jasper	5,500	1,100	20		
†Jeff Davis	500	70	14		
†Jefferson	64,000	25,830	40		
†Jim Hogg	1,200	120	10		
†Jim Wells	7,700	1,450	19		
†Johnson	10,200	5,370	53		
†Jones	6,800	1,450	21		
†Karnes	4,100	1,520	37		
†Kaufman	7,900	3,510	44		
†Kendall	1,700	1,040	61		
†Kenedy	100	20	19		
†Kent	400	70	18		
†Kerr	4,500	690	15		
†Kimble	1,100	180	16		
†King	200	40	20		
†Kinney	400	70	18		
†Kleberg	6,900	1,310	19		
†Knox	2,800	560	20		
†Lamb	6,000	2,940	49		
†La Salle	1,900	610	32		
†Lavaca	6,200	1,920	31		
†Lee	2,800	780	28		
†Liberty	8,000	4,640	58		
†Limestone	6,700	1,340	20		
†Lipscomb	1,100	220	20		
†Live Oak	2,100	670	32		
†Lubbock	37,300	21,040	56		
†Lynn	3,000	540	18		
†McCulloch	3,400	540	16		
†McLennan	41,200	10,530	26%	6,730	16%
†McMullen	500	160	32		
†Madison	2,000	880	44		
†Marion	2,600	650	25		
†Mason	1,500	240	16		
†Matagorda	6,500	2,410	37		
†Maverick	2,900	520	18		
†Medina	4,700	2,830	60		
†Menard	1,000	160	16		
†Milam	6,300	680	11		
†Mitchell	4,300	770	18		
†Montague	5,000	2,650	53		
†Montgomery	7,500	4,120	55		
†Moore	5,800	3,250	56		
†Morris	2,700	680	25		
†Motley	1,000	200	20		
†Nacogdoches	8,100	930	11		
†Navarro	11,400	4,070	36		
†Newton	2,700	540	20		
†Nolan	6,300	1,320	21		
†Nueces	54,300	8,790	16		
†Ochiltree	2,100	420	20		
†Oldham	400	60	16		
†Orange	14,400	6,180	43		
†Palo Pinto	6,000	2,880	48		
†Parker	7,300	3,570	49		
†Parmer	1,800	290	16		
†Polk	4,200	1,930	46		
†Potter	25,900	15,930	62		
†Presidio	1,500	210	14		
†Rains	900	140	16		
†Randall	5,400	3,350	62		
†Real	700	130	18		
†Red River	5,900	860	15		

†Refugio	2,800	590	21		
†Roberts	300	60	20		
†Robertson	5,100	510	10		
†Rockwall	1,500	620	41		
†Russell	4,900	830	17		
†Sabine	2,100	230	11		
†San Augustine	2,000	220	11		
†San Jacinto	1,600	740	46		
†San Patricio	9,500	4,020	42		
†Scurry	8,700	1,460	17		
†Shackelford	1,200	190	16		
†Sherman	600	340	56		
†Smith	22,600	3,860	17		
†Somervell	800	160	20		
†Starr	3,000	300	10		
†Stephens	3,400	510	15		
†Stonewall	800	170	21		
†Swisher	2,500	400	16		
†Tarrant	138,400	96,840	70		
†Taylor	20,900	4,780	42		
†Throckmorton	800	130	16		
†Titus	5,100	710	14%		
†Tom Green	20,100	6,170	31		
†Travis	47,900	17,000	35		
†Trinity	2,700	1,240	46		
†Tyler	3,100	620	20		
†Upshur	5,400	1,350	25		
†Uvalde	4,700	870	19		
†Van Zandt	6,300	2,840	45		
†Victoria	9,600	1,960	20		
†Walker	4,900	2,240	46		
†Waller	3,200	1,760	55		
†Washington	5,700	2,480	44		
†Webb	13,600	1,360	10		
†Wharton	10,100	3,650	36		
†Wheeler	2,800	560	20		
†Wichita	31,700	17,820	56		
†Wilbarger	6,100	1,300	21		
†Willacy	5,900	1,530	26		
†Williamson	11,200	3,960	35		
†Wilson	3,600	1,330	37		
†Wise	4,700	2,400	51		
†Wood	6,100	980	16		
†Young	5,000	750	15		
†Zapata	1,000	100	10		
†Zavala	2,600	470	18		
<b>TV counties</b>	<b>2,252,100</b>	<b>1,059,980</b>	<b>47%</b>	<b>42,970</b>	<b>2%</b>
<i>other counties</i>	160,700	8,540	5%	780	LT
<i>total</i>	<i>2,412,800</i>	<i>1,068,520</i>	<i>44%</i>	<i>43,750</i>	<i>2%</i>

**UTAH**

TV counties	total families	TV families	UHF families
†Box Elder	5,400	3,630	67%
†Cache	9,300	3,490	38
†Davis	10,500	6,620	63
†Juab	1,400	340	24
†Millard	2,400	580	24
†Morgan	600	230	38
†Rich	500	190	38
†Salt Lake	87,700	66,110	75
†Sanpete	3,800	890	23
†Sevier	3,300	790	24
†Tooele	5,400	3,150	58
†Utah	23,500	15,930	68
†Weber	27,600	17,800	64
<b>TV counties</b>	<b>181,400</b>	<b>119,750</b>	<b>66%</b>
<i>other counties</i>	26,200	570	2%
<i>total</i>	<i>207,600</i>	<i>120,320</i>	<i>58%</i>

**VERMONT**

TV counties	total families	TV families	UHF families
†Addison	5,200	1,250	24%
†Bennington	7,500	3,830	51
†Caledonia	7,200	840	12%
†Chittenden	17,400	5,120	29
†Essex	1,800	220	12
†Franklin	8,400	1,810	22
†Grand Isle	800	170	21
†Lamoille	3,100	650	21
†Orleans	5,800	700	12
†Rutland	13		

†Amelia	1,500	590	39		
†Amherst	4,300	1,640	38		
†Appomattox	1,900	720	38		
Arlington	69,500	66,730	96		
Augusta	17,500	4,650	27		
†Bath	1,400	350	25		
†Bedford	7,300	2,230	31		
†Bland	1,400	360	26		
†Botetourt	3,900	1,560	40		
†Brunswick	4,400	1,410	32		
†Buchanan	8,000	1,650	21		
†Buckingham	2,700	1,240	46		
Campbell	21,100	10,830	51		
†Caroline	2,700	1,490	55		
†Carroll	6,800	1,220	18		
†Charles City	900	520	58		
†Charlotte	3,200	1,220	38		
Chesterfield	13,600	9,030	66		
†Clarke	1,800	830	46		
†Craig	700	280	40		
†Culpeper	3,300	1,950	59		
†Cumberland	1,500	690	46		
†Dickenson	5,000	1,000	20		
Dinwiddie	13,700	7,400	54		
†Essex	1,300	720	55		
Fairfax	32,100	29,160	91		
†Fauquier	5,400	3,140	58		
†Floyd	2,700	490	18		
†Fluvanna	1,700	780	46		
†Franklin	5,600	1,680	30		
†Frederick	9,300	4,320	46		
†Giles	5,000	2,650	53		
†Gloucester	3,100	1,840	59	340	11%
†Goochland	1,700	660	39		
†Grayson	5,500	1,430	26%		
†Greene	1,100	300	27		
†Greensville	3,900	1,250	32		
†Halifax	9,600	3,700	39		
†Hanover	5,700	3,120	55		
Henrico	87,000	65,970	76		
Henry	12,900	6,100	47		
†Highland	700	180	25		
†Isle of Wight	3,700	1,700	46		
†James City	2,800	1,670	60	310	11%
†King & Queen	1,400	770	55		
†King George	1,800	1,080	60		
†King William	1,900	1,050	55		
†Lancaster	2,300	760	33		
†Lee	8,000	1,070	13		
†Loudoun	5,200	3,170	61		
†Louisa	3,100	1,220	39		
†Lunenburg	3,500	1,120	32		
†Madison	2,100	590	28		
†Mathews	1,700	1,020	60	190	11
†Mecklenburg	8,100	2,660	33		
†Middlesex	1,900	1,140	60	210	11
†Montgomery	10,400	5,550	53		
†Nansemond	10,000	4,660	47		
†Nelson	3,200	1,220	38		
†New Kent	1,000	550	55		
Norfolk	129,800	94,910	73	25,410	20
†Northampton	4,700	1,500	32		
†Northumberland	2,600	850	33		
†Nottoway	4,400	2,060	47		
†Orange	3,200	860	27		
†Page	4,000	1,120	28		
†Patrick	3,600	650	18		
Pittsylvania	26,500	10,940	41		
†Powhatan	1,200	470	39		
†Prince Edward	3,900	1,790	46		
†Prince George	7,000	4,050	58		
Princess Anne	12,800	8,160	64	2,610	20
†Prince William	5,300	3,260	62		
†Pulaski	7,500	3,980	53		
†Rappahannock	1,300	770	59		
†Richmond	1,300	780	60		
Roanoke	39,000	21,500	55		
†Rockbridge	7,200	1,760	24		
Rockingham	12,500	3,380	27		
†Russell	6,100	1,220	20		
†Scott	6,600	860	13		
†Shenandoah	5,700	1,580	28		
†Smyth	7,100	1,140	16		
†Southampton	6,300	2,900	46		
†Spotsylvania	6,400	3,800	59		
†Stafford	3,200	1,920	60		
†Surry	1,500	900	60	170	11
†Sussex	2,800	1,620	58		

†Tazewell	11,400	1,780	16		
†Warren	4,400	2,020	46%		
Warwick, Newport	45,200	30,460	67	13,910	31%
Washington	13,200	1,340	10		
†Westmoreland	2,800	1,680	60		
Wise	13,500	3,370	25		
†Wythe	5,700	1,430	25		
†York	3,300	1,940	59	290	11
<b>TV counties</b>	<b>919,100</b>	<b>510,970</b>	<b>56%</b>	<b>43,900</b>	<b>5%</b>
<i>total</i>	<i>919,100</i>	<i>510,970</i>	<i>56%</i>	<i>43,900</i>	<i>5%</i>
<b>WASHINGTON</b>					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Adams	2,300	370	16%		
†Asotin	3,800	800	21		
†Clallam	8,900	4,570	51		
†Clark	31,500	16,060	51	14,530	46%
†Columbia	1,400	290	21		
Cowlitz	18,000	5,060	28	3,610	20
†Ferry	900	290	32		
†Franklin	5,300	850	16		
†Garfield	900	190	21		
†Grant	8,400	1,330	16		
†Grays Harbor	17,500	2,880	16		
†Island	4,100	3,030	74		
†Jefferson	3,700	1,920	52		
King	266,800	164,660	62		
†Kitsap	28,500	21,170	74		
Lewis	14,300	2,090	15		
†Lincoln	3,300	1,060	32		
†Mason	5,200	3,070	59		
†Pacific	5,700	910	16		
†Pend Oreille	2,300	740	32		
Pierce	92,300	56,050	61		
†San Juan	1,200	420	35		
†Skagit	13,900	4,930	35		
†Snohomish	39,200	27,620	70		
Spokane	78,000	37,390	48		
†Stevens	5,500	1,770	32		
†Thurston	15,700	9,270	59		
†Wahkiakum	900	140	16		
†Whatcom	22,400	3,910	17		
†Whitman	9,400	2,000	21		
Yakima	45,100	10,010	22	9,110	20
<b>TV counties</b>	<b>756,400</b>	<b>384,850</b>	<b>51%</b>	<b>27,250</b>	<b>4%</b>
<i>other counties</i>	<i>72,400</i>	<i>2,210</i>	<i>3%</i>	<i>1,050</i>	<i>1%</i>
<i>total</i>	<i>828,800</i>	<i>387,060</i>	<i>47%</i>	<i>28,300</i>	<i>3%</i>
<b>WEST VIRGINIA</b>					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Barbour	5,100	770	15%		
†Berkeley	8,700	4,670	54		
†Boone	7,900	2,770	35%	950	12%
†Braxton	4,200	800	19		
†Brooke	7,400	5,180	70		
Cabell	34,400	27,290	79		
†Calhoun	2,300	640	28		
†Clay	3,500	1,190	34		
†Doddridge	2,200	420	19		
Fayette	20,200	6,080	30		
†Gilmer	2,300	440	19		
†Grant	2,300	410	18		
†Greenbrier	9,900	2,440	25		
†Hampshire	3,200	580	18		
†Hancock	9,300	6,430	69		
†Hardy	2,400	430	18		
Harrison	24,100	3,560	15		
†Jackson	3,900	1,090	28		
†Jefferson	4,600	2,480	54		
Kanawha	68,200	48,810	72	26,500	39
†Lewis	5,100	910	18		
†Lincoln	5,000	2,900	58	600	12
Logan	18,500	8,040	43		
McDowell	22,800	11,270	49		
Marion	20,700	8,640	42		
Marshall	9,800	3,220	33		
†Mason	6,300	3,670	58	800	12
Mercer	19,500	7,580	39		
†Mineral	6,200	1,120	18		
Mingo	11,400	6,050	53		
Monongalia	16,600	7,480	45		
†Monroe	3,200	770	24		
†Morgan	2,400	430	18		
†Nicholas	6,800	2,350	35		
Ohio	21,200	11,140	53		

†Pendleton	2,100	380	18		
†Pleasanton	1,700	340	20		
†Pocahontas	3,000	450	15		
†Preston	8,000	2,090	26		
†Putnam	5,300	3,070	58	640	12
Raleigh	24,200	6,130	25		
†Randolph	7,500	1,080	14		
†Ritchie	3,300	660	20		
†Roane	4,200	1,220	29		
†Summers	4,800	1,150	24		
†Taylor	4,900	1,270	26		
†Tucker	2,600	470	18		
†Tyler	2,900	580	20		
†Upshur	5,100	770	15		
Wayne	8,600	4,870	57		
†Webster	4,200	1,430	34		
†Wetzel	5,200	980	19		
†Wirt	1,200	340	28		
Wood	20,100	6,830	34	3,160	16
†Wyoming	9,100	3,160	35	1,020	12
<b>TV counties</b>	<b>529,600</b>	<b>229,320</b>	<b>43%</b>	<b>35,990</b>	<b>7%</b>
<i>total</i>	<i>529,600</i>	<i>229,320</i>	<i>43%</i>	<i>35,990</i>	<i>7%</i>
<b>WISCONSIN</b>					
<i>TV counties</i>	<i>total families</i>	<i>TV families</i>	<i>UHF families</i>		
†Barron	10,400	3,460	33%		
Brown	28,800	17,080	59		
†Buffalo	4,400	1,800	41		
†Burnett	3,000	930	31		
†Calumet	5,400	2,540	47		
†Chippewa	11,700	3,010	26		
†Columbia	10,600	2,310	22		
Dane	51,100	20,880	41	17,220	34%
Dodge	17,100	10,810	63		
†Door	6,600	1,610	24		
Douglas	14,300	3,400	24	3,180	22
Dunn	7,900	2,690	34		
Eau Claire	16,900	5,160	31		
Fond Du Lac	20,300	9,170	45		
Grant	12,300	1,910	16		
†Green	7,600	1,100	14		
†Green Lake	4,700	1,030	22		
†Iowa	5,700	860	15		
Jefferson	13,400	7,290	54		
Kenosha	24,400	19,680	81		
†Kewaunee	4,800	1,200	25		
La Crosse	20,700	2,420	12		
†Lafayette	5,300	800	15		
†Langlade	6,100	1,220	20		
†Manitowoc	20,400	9,530	47		
Marinette	10,500	1,960	19		
†Marquette	2,800	620	22		
Milwaukee	272,800	240,000	88	79,300	29
†Oconto	7,400	1,480	20		
Outagamie	24,300	6,570	27		
†Ozaukee	7,300	6,570	90	950	13
†Pepin	2,100	860	41		
†Pierce	6,300	4,160	66		
†Polk	7,500	4,960	66		
†Portage	9,400	1,290	14		
Racine	34,800	25,210	72		
Rock	30,000	7,770	26		
†Rusk	4,600	1,200	26		
†St. Croix	7,800	5,150	66		
†Sawyer	3,000	930	31		
†Shawano	9,800	1,870	19		
Sheboygan	25,300	17,960	71		
†Trempealeau	6,900	2,840	41		
Walworth	14,000	8,580	61		
†Washburn	3,300	1,030	31		
†Washington	10,400	9,360	90	1,320	13
Waukesha	27,400	20,980	77		
Waupaca	10,600	2,900	27		
†Waushara	4,300	600	14		
Winnebago	28,600	5,370	19	2,960	10
<b>TV counties</b>	<b>905,100</b>	<b>512,100</b>	<b>57%</b>	<b>108,940</b>	<b>12%</b>
<i>other counties</i>	<i>139,900</i>				

**Financial & Trade Notes:** RCA's 1953 sales soared to all-time high of \$853,000,000, up 22.9% from previous high of \$693,941,000 in 1952, which was 16% above 1951's \$598,955,000. Net profits were \$35,022,000 (\$2.27 per share), up from \$32,325,000 (\$2.10) earned in 1952 and \$31,193,000 (\$2.02) in 1951 but considerably down from the record \$46,250,000 (\$3.10) earned in 1950. Annual report released Feb. 27 showed Federal and local taxes more than double net profits—amounting to \$75,673,000 (\$5.39 a share).

Total current assets at end of year were \$349,735,000 vs. \$304,367,000 at end of 1952 and \$255,993,000 at end of 1951. Shipments to armed forces accounted for 19% of sales and current backlog of govt. orders was about \$500,000,000 at year's end. Additions to plant and equipment during year amounted to \$33,644,000. There were 65,000 employes at year's end, up 1000 from 1952, and payroll of \$281,769,00, compared to \$233,848,000 in 1952. There were 177,000 stockholders as of Dec. 31.

Combined gross of RCA Victor, RCA Laboratories and RCA International was \$645,117,000 (75.6% of total sales), compared to \$507,354,000 (73.1%) in 1952. NBC grossed \$176,052,000, of which 80% was achieved by TV, compared to \$162,521,000 in 1952.

In joint statement by chairman David Sarnoff and pres. Frank Folsom, RCA listed among 3 most significant achievements (1) magnetic tape recording of TV programs in both color and black-&-white (Vol. 9:49); (2) new method to convert radioactivity into electricity (Vol. 10:5); (3) continued development and new applications of transistors.

Turning to future, statement said RCA Laboratories was continuing to work on each of those achievements and in addition was developing "tri-color viewing tube in various sizes, projection-type color TV receivers, and an experimental tri-color camera tube designed to take the place of 3 color pickup tubes used in RCA's present color TV cameras."

\* \* \* \*

General Electric's 1953 sales set all-time record of \$3,128,127,000, increase of 19% over \$2,623,888,000 reported in 1952. Net earnings for 1953 were \$165,728,000 (\$5.75 a share), 9% higher than \$151,720,000 (\$5.26) in 1952, but below 1950's record high of \$173,423,702 (\$6.01). GE board Feb. 26 proposed to split common stock on 3-1 basis. The 247,000 stockholders will be asked to approve split at annual meeting in Schenectady April 20; approval by holders of two-thirds of stock on March 19 is required.

Stromberg-Carlson reports net profit of \$1,667,308 (\$3.40 a share on 484,551 common shares outstanding) after taxes of \$3,440,000 on peak sales of \$65,241,861 in calendar 1953, compared to profit of \$1,240,746 (\$3.28 on 337,484 common shares) on \$48,098,209 in 1952. Pres. Robert C. Tait told directors nearly all preferred stockholders had taken advantage of priority to buy or convert 80,000 shares of 4% convertible stock (Vol. 10:8), with result that only 227 shares were redeemed, and entire issue is now retired.

Western Electric, manufacturing subsidiary of AT&T, reports earnings of \$52,604,613 on record sales of \$1,507,953,000 in 1953, compared to profit of \$47,081,705 on \$1,311,332,000 in 1952. Sales to AT&T companies represented 67% of total. Billings to govt. accounted for additional 20%.

Television-Electronics Fund, Chicago, reports net assets as of Jan. 31 at all-time high of \$31,509,881, \$7.19 a share after distribution of 21¢ a share, compared with \$6.92 a share 3 months earlier. Shares increased to 4,384,527 from 4,091,842 during 3 months.

Among officers' and directors' stock transactions reported by SEC for Dec.: Robert L. Huffines Jr. sold 1000 AB-PT, holds none; Edmund Ludlow bought 100 Arvin, holds 1800; James D. Shouse bought 1500 Avco (Nov.), holds 5050; Clarence Francis bought 100 Bendix Aviation, holds 100; Leon Levy bought 800 CBS "B," holds 40,900; Allen B. DuMont bought 500 DuMont (Nov.), sold 3000, holds 42,900; Edward J. Kelly bought 500 Emerson, holds 1000; John M. Otter bought 2000 Philco (May & Oct.), holds 5312; Wm. Gammell Jr. sold 200 Raytheon, holds 13,300; Frederick Straus sold 600 Trav-Ler, holds 400.

Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 10; Stromberg-Carlson, 37½¢ March 31 to holders March 15; Hoffman Radio, 25¢ March 15 to holders Feb. 26; Sprague Electric, 40¢ March 15 to holders Feb. 27; General Precision Equipment Corp., 40¢ March 15 to holders March 5; Aerovox, 15¢ March 15 to holders March 1; Bendix Aviation, 75¢ March 31 to holders March 10; Radio Condenser, 5¢ March 22 to holders March 1; Wells-Gardner, 15¢ March 15 to holders March 4; Admiral, 25¢ March 31 to holders March 16; WJR The Goodwill Station, 10¢ March 12 to holders March 4; GE, \$1 April 26 to holders March 19.

Magne-Tronics Inc., 122 E. 42nd St., N. Y. 17, is new company headed by Percy L. Deutsch "to operate in the over-all audio and visual fields and primarily to promote the recording and reproduction of sound on magnetic tape." Company's first project will be to offer musical tapes for industrial, office and restaurant use beginning March 15. Magne-Tronics v.p. is Joseph F. Hards, pres. of Magnetic Recording Industry Assn. and ex-v.p. of Audio Video Tape Laboratories.

Gabriel Co. reports net profit of \$214,642 (35¢ a share) after taxes of \$162,000 on sales of \$21,976,182 in calendar 1953, compared to \$13,927 (21¢) after taxes of \$7200 on sales of \$17,888,893 in 1952.

P. R. Mallory & Co. reports net profit of \$2,547,813 (\$3.74 a share) on sales of \$70,874,347 in calendar 1953, compared to earnings of \$1,897,772 (\$3.12) on \$53,443,117 in 1952.

Philadelphia TV sales in Jan. 1954 totaled 10,591, down from 16,200 in Jan. 1953, according to Philadelphia Electrical Assn.

"Seeding" TV audiences with uhf converters is plan suggested to uhf station executives by pres. Horace Atwood Jr. of Industrial TV Inc., Clifton, N. J., which makes converters, boosters and other electronic items. In exploratory letter this week to heads of uhf stations, Atwood said his company has new converter—not yet offered through trade channels—which could be made available to stations in lots of 1000 at about \$10 each. He suggests stations run promotional contests—perhaps in "partnership" with servicemen or jobbers—with converters as prizes for 1000 best entries. Planting 1000 new families in uhf audience, he says, would mean: (1) "at least \$20,000 of installation business for the installation-service trade in your area," (2) at least \$10,000 in antenna and installation business for parts jobbers, (3) greater stimulation of further converter sales through increased interest in station.

First "stereophonic TV" program will be WNBQ-WMAQ-WMAQ-FM simulcast in Chicago March 7 of NBC-Chicago orchestra concert. Program is in regular AM-FM series, *New Dimensions*, which broadcasts weekly experimental "3-D sound" programs, involving use of AM & FM receivers spaced 5-12 ft. apart to recreate directional sound—but addition of TV will be innovation. To get stereophonic effect, viewer or listener must have AM set and TV or FM receiver, but conventional reproduction of program is obtainable on any set.

**Telecasting Notes:** Confidence is running high at ABC on heels of latest Nielsen report for Jan. 9-23, showing rating gains for almost every important ABC-TV show—network officials expressing view that turning point has passed in AB-PT's effort to climb into "major network" category. Network's top-rated show is *Lone Ranger* with 34.6, highest of any network show for its particular time period, as are *Stu Erwin Show* with 31.2 and *Name's the Same* with 21.3 . . . But ABC's especially proud of its newer shows, which showed these increases from Jan. 9 to Jan. 23: *Motorola TV Hour*, 16.8 to 27.7; *Danny Thomas* 22.9 to 23.7; *U. S. Steel Hour* 20.4 to 22.4 . . . Big step in plans to revamp NBC-TV program set-up is long-expected announcement this week that Sid Caesar & Imogene Coca will leave Max Liebman's 5-year-old *Show of Shows* next June, Caesar getting own hour show and 10-year contract, Miss Coca probably slated for own 30-min. show and Liebman continuing to produce *Show of Shows* with new stars and format . . . Instantaneous news-film distribution is being explored by UP Movietone, INS-Telenews & CBS Newsfilm, states Feb. 24 *Variety*, which says they plan to send it out on coaxial-microwave lines from N. Y. & Washington, with subscribing stations making kines for quick re-use; UP reportedly will test scheme within 3 months . . . WSEE-TV, Erie, Pa., uhf station due on the air April 15, becomes primary CBS-TV affiliate April 25, replacing pre-freeze WICU, which is expected to sign primary agreement with NBC-TV . . . Thar's gold in them thar ratings: Merchandise sold with Lucille Ball-Desi Arnaz endorsements or tags grossed more than \$20,000,000 in last 16 months, reports Desilu Inc., which gets 5% . . . Half-hour TV film series on N. Y. stations have more than doubled in last 10 weeks, Feb. 20 *Billboard* reports, its survey showing 72 vs. 34 last Dec. . . . General Teleradio, having purchased Phillips H. Lord TV package (*Gangbusters*), slated to enter TV film distribution field in April . . . Scoop for Ford Foundation's *Omnibus* (CBS-TV): Its cameras will invade inner sanctum of *New York Times*, probably March 21, to show how big paper is put together, first time TV has been permitted inside . . . Missouri legislature session was televised for first time this week as Gov. Donnelly's address opening special session was carried by AT&T microwave from Jefferson City to KSD-TV, St. Louis . . . TV became meeting hall in Minneapolis when AFL Teamsters' Union took time on WTCN-TV to notify Minneapolis-Honeywell Regulator Co.'s 9000 employees of terms of new contract agreement, averting strike . . . More Rate Increases: WXEL, Cleveland, adds new Class AA hourly rate of \$1100 & min. of \$300 for 8-10:30 p.m. segments daily and raises Class A hour from \$900 to \$1000, min. from \$175 to \$225; KONA, Honolulu, raises hour from \$200 to \$300, min. \$40 to \$60; WJAC-TV, Johnstown, Pa. hour from \$600 to \$650 & min. \$110 to \$125; KIDO-TV, Boise, Ida., hour from \$150 to \$175 . . . WPAG-TV, Ann Arbor, Mich., on air since April, 1953, names Everett-McKinney rep.

Two applications for new TV stations were filed with FCC this week—both for newly-allocated Ch. 10 in Parma-Onondaga, near Jackson, Mich. They were submitted by Jackson's radio WIBM and by group headed by C. Wayne Wright of sales dept. of Battle Creek grantee WRCK-TV. Five applications were dismissed, leaving 293 pending (49 uhf). [For further details about these applications, see *TV Addenda 18-H* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and *Addenda* to date.]

Interconnected stations now total 280 in 176 cities. Latest to be hooked to AT&T system was KTXL-TV, San Angelo, Tex., interconnected last week end. Next on schedule is WCOV-TV, Montgomery, Ala.

Cost-per-1000 homes reached by average evening half-hour TV show is still higher than its radio counterpart, new Nielsen survey indicates. For Sept.-Oct. 1953, TV's average was \$7.81 vs. radio's \$6.73. But lowest show in TV group was \$3.15, below radio's lowest, \$3.46. In breakdown of half-hour evening TV programs by audience size, Nielsen found the 18 most popular (7,000,000 or more homes) had highest total cost, averaging \$48,900 for time & talent—but lower average cost per 1000 (\$5.27) than all groups reaching fewer than 7,000,000 homes. Average soap opera has lowest cost-per-1000 in TV (\$3.98). Mystery shows were lowest of evening programs (\$6.11).

To utilize all NBC talent to the hilt, pres. Pat Weaver is readying mid-March announcement of new div., NBC Enterprises under v.p. Ted Cott, aimed at every conceivable market. A few samples: movies, legitimate roadshows, records (distinct from RCA Victor label), home 8mm & 16mm films, drama and dance schools throughout nation (a la Arthur Murray), syndicated columns. Possibly biggest bonanza visualized is merchandise-franchising which has produced multi-millions in sales of toys, clothes, games, etc., for license-owners of Hopalong Cassidy, Roy Rogers, Howdy Doody, Walt Disney characters and the like.

Give up TV-radio for week during lent, suggests Archbishop John F. O'Hara of Archdiocese of Philadelphia in pastoral letter to be read in all churches of the Archdiocese Sun., Feb. 28. "Disconnect your set for a week, and then take an honest appraisal," pastoral letter says. "Have you missed anything worth while? What have you gained? The art of conversation is restored in the family, perhaps; many duties are performed that might otherwise have been neglected; your own judgment may be more sound because you will have missed thousands of words of propaganda." Lent begins March 3.

First GPL vidicon film camera chains will be shipped next week to WNET, Providence, R. I. (Ch. 16) and WJPB-TV, Fairmont, W. Va. (Ch. 35) says TV mgr. E. A. Hungerford Jr. He adds GPL is also working on color TV film chain, and that it is now shipping to stations and networks its new zoom-type Vari-Focal lens, which is capable of 5-to-1 focal length change; as studio lens its range is 3-15 in. at f5.6, outdoors 6-30 in. at f12.

FCC goes before communications subcommittee of Senate Commerce Committee in closed session March 2 to brief newly appointed group under Sen. Potter (R-Mich.). Subcommittee had organization meeting this week, scheduled hearing March 16 on S-2926, introduced by Sen. Edwin Johnson (D-Colo.), to substitute "nominal" filing fees for FCC's proposed schedule of fees (Vol. 10:5, 7-8). FCC will be first to be heard on measure.

Power increases: Time-sharing WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11), boost ERP from 70 to 316-kw; KNXT, Los Angeles (Ch. 2) due to go from 46.8 to 100-kw this week end; KATV, Pine Bluff, Ark. (Ch. 7) now putting out 172.6-kw ERP, up from 43-kw; WCOC-TV, Meridian, Miss. (Ch. 30), on air since Dec. with reduced power, now on test pattern operation with 252-kw.

TV therapy: Laborite Kenneth Robinson told British House of Commons there ought to be more TV in mental hospitals, and introduced motion for Govt. to provide more "modern amenities" for patients. "It is wonderful," said Robinson, "to see patients who have never shown the slightest interest in their surroundings sit positively glued to the TV screen."

Willys Motors will show studio vidicon camera chain for live and film use at IRE convention next month. Company's first uhf transmitter package (1-kw) is now slated for July 1 shipment, specifications to be released soon, following FCC approval (Vol. 9:30, 39).

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

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# Television Digest

with **ELECTRONICS** REPORTS

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**INDUSTRY WEIGHS 15-in. vs. LARGER COLOR:** What's the story on color set production?  
Though picture is now obscure -- to say the least -- considerable clarification is expected by month's end, possibly sooner.

Current uncertainty is centered on 15-in. tube and manufacturers' doubts about whether to go ahead with it. Consider this week's developments:

(1) GE's announcement of "curtailment of production" of 15-in. tube at its Syracuse plant, laying off 125-150 employes, because of "recent indications that the future trend is going to be toward the larger sizes of color tubes."

(2) Westinghouse's reports of almost no sales, though much shopper curiosity, following ads stressing "immediate delivery" of sets in New York (Vol. 10:9).

(3) Emerson's announcement it would lease color sets, not sell them -- with the terms of lease to be revealed next week -- because, according to company, color sets are too costly and too small, and color programming is too limited.

(4) Raytheon said 15-in. is "already obsolete," won't be mass-produced.

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The real key to situation is RCA. This week, it sent to all its receiver licensees an invitation to attend March 26 symposium at Bloomington, Ind. receiver plant. Purpose is all-out: To show regular production lines turning out 15-in. color sets at substantial rate; to turn over to licensees complete production know-how; to supply them with diagrams, bill of materials, sources of supply--the works.

RCA's aim, in short, is to fulfill earlier promises to give to licensees the fruits of its years of experience with color. March 26 may well prove to be most decisive, then, in determining course of color production for many months to come.

RCA move precisely parallels its famous 1947 action -- a symposium on 10-in. black-&-white TV that proved to be the catalyst that precipitated TV production.

Attitude of RCA may be summed up this way: We're serious about color TV. We're serious about the 15-in. and we aim to make the 19-in. as fast as we can.

At all RCA levels, word is "no change in previously announced plans." Those plans were to get into production within 6 months after FCC decision and to sell sets for price between \$800 and \$1000 (Vol. 9:26).

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GE said it would continue pilot production of 15-in. sets, though curtailing tube output, and will continue to supply outlets with demonstration models. Development of larger tubes will continue. Announcement went on:

"The acceptance and sales of black-&-white sets have been very good since the beginning of the year, and there is every indication that the current level of production of this type of receiver at Electronics Park will at least be maintained for the foreseeable future."

Westinghouse spokesman said "very limited number" of color sets were sold in

N.Y. stores, but that this was expected and company officials weren't surprised or disappointed. Whole purpose was to test public acceptance, he said.

Prompted by Westinghouse ads, he added, customers did bombard dealers with questions about when prices would come down, when larger screens would be available, when table models would be produced, etc. Westinghouse plans to make similar tests in other markets, starting in Philadelphia in about a month.

Emerson's decision to try the leasing plan, pres. Benjamin Abrams said, was based on study of public reaction to recent color promotion by N.Y. dept. stores which "convinced [customers] that color represents a relatively poor investment at the present time." Emerson sales v.p. Sol W. Gross said several calls have already been received -- mostly from hotels, institutions, etc. -- interested in lease plan. Elaborating on reason for leasing, he said: "People who buy 15-in. sets may complain that they were stuck; we don't want anybody to say he was stuck on an Emerson set."

Some manufacturers thought Emerson plan novel, worth studying. Philco and Westinghouse were among these. Others displayed no interest in plan; these included RCA, Admiral, DuMont, Raytheon.

**SAN FRANCISCO, CHEYENNE STATIONS TEST:** Two "firsts" this week -- first uhf station for San Francisco, first TV for Cheyenne -- both on air with test patterns, bringing number of stations on air to 371, of which 129 are uhf. Since first of this year, 16 stations have begun telecasting. These started this week:

KFBC-TV, Cheyenne, Wyo. (Ch. 5) opened up new TV area March 2 when it put out first test pattern from 5-kw DuMont transmitter. Its 500-ft. Trilsch tower is on a promontory 7000 ft. above sea level in Borie, Wyo., about 10 miles SW of Cheyenne. Nearest TV is in Denver, 96 air mi. "Reports of good reception as far as 150-mi.," wires gen. mgr. Wm. C. Grove. Starting with kine, it has been promised early inter-connection, will be CBS affiliate and will carry ABC & DuMont programs as well. The station is controlled by Tracy S. McCracken newspaper interests (Wyoming State Tribune & Wyoming Eagle), which also operate other newspapers and 3 AMs in state. C.P. Cahill is commercial mgr.; D.E. Allen, TV sales mgr.; R.C. Pfannenschmid, chief engineer. Base Class A rate is \$150. Hollingbery is rep.

KSAN-TV, San Francisco (Ch. 32) began test patterns March 1 with "many outstanding reports received from the entire Bay area," according to owner & gen. mgr. Rev. Norwood J. Patterson, who also operates radio KSAN and KJAY, Topeka, Kan. The area's first uhf has 1-kw GE transmitter on Clarandon Heights between Mt. Sutro and Twin Peaks, 1200-ft. above sea level. Facing competition from city's 3 pre-freeze stations and billing itself as "Bay area's first and only sports station," the unaffiliated outlet begins 7-8 p.m. daily programming March 9 with films of same day's races at Bay Meadows and of spring training of San Francisco Seals & Oakland Oaks baseball teams. Station will have "official opening" April 6, when it begins 5-11 p.m. programming with the opening game of San Francisco Seals vs. Seattle Rainiers. Asst. gen. mgr. is Roger Skelton, ex-KPIX; sales mgr. Ralph M. Sacks. Base rate is \$500. McGillvra is national rep.

**DENVER & SPRINGFIELD TV STATION SALES:** Two more TV station sales are in the works -- one vhf, one uhf -- in addition to sale of two uhf CPs. The vhf sale of KLZ-TV (plus AM-FM) Denver, to Time Inc., is expected to be announced next week. Uhf sale is 50% ownership, for \$250,000, of WHYN-TV (plus AM-FM), Springfield-Holyoke, Mass. to employes' pension fund of Springfield Republican and Union newspapers.

The uhf CP sales involve transfer of WUTV, Youngstown (Ch. 21) to WFMJ-TV (Ch. 73) which would shift to the lower channel, and transfer of oilman H. L. Hunt's grant for KTIIG, Corpus Christi (Ch. 43) to McLendon family which once operated the Liberty Network, now defunct; Hunt merely says he decided not to go ahead.

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Price of NBC-affiliated KLZ-TV hasn't been disclosed so far, may be about \$4,000,000. Time Inc. is seeking 100% ownership, would like Hugh Terry, pres.-gen. mgr. and 16% stockholder to continue as manager if his health permits; Terry recently left hospital after 6-week illness. Other major stockholders are J. Elroy McCaw, Theodore R. Gamble, Harry E. Huffman, Frank H. Ricketson.

Time-Life group would then have 3 TV-radio properties, others being 50% of KOB-TV & KOB, Albuquerque (Wayne Coy owns other 50%) and 75% of KDYL-TV & KDYL, Salt Lake City (G. Bennett Larson 25%).

Springfield properties are owned by pres. Wm. Dwight and family (two-thirds) and v.p.-mgr. Charles De Rose and family (one-third). Each group's holdings in the station would be halved after sale is approved.

Purchaser is Republican Television Inc., owned by the Republican Daily News Employes Beneficial Fund and Springfield Union Employes Beneficial Fund. President of Funds is Paul F. Craig, editor of the Union. Though De Roses own Northampton Daily Gazette and Dwights own Holyoke Transcript, neither has any ownership in the two Springfield newspapers whose employes' pension funds are buying 50%.

WHYN-TV operates on Ch. 55, has CBS & DuMont affiliations, was one of first uhfs to get 12-kw transmitter. Uhf set sales and conversions in the area have been quite respectable, both numerically and percentage-wise.

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Multi-millionaire Hunt, in news lately because of his backing of Senator McCarthy, is to receive \$5608 from McLendons for out-of-pocket expenses of getting CP. Hunt shows net worth of \$8,182,000 as of May 31, 1952, says there's been no substantial change since that date.

Decision of Youngstown Vindicator to buy CP for WUTV's Ch. 21 and switch from Ch. 73 is attributed directly to technical problems, principally those involving receivers. Filing with FCC, Vindicator said:

"Considerable technical difficulty has been encountered in the WFMJ-TV Ch. 73 operation, which will not be encountered on Ch. 21. Many serious complaints of poor reception have been received from viewers in this area which are due to poor receiver sensitivity, high loss transmission lines, unstable oscillators, and other receiver problems directly attributable to the extremely high frequency of Ch. 73. Oscillator tubes in many instances are not only unstable, but very short lived. The life of oscillator tubes has in numerous cases been only a few weeks."

Vindicator is paying Polan Industries \$76,612 -- \$51,612 for equipment that Polan has bought, \$25,000 for organizational and other expenses. WFMJ-TV requests that it be permitted to operate on Ch. 73 until transfer is approved and modification of site is obtained so that there will be no lapse in service. It says it could put Ch. 21 in operation with new 1000-ft. tower 2-4 weeks after FCC approval.

**2 CPs GRANTED, MORE PERMITS DROPPED:** All FCC's grants this week were vhf, including 2 CPs and an initial decision -- one of the CPs going to a uhf grantee in nearby town who simultaneously dropped uhf CP. This week's grants:

Great Bend, Kan., Central Kansas TV Co., Ch. 2; Carthage, N.Y., WWNY (Watertown, N.Y.), Ch. 7. Initial decision set up KTUL, Tulsa, for CP on Ch. 8.

WWNY was station dropping uhf CP for Ch. 48 in Watertown. Other CPs cancelled by grantees this week: Poughkeepsie, N.Y., WEOK-TV, Ch. 21; Durham, N.C., WCIG-TV, Ch. 46; Lewistown, Pa., WMRF-TV, Ch. 38.

Several more applicants were lined up for CPs soon when competitors dropped out of hearing, leaving the survivors ready for initial decisions. The survivors: Lexington, Ky., WLEX, Ch. 18; Bangor, Me., WGUY, Ch. 2; Las Vegas, Nev., KRAM, Ch. 13; Spokane, Wash., KSPO, Ch. 2.

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FCC Chairman Rosel Hyde showed he means business in his aim to speed final decisions in contested cases. (Vol. 10:6). To strengthen the Office of Opinions & Review, the FCC's decision-writing corps, the following experienced attorneys were detailed from broadcast bureau: Herbert Schulkind, Thomas Fitzpatrick, Arthur Feld, William Jensen, Forest McClenning.

Among other actions, FCC this week: (1) Denied protests against site move of WORD-TV, Spartanburg (Vol. 10:8), filed by WGVL, Greenville (Ch. 23) and WAIM-TV, Anderson (Ch. 40). (2) Allowed KSTM-TV, St. Louis (Ch. 36) into the Ch. 11 hearing there, adding as an issue question whether station has right to comparative hearing for Ch. 11 while it is operating Ch. 36 at same time.

**SENATE SUBCOMMITTEE PLANS UHF PROBE:** Hearing on uhf problems--to which all interested parties will be invited--was announced this week by chairman Potter (R-Mich.) of new communications subcommittee of Senate Commerce Committee.

Announcement followed closed subcommittee session during which FCC members were quizzed for more than 2 hours on TV matters -- with emphasis on uhf. Forthcoming hearing, which probably will be held in late March or April, was called to determine what can be done to help encourage growth of uhf.

FCC's multiple ownership proposal may also be thrown into a Senate hearing. Fiery Sen. Edwin Johnson (D-Colo.), strongest critic of proposal, told us this week he's preparing legislation on the subject and probably will introduce it next week -- but that there's still chance he might not throw it in the hopper at all.

Object of his bill will be to bring multiple ownership into "open discussion" before Senate committee, he says, although he has little hope for passage of the measure. Mere existence of bill wouldn't necessarily hold up FCC approval of its plan to permit ownership of 5 vhf & 2 uhf -- but if subcommittee decides to hold hearings, it may well delay FCC action.

To help encourage growth of uhf, Johnson tossed out this tentative suggestion as alternative to the FCC proposal now in process of rule-making:

Why not let present multiple owners trade in their vhf stations for uhf on a 2-for-1 basis, giving them perhaps 5 years to make up their minds? This would raise station ownership limit to 10 uhf. Johnson didn't say he was in favor of this plan, but some subcommittee members thought it might be good idea if bill embodying such a principle were introduced, to open issue to Senate exploration. If bill actually is introduced, it may embrace somewhat different proposal. Commissioners wouldn't comment on this plan, except to say it would require good deal of study.

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Sen. Potter, who at 38 is one of Senate's most energetic and powerful junior members, made it clear his subcommittee will take intense interest in TV-radio matters. The March 2 get-together with FCC will be followed soon by another, to cover other communications topics. Subcommittee has also scheduled hearing March 16 on Sen. Johnson's bill to substitute "nominal" filing fees for FCC's proposed schedule of charges for those doing business with Commission (Vol. 10:5).

While public was barred from subcommittee session with FCC, details of the meeting were later made known by Sen. Potter, without direct quotes from any of the participants. All Commissioners except Hennock were present. Subcommittee members participating, in addition to Potter, were Schoepel (R-Kan.), Griswold (R-Neb.), and Hunt (D-Wyo.) -- all except Pastore (D-R.I.). Sen. Johnson, ranking minority member of Senate Commerce Committee, also attended.

Meeting was harmonious, and for most part devoted to general policy, rather than specific plans and actions of Commission. FCC did most of the talking, and nothing startling or new was revealed by Commissioners or Senators. Highlights:

Uhf is now FCC's major problem, Commissioners said, but they pointed out that vhf faced same uphill battle in TV's early years, when some 18 stations surrendered CPs and pioneers lost heavily. Senators wanted to know how many post-freeze grants had been given up, were told figure came to about 50, of which 42 were uhf. Asked if some of the 50 entered TV for speculative purposes, Commissioners replied yes, but in many cases the grantees just exercised poor business judgment in filing their applications without first making detailed studies of their markets.

Persuading consumers to buy new sets or convert old ones is uhf's toughest problem, Commissioners said. They also saw too-low power as a real obstacle to the development of uhf -- although many uhf operators disagree violently on this point (Vol. 10:9). No mention was made of possibility that FCC will seek to raise the uhf power "floor" (Vol. 10:8-9), though it's known Commission is now considering plan to permit nothing less than 5-kw transmitter for future uhf stations.

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Commissioners attended another session devoted to uhf just one day before their Capitol Hill appearance. Uhf conference in Washington, sponsored by National



Citizens Committee for Educational TV and Joint Committee on Educational TV, heard each Commissioner express faith in future of uhf.

How to get viewers to convert to uhf was question tackled in panel sessions, with 2 Washington area commercial broadcasters exemplifying opposing approaches to problem. Richard Eaton, grantee of WOOK-TV (Ch. 50), saw little hope for uhf success until set makers equip all receivers with uhf at no increase in price. But pres. M. Robert Rogers of WGMS, Ch. 20 applicant, argued that uhf audience can be developed only by broadcaster himself, "not by manufacturers or anyone else."

RCA hopes some day to eliminate vhf-only receivers, said home instrument merchandise mgr. Allan Mills -- but it's an economic impossibility now. However, such simplification of set manufacturers' lines will some day make real savings possible. Uhf sets now constitute about 50% of RCA factory inventories, he stated.

Industry-wide inventory of uhf sets was placed at 35.6% in January by RETMA exec. v.p. James Secrest, up from 32% in December, though output of uhf sets in 1953 averaged only 20% of total. Such difficulties, he said, are due to shift to "dual TV system" at time when 20,000,000 sets were in use. "It would have been a miracle if the adjustment had been accomplished without casualties."

Heavy promotion of uhf stations is necessary and desirable, but you can't sell uhf converters or sets until there's a picture to watch, conference was told by RCA Service Co.'s J.D. Callaghan, who revealed RCA-NBC's huge campaign in Norfolk, to spur conversion before WVEC-TV went on air, produced "practically no results" until a uhf picture was available. While promotion can harness the incentive to convert sets, only good programming can create that incentive, he said.

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**Personal Notes:** A. L. Hollander Jr. named director of DuMont Network's new operations dept. in charge of mechanical details of program production; Marge Kerr, ex-N. W. Ayer & Son, named mgr. of DuMont program development . . . Wm. M. Materne, coordinator of ABC-TV o-&o stations, named asst. national sales mgr., reporting to Charles Abry; Baron Trenner Jr. named asst. to ABC-TV program mgr. Charles F. Holden . . . Matthew J. Culligan promoted to sales supervisor of NBC-TV's *Today-Home* unit, reporting to network sales v.p. George H. Frey . . . John Doley, pres. of WACH, Newport News-Norfolk, assumes duties of acting gen. mgr., succeeding Frederic F. Clair, now TV-radio consultant specializing in uhf, with office at 9642 Fourth St., Norfolk . . . Charles W. Godwin, Mutual director of station relations, named asst. to ABC v.p. Ernest L. Jahncke, to specialize in station relations duties; he's succeeded by his aide, Robert W. Carpenter . . . Walter L. Braeger, ex-WILS-TV, Lansing, Mich., named gen. mgr. of WNAM-TV, Neenah, Wis., replacing Steven Pozgay, now gen. mgr. of WTVP, Decatur, Ill. . . . Don Mann, ex-WBBM-TV, Chicago, named director of TV, WOKY-TV, Milwaukee . . . Robert L. Heald named partner of Welch, Mott & Morgan, Washington law firm . . . Martin Olson named commercial mgr., Lew Martin program director of WDSM-TV, Duluth-Superior . . . John Grandy appointed sales mgr. of KDAL-TV, Duluth-Superior . . . Judge Justin Miller, retiring NARTB chairman, nominated for 3-year reappointment as member of U. S. Advisory Commission on Information . . . Arthur E. Duram, TV-radio director of Fuller & Smith & Ross, elected v.p. . . . C. M. (Tom) Meehan, sales mgr. of radio WBZ, Boston, returns to Washington headquarters of Westinghouse Bestg. Co. for "special assignment in the public relations field"; he's succeeded by Wm. J. Williamson, ex-sales mgr. of WLWD, Dayton . . . Norman Nelson, ex-managing director of Southern California Broadcasters Assn., named BAB national promotion director . . . Powell Ensign named exec. v.p. of rep Everett-McKinney Inc., N. Y. . . . John D. Kelly, ex-mgr. of WSRS, named v.p. & asst. to Wm. M. O'Neil, pres. of WJW, Cleveland . . . George C. Stevens promoted to sales mgr. of WNBC . . . Ron Harman promoted to chief coordinating producer, CBLT, Toronto . . .

Wm. Monroe, ex-assoc. editor of *New Orleans Item*, appointed news director of WDSU-TV & WDSU, New Orleans . . . Ken White, *Denver Post* TV-radio columnist for last 7 years, joins KOA-TV & KOA as newscaster . . . Warren Abrams, Detroit mgr. of CBS-TV Spot Sales, transferred to N. Y. to work on sales for 7-9 a.m. *Morning Show*; he's replaced by Tony Moe, ex-KNXT, Los Angeles . . . Gene Roth promoted to program director of KXLY-TV, Spokane . . . Lois Hennessy, ex-*Seattle Post-Intelligencer*, named publicity mgr. of KPTV, Portland, Ore. . . . Wm. Stewart, ex-United Press Movietone News, named asst. to Frank LaTourette, CBS-TV Hollywood news director . . . Leon Drew, ex-Geller Theatre Workshop, named production mgr. of KNXT, Los Angeles . . . Wright Esser, ex-NBC Chicago & ABC Hollywood, appointed production mgr. of KGMB-TV, Honolulu . . . Michael Schwartz named TV-radio director of Co-Ordinated Adv. Corp., N. Y. . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel returned March 5 from 4-week tour of South America.

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Pioneer FM station KE2XCC, Alpine, N. J., high power outlet operated since 1939 by late Maj. Edwin H. Armstrong, FM inventor, closed down March 6. It's estimated Maj. Armstrong spent \$1,500,000 building and operating station. Alfred McCormack, attorney for Armstrong estate, said he hopes way will be found to start station up again. Tower and other equipment will continue to be used by Govt. for classified work.

William S. Paley, CBS chairman, gets NARTB Key-note Award for 1954 at Chicago convention May 25, which he'll address, as did last year's winner, RCA chairman David Sarnoff. Kenyon Brown, KWFT-TV, Wichita Falls, Tex., chairman of convention committee, said Paley was chosen from 14 industry leaders whose names remained on honor list following screening of 50 nominees.

James B. McElroy, 44, appointed engineering asst. to FCC Comr. John C. Doerfer; he was chief engineer of Guatemalan govt. radio stations from 1937-45, operated his own station in Guatemala from 1945-49, has been employed by U. S. Navy since 1950.

**D**IRECTIONAL ANTENNAS are providing practical answer to good uhf coverage in certain areas particularly suited to them, by increasing ERP in the direction of populated sectors. RCA this week reported 5 of its directionals in use, 2 more being fabricated. These stations now on air have RCA directional antennas, with cardioid patterns: WTRI, Schenectady, N. Y. (Ch. 35), approximate gain 49 in principal direction; KMJ-TV (Ch. 24), approximate gain 38, KJEO (Ch. 47) gain 40 and KBID-TV (Ch. 53) gain 47.5, all Fresno, Cal. WITV, Fort Lauderdale, Fla. (Ch. 17) has peanut pattern, with gain of about 54.

Standard Electronics Corp., subsidiary of Claude Neon Inc., reports order of 10-kw transmitter from WALB-TV, Albany, Ga. (Ch. 10), for delivery later this month. Station has June target date. Only transmitter shipment reported this week was 25-kw RCA, shipped Feb. 27 to KTEN, Ada, Okla. (Ch. 10), aiming for May or June debut. GE this week shipped 4-bay antenna to WSEE, Erie, Pa. (Ch. 35), which plans to take delivery of 12-kw transmitter next week, has April target. GE reports order from WWJ-TV, Detroit (Ch. 4) for 35-kw transmitter for July delivery.

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

KULA-TV, Honolulu (Ch. 4), now installing 5-kw DuMont transmitter which arrived last month by ship, plans March 15 test patterns and April 9 programming, according to asst. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. Interim operation begins with 26.3-kw visual power using antenna 365-ft. above ground at new TV-radio building on Ala Moana Blvd., Waikiki. Grantee plans to build tower on Mt. Tantalus and double ERP at later date. It's signed as non-interconnected ABC affiliate, will have \$300 base rate. Rep will be Headley-Reed.

WLAC-TV, Nashville (Ch. 5), with 10-kw RCA transmitter awaiting installation, building now 40% completed and 1000-ft. Ideco guyed tower scheduled for completion about May 15, now plans June 1 tests, according to T. B. Baker Jr. He owns 50% of Capitol Bestg. Co. which has option to acquire half interest in TV outlet after disposing of radio WKDA in Nashville. Rep not yet chosen.

The Brockway Co., new grantee for Ch. 7 in Carthage, N. Y. this week, has given up its CP for WWNY-TV, Watertown (Ch. 48), will build new station on Champion Rd., 9 mi. E of Watertown and 6 mi. W of Carthage. Grantee is owned by *Watertown Times*, will begin construction as soon as weather conditions permit, has late summer target, said pres. John B. Johnson. Station will use GE 20-kw transmitter, GE 12-bay antenna atop 500-ft. guyed tower, with 190-kw ERP. Call letters haven't yet been announced, nor has rep.

WINT, Waterloo, Ind. (Ch. 15), with 12-kw GE transmitter ordered for April 1 delivery, has started construction at new site 16 mi. north of Fort Wayne, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. Its 800-ft. Stainless tower, topped by GE antenna, is due to be ready by May 1 and test patterns are slated to begin shortly thereafter. Rep not yet chosen.

WTLV, New Brunswick, N. J. (Ch. 19, educational), is now stalled as result of Gov. Meyner's opposition to proposed \$292,000 appropriation. Governor recently told legislature he doubts "propriety of publicly-financed, state-controlled interference with local school programs."

WHA-TV, Madison, Wis. (Ch. 21, educational), has finished installing its 1-kw RCA transmitter, now awaits delivery of Gabriel antenna which it hopes to have installed by March 25, plans April 1 tests and programming 10 days later, according to exec. director H. B. McCarty.

WNET, Providence (Ch. 16) now plans March 17 tests, programming March 29, with 1-kw RCA transmitter and 420-ft. Stainless tower, has 5-kw DuMont transmitter ordered for delivery later this year. It will be ABC and DuMont affiliate, will have \$250 base rate. Rep will be Raymer. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest.

WCMB-TV, Harrisburg, Pa. (Ch. 27), studios 80% ready & transmitter house scheduled for mid-March, now hasn't specific target, but 5-kw DuMont transmitter is due for May delivery and 400-ft. Wind Turbine tower, topped by RCA antenna, is scheduled for June-July, reports v.p.-gen. mgr. Ed K. Smith. Base rate will be \$200. Rep will be Donald Cooke.

WUOM-TV, Ann Arbor, Mich. (Ch. 26, educational), whose \$500,000 TV construction fund was cut from state budget by Gov. Williams, now is at "standstill" as far as transmitter is concerned, writes TV director Garnet R. Garrison. University's TV Service has completed move to new studios in remodeled funeral home on Maynard St.; it's now scheduling 2½ hours of live programming each week over local WPAG-TV (Ch. 20). Three years ago it began feeding live and kinescope educational broadcasts regularly to state's commercial stations; now it's producing 5 hours weekly, hopes eventually to offer 30 hours weekly.

WKNY-TV, Kingston, N. Y. (Ch. 66), has completed 450 ft. of its 600-ft. Stainless tower at Port Ewen, 3 mi. from Kingston & 10 mi. from Poughkeepsie, according to owner Joseph K. Close. He also reports RCA equipment ordered for his other CP in Keene, N. H. (Ch. 45), but hasn't set target date. WKNY-TV has its 1-kw RCA transmitter, was expecting RCA antenna about March 3, and, according to TV operations mgr. Robert L. Sabin, now plans tests between March 15 & April 1. It will carry NBC, CBS & DuMont programs. Base rate will be \$100. Rep will be Meeker.

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CKCK-TV, Regina, Sask. (Ch. 2), planning July 1 tests, has 5-kw Canadian GE transmitter due for delivery May 1, reports gen. mgr. H. A. Crittenden. Using 600-ft. Stainless tower, it has set Sept. 1 date for full-time operation. Reps will be Weed (for U. S.) & All-Canada Television.

Engineering study of tower lighting & marking problems—with particular reference to guy wires of high TV towers (Vol. 10:4-5)—is slated to begin in next 2 weeks under CAA auspices. "Terms of reference" for study were completed March 5 by subcommittee on airdromes, air routes & ground aids (AGA) of CAA's Air Coordinating Committee, providing for ad hoc group to (1) determine whether existing standards are adequate, and if not, (2) develop possible avenues of approach to better system to warn pilots of high towers. Represented on ad hoc group will be the govt. agencies in AGA (Arthur L. Catudal, chairman): Air Force, Army, CAB, Commerce Dept., FCC. During course of study, engineers will seek assistance from all interested organizations, and any conclusions on new methods of marking towers probably will be referred to FCC for rule-making. Group is expected to explore new ideas, some of which involve ground warnings near base of tower.

Houston regional office of FCC was eliminated this week, San Francisco office taking over New Mexico, Atlanta office taking over Tex., Okla., Ark., La., Miss. New Mexico was also reassigned from Dallas district office 10 to Denver district office 15.

**Telecasting Notes:** Rise in TV film sales and ratings in recent weeks is pointed up by fact that increasing number of locally placed film series are now outpulling many a competing network show in same time slot. Some of TV film shows most popular with independent stations are network-syndicated re-runs of top half-hour series which had their first runs on competing network stations . . . Examples of the "pull" of syndicated TV films, from this week's *Billboard* and *Variety*: WOR-TV, in 7-station New York, replaced 3 local shows with NBC film properties Wed. nights, hiked ratings from .9 to 12.7, 2 to 8.1 & .7 to 2.3; in 7-station Los Angeles, KTTV switched to syndicated films, climbed into first, second & third positions in their time segments Sat. nights; Ziv's *I Led 3 Lives* on WLWT piled up 47.7 rating in 3-station Cincinnati . . . CBS TV Film Sales reports 300% increase in gross sales for first quarter 1954 over first quarter of last year . . . ABC Film Syndication acquires *John Kieran's Kaleidoscope*, 104 quarter-hours . . . NBC Film div., which started just a year ago with 2 shows and now offers 14 series, made 1100 individual sales in its first year . . . Specialized education: American Telecasting Corp., Hollywood TV school, now offering 16-week course in "TV film buying," which it claims is first of its kind in country . . . Nation's 3 top shows, according to ARB's first Feb. report, are all on film—*I Love Lucy*, *Dragnet* & *Groucho Marx* . . . 3 billion "TV home impressions" for public service causes—that's the record of commercial network TV for 1954, Advertising Council pres. Theodore S. Repllier announced in annual report; TV networks, stations, advertisers and agencies contributed to "16 major campaigns and 18 other causes"; commercial radio network programs delivered 2.5 billion home impressions . . . "Overweight" will be first spring program in widely praised *March of Medicine* series of special telecasts, sponsored & produced by Smith, Kline & French Laboratories with AMA, on NBC-TV, 10-10:30

p.m. March 11; others will be April 29 & June 24 . . . Cowboys still outrank interplanetary shows with small fry, according to Youth Research Institute, which took poll, found 63% of kids prefer westerns, 27% space shows, 10% undecided . . . National Open golf tourney, never before televised, will be covered by NBC-TV 4-6 p.m. June 19 from Baltusrol (N. J.) Golf Club, using "traveling eye" Cadillac mobile unit, first used at Inaugural Parade, for close shots of golfers in action . . . Radio's "Mr. Anthony"—John J. Anthony, who broadcast advice on personal problems for 23 years—has been signed by independent KTTV, Los Angeles, for TV series . . . \$1000 musical scholarships being awarded each 13 weeks to best young musician appearing on elaborate new *Debut* on KCOP (formerly KLAC-TV), Los Angeles, which features full concert orchestra whose members' average age is under 20 . . . \$1,756,000 suit filed by actor John Ireland against TV film producers Norvin Productions and TV Programs of America, charging slander and breach of contract; actor's suit says his contract to portray detective Ellery Queen was broken by the studios on grounds he was "politically unacceptable" . . . WDSM-TV, Duluth-Superior (Ch. 6) which began Feb. 23, has set base Class A hourly rate of \$250, min., \$50 . . . More rate increases: WAVE-TV, Louisville, raises Class AA hour from \$750 to \$850, min. from \$150 to \$170; WLWA, Atlanta, adds new Class AA hour of \$700, min. \$112, effective 8-10 p.m. daily, and raises Class A hour from \$500 to \$650, min. \$75 to \$104; WMBR-TV, Jacksonville base hour goes from \$550 to \$600, min. from \$80 to \$150 for 8-10 p.m. segment daily, \$120 for other Class A time . . . Rate reductions: WEEU-TV, Reading, cuts base hour from \$250 to \$150 & min. from \$40 to \$20, rates now effective for all time segments; WRAY-TV, Princeton, Ind. cuts hourly rate from \$250 to \$150, min. \$50 to \$30.

**F**IRST COMMERCIAL color cameras were shipped by RCA this week, to NBC and CBS. In latter case, it was first installment on CBS's near-\$1,000,000 order for 12 complete chains. Among others to get cameras before long, though dates aren't given, are:

WKY-TV, Oklahoma City; WBAP-TV, Fort Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Though some stations are easing into local originations by purchasing slide equipment first, then film, Huntington's WSAZ-TV plans to start right out with live RCA camera—hopes to have it in use by summer.

Mgr. Lawrence H. (Bud) Rogers, elated with station's first pickup of network color—March 5 *Bride & Groom*—via station's private 3-hop microwave from Columbus, O., said he's going to let development of slide and film equipment shake down a while. Disagreeing with some other station managers, he feels present camera is going to be standard for considerable period.

Rogers was particularly pleased to get color job completed this week because RCA holds seminar for servicemen in Huntington March 8-9, and he was anxious to supply color pictures of *Ding Dong School* those 2 days.

Number of stations now equipped to rebroadcast network color is hard to determine. Even RCA doesn't know, because lately it has been shipping portions of necessary equipment—rather than sending out "crash" crews with complete kits as it did for Jan. 1 Tournament of Roses parade (Vol. 10:2).

Total stations equipped is figured at 30-40, and NBC research chief Hugh Beville last week estimated that 180 would be ready by year's end. He also predicted that 10,000,000 color sets would be sold in 5 years.

Lashing out at radio ownership of TV stations, Sen. Kilgore (D-W. Va.) last weekend wrote Sen. Langer (R-N. D.), chairman of Senate Judiciary Committee, and Sen. Bricker (R-O.), chairman of Commerce Committee, urging their serious study of problems relating to "threat of developing monopoly" in communication field. Enclosing article by Washington attorneys Henry B. Weaver Jr. and Tom Cooley which appeared last year in *Pennsylvania Law Review* assailing FCC attitude on radio ownership of TV (Vol. 9:28), Kilgore's letter stated: "If radio interests succeed in gaining dominance of TV, further concentration is inevitable, and perhaps it will create something even approaching complete monopoly of broadcasting. . . . A single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents. Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice antitrust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications. . . ."

Record 37,000 religious programs were telecast and broadcast last year, according to annual report of Broadcasting and Film Commission of National Council of Churches of Christ in U.S.A. Exec. director Rev. S. Franklin Mack said nearly 1,000,000 viewers and listeners wrote to request religious literature offered on these programs — 4 times the number 3 years ago.

**Station Accounts:** Live commercials delivered by co-owners of Gwen & Lorraine Co., Los Angeles, makers of Pink Ice facial cream, have paid off handsomely for company, which now is moving eastward after extensive spot penetration on West Coast, reports March 1 *Advertising Age*. Co-owners Gwen Seager and Lorraine Bunn do commercials live in each new market, leaving them to local personalities only after they've gotten "feel" of the product. Recently they used KOY-TV and KOOL-TV in Phoenix, plan to enter El Paso, Houston and other Texas cities shortly . . . A&P Food Stores buys re-run of *Sehlitz Playhouse of Stars* films on WABC-TV, Wed. 9:30-10 p.m., thru Paris & Peart . . . Lincoln Mercury Dealers Assn. buys *Chicago Crossroads* on WNBQ Mon. 11 p.m.-midnight, thru Lincoln Adv. . . Evans Fur Co. buys *Files of Jeffrey Jones* on WBKB-TV, Chicago, Sun. 10:10:30 p.m., thru Arthur Meyerhoff & Co. . . G. Krueger Brewing Co. to be alt. sponsor (with Carter Products) of *Cases of Eddie Drake* on WCBS-TV, thru Grey Adv. . . Ralston Purina Co. buys 130 live partic. on WABD's *Saddle Scouts*, Mon.-thru-Fri. 5-6 p.m., and *Magie Cottage*, 6-6:30 p.m., thru Gardner Adv. . . Pabst Beer buys last remaining adjacencies before and after N. Y. Giants games on WPIX, thru Warwick & Legler; sponsors previously signed are Shulton Inc. (Old Spice shaving lotion) and Paper Mate Pen Co. . . Pabst also will sponsor St. Patrick's Day parade on Fifth Avenue March 17 on WNBT, 12:30-4 p.m., thru Warwick & Legler . . . Safeway buys *The Playhouse*, filmed drama series, for KLZ, Denver, Mon. 1:30-2 p.m., and KPTV, Portland, Ore., Thu. 2-2:30 p.m., thru Foote, Cone & Belding . . . Lewyt Corp. to spend \$1,700,000 in 12-week campaign for its vacuum cleaners, using 93,000 TV-radio spots, thru Hicks & Greist . . . Manischewitz Wine doubles ad budget for 1954, with 90% for TV-radio, thru Emil Mogul . . . Among other advertisers reported using or preparing to use TV: Fry Krisp Co., Jackson, Mich. (Fry Krisp donut & batter mix), thru Rogers & Smith Adv. Agency, Chicago; Idaho Peat Co., Downey, Ida. (Peat), thru Geoffrey Wade Adv., Hollywood; Perfect Plus Hosiery Mills, Chicago (hosiery), thru Arthur Meyerhoff & Co., Chicago; Rutland Fire Clay Co., Rutland, Vt. (Rutland patching plaster), thru Charles W. Hoyt Co., N. Y.; Williamson-Dickie Mfg. Co., Ft. Worth (Dickie work clothes), thru Evans & Assoc., Ft. Worth; Dixie Paint & Varnish Co. (Dura-lite Paint), thru Mitchell-Werbell, Atlanta; Rice's Fashion Center Inc., Norfolk (apparel accessories & footwear), thru Shelvo Inc., N. Y.

"Briefing Conference" on communications law and regulation, sponsored by Federal Bar Assn. and Bureau of National Affairs Inc. March 29-30 at Sheraton Park Hotel in Washington, will include discussion by all FCC commissioners, staff members Joseph Kittner, Warren Baker, Lester Spillane, plus talks by general counsels of FTC & SEC, Appeals Court Judge E. Barrett Prettyman, NBC's Joseph McDonald, CBS's W. Spencer Harrison, AT&T's John T. Quisenberry, NARTB's Justin Miller, private practitioners Vincent B. Welch, Wm. C. Koplovitz, Jeremiah Courtney, Charles V. Rhyne, Philip G. Loucks, consulting engineer Stuart L. Bailey. Fee is \$40 for Federal Bar Assn. members, \$50 for others.

Picketing of WOR-TV & WOR, New York, by AFM musicians was temporarily banned by New York state Supreme Court Justice Dineen this week at request of stations which are seeking injunction against picketing. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians following expiration of their contract with Local 802. In addition to injunction, stations seek \$1,000,000 damages from union. Justice Hammer March 4 reserved decision on stations' motion.

**Network Accounts:** Favorable reviews by critics saluted debut of NBC-TV's 11 a.m.-noon *Home* this week—*N. Y. Herald Tribune's* John Crosby predicting "it should be a whale of a show on every count." *Variety's* George Rosen declared show is on "plus side," should pay off investment of \$1,000,000 promotion and \$200,000 in equipment, though cautioning against being "too talkie-talkie." *Times's* Jack Gould was a little more reserved, saying show is almost certain to be commercially successful but judgment on its quality should be reserved until more time has elapsed . . . Rybutol to sponsor *The Goldbergs* as summer replacement for Bishop Sheen's *Life Is Worth Living*, on DuMont, Tue. 8-8:30 p.m., thru BBDO . . . Falstaff Beer to sponsor baseball "game of the week" on 60 stations on ABC-TV, thru Dancer-Fitzgerald-Sample; some 60 other stations are expected to pick it up on co-op basis . . . American Safety Razor Co. replaces Carter Products as alt.-week sponsor (with Gruen watches) of Walter Winchell simulcast on ABC Sun. 9-9:15 p.m., thru McCann-Erickson . . . General Foods (Instant Jello) buys 3 partic. on *Pinky Lee Show* on NBC-TV, Mon.-thru-Fri. 5-5:30 p.m., thru Young & Rubicam . . . Hazel Bishop (cosmetics) drops *Peter Potter Show* on ABC-TV, substitutes *Dr. I.Q.* Sun. 9:30-10 p.m., thru Raymond Spector Co. . . Kent cigarettes buys *Father Knows Best* from Screen Gems for showing on unidentified network this fall, thru Young & Rubicam . . . Campbell Soup Co. drops *Campbell Soundstage* on NBC-TV Fri. 9:30-10 p.m. but retains time for replacement in fall . . . Arthur Murray drops *Arthur Murray Party* on NBC-TV Mon. 7:30-7:45 p.m.

"The bashful stage of the courtship is over, and Hollywood and TV are 'going steady.'" So said pioneer movie-maker Sam Goldwyn in interview in March 5 *U.S. News & World Report*. As one phase of "growing interrelationship of motion pictures and TV," he pointed to pay-as-you-see TV, which he said is inevitable. "With paid TV, Hollywood could take in more money in one night than they can now in 6 months." Asked if studios will sell old pictures to TV, he replied that good old films can be shown over and over in theatres—to a new audience every 10 years. He said movie industry is making comeback because it is producing better pictures. "You will find that the public would rather pay more money and be entertained than stay at home and see some mediocre TV for nothing." He added TV is now having some of the troubles which caused movie box office doldrums — poor programs which drive people from their sets, just as mediocre films drove customers from the movies. TV, he declared, was only one of the factors in the movies' slump. However, Spyros Skouras, pres. of 20th Century-Fox, took different view in press interview March 3. Asked what impact TV has had on films, he replied: "Impact? It's knocked hell out of us already," but he said movies have passed TV crisis and are now overcoming it.

Britons will have to pay more for privilege of owning TV set beginning in June. Postmaster General Earl De La Warr told House of Lords March 2, annual license fee would be raised from £2 (\$5.60) to £3 (\$8.40) to keep BBC from going broke and to provide nest-egg for new commercial TV system.

N. Y. State Board of Regents this week informed Gov. Dewey it objected to his bill for operation of state's educational TV channels by private, non-profit corporations (Vol. 10:6). Focal point of objection was provision banning "political" broadcasts, which board contended was too broad in scope and would prevent controversial programs.

**PARTS SPURT AUGURS WELL FOR TV INDUSTRY:** Those usually reliable trade barometers, the parts makers, are providing support for hope that recent TV pickup will continue for quite a while -- reporting sizable increases in orders from set manufacturing customers last few weeks in anticipation of stepped-up production schedules.

Matt Little, chairman of RETMA parts committee and pres. of Quam-Nichols Co. (speakers), said parts business showed noticeable spurt in February after rather poor December and January and orders now on books led him to predict 1954 TV parts dollar volume will be just as good as 1953's estimated \$700,000,000 at factory.

"Parts people were being hurt earlier this year because set makers were building out of their parts inventory which accumulated last fall," he observed. "So although TV business was exceptionally good in January, we didn't benefit much in the way of new orders. But February was different. Inventory in sets and parts went way down and our customers had to come back for more components."

Leslie F. Muter, pres. of Muter Co. (resistors, coils, etc.), said week ended Feb. 8 was best he's had in many months and upbeat is still continuing. He forecast set manufacturers would step up production in next 4 weeks -- perhaps to as high as 150,000 a week, compared to current 105,000-110,000 pace.

"Business now is better than it's been in some time," he commented. "The TV makers are bringing in new orders every day. They want quick delivery and we can give it to them now. We couldn't do that a couple of years back."

Parts prices are at "rock bottom," says Muter, and he doesn't plan to increase them, for fear of upsetting good volume. Like the TV makers, he's depending on big volume to offset price cuts. He predicted good business in replacement parts and new equipment in last 6 months of 1954, due to TV and high-fidelity. Taking another look at TV market in retrospect, he continued:

"I think we all underestimated the TV market this year. I believe very few of us thought we could sell as many sets as we already have. A lot of people said color would have a much greater impact than it's shown so far. The limitations of color in its present form have simply proven there's still a black-&-white market."

Parts trade was cheered further this week by report of National Credit Office, 2 Park Ave., New York, predicting 1954 sales by jobbers of electronics parts, including TV-radio, are expected to equal or exceed 1953's \$500,000,000 volume.

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TV sales up, profits down -- the familiar refrain heard since price-cutting first began on large scale in December -- continued to epitomize big trade picture. Retail sales reportedly exceeded production in Feb., based on preliminary findings, but all levels of trade continued to complain about profit in that month, as well as in Jan., when retail sales were about 750,000, as against production of 420,000.

Inventories are down nicely, totaling about 1,600,000 at end of Feb., made up of 300,000 at factory, 400,000 in distributors' hands and 900,000 at retail. That's lowest inventories have been since last April.

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TV production totaled 105,721 week ended Feb. 26, compared to 110,544 units preceding week and 107,702 week ended Feb. 12. It brought Feb. production to estimated 430,000 and combined total for 2 months was about 850,000, compared to 2-month 1953 production of 1,449,831 (719,234 in Jan., 730,597 in Feb.).

Radio production totaled 192,949 units, up from 173,833 week ended Feb. 19 and 190,207 week before. It was first week this year that radio output has shown an increase. It brought Feb. production to about 750,000 and for 2 months to approximately 1,620,000, compared to 2,285,581 in first 2 months of 1953.

**Topics & Trends of TV Trade:** RETMA strategy to reduce 10% excise tax on black-&-white receivers and exempt color sets will be to ask Senate Finance Committee to make proportionate cuts in excise taxes on all products, as against House Ways & Means Committee formula of reducing only excise taxes above 10%. After meeting of TV-Radio Industry Committee March 4, RETMA pres. Glen McDaniel said he would urge Senate Finance Chairman Millikin (R-Colo.) to hold open hearings on tax bill and permit testimony by RETMA.

Despite President's opposition, Ways & Means Committee this week approved Reed Bill (H.R. 8224) calling for reduction to 10% of all excise taxes, except those on liquor and tobacco, effective April 1. Should proportionate tax reduction be substituted by Senate for House committee proposal, 10% excise tax on TVs would be reduced to 8%, McDaniel pointed out.

In plea for color exemption, McDaniel sent wire to House Ways & Means Chairman Reed (R-N. Y.) declaring advent of color threatens to retard sale of black-&-white and thereby reduce production and increase unemployment.

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Reorganization of Muntz TV was ordered this week by Chicago Federal Judge Win G. Knoch on basis of petition filed under Chapter X of Bankruptcy Act by 3 creditors with claims totaling over \$475,000. Petition estimates Muntz, one of top 10 manufacturers at one stage, has assets of some \$3,000,000 and fixed liabilities of over \$3,000,000 but also has contingent liabilities of \$10,000,000 with finance companies, representing unpaid balances on TV set purchases. Muntz attorney Arthur E. Boroughf insisted company was solvent but would not contest reorganization. Petition was filed by attorneys Michael and Leonard Gesas on behalf of ad agency Michael Shore Inc., with claim of \$422,000; Tel-Radio Transport Corp., \$49,168; Permoflux Corp., \$5391. Judge Knoch appointed Chicago attorney C. Wylie Allen as trustee and authorized Earl Muntz to continue as president at salary of \$500 a week. Affected in reorganization are distribution and sales organization Muntz TV, and its 2 manufacturing subsidiaries, Tel-A-Vogue Inc. (TVs) and Muntz Industries Inc. (air conditioners). Earlier in week, Muntz announced that TV production was being halted temporarily so inventory could be reduced and said sales branches had been reduced from 32 to 10 in last 4 months. He blamed his plight on "public's reluctance to buy black-&-white sets because of color talk." But another manufacturer had this explanation: "It's simple. When other manufacturers started cutting prices, there was no need for the public to rush to Muntz to get bargains." Current Muntz line begins at \$100 for 21-in. table, goes up to \$220 for 27-in. console.

GE launched color service seminars March 4 in Detroit, plans to hold sessions in every major market, to be open to servicemen of GE distributors and dealers. W. L. Parkinson, TV-radio product service mgr., explained courses are 4 or 8 hours or 3 days to suit convenience of servicemen. Meetings are scheduled in Hartford March 17, Bridgeport March 19. Three-day meetings will be held subsequently in Philadelphia, Cleveland, Boston & Los Angeles, dates not yet set.

New Columbia Records div., Cryton Precision Products, has been formed for manufacture of general line of molded plastics in Columbia's plant at Bridgeport, Terre Haute, Los Angeles and South America. James Hunter will be v.p.-gen. mgr.

Chicago area TV sales totaled 22,454 in Jan., bringing sets-in-use to 1,594,574, increase of 252,857 since Jan. 31, 1953, reports Chicago Electric Assn.

Distributor Notes: CBS-Columbia appoints Masline Electronics Inc., 192 Clinton Ave., Rochester, N. Y. (Edward Masline, pres.) and G. M. Popkey Co., Marinette, Wis. (G. M. Popkey, pres.); Igoo Bros., Newark (CBS-Columbia) names G. A. DeMonte sales mgr. . . . Zenith Radio appoints McWorter, Weaver & Co., Nashville, replacing Braid Electric Co., now Motorola; H. R. Basford Co., San Francisco (Zenith) elects Philip S. Barber adv. & sales v.p. . . . Raytheon appoints Brown Supply Co., St. Louis (Norman S. Brown, pres.) . . . Arvin appoints Aufford-Kelley Inc., Miami (Albert Kelly, pres.), replacing Thuro Distributors, Tampa; Marshall-Wells Co., Duluth (Arvin) appoints Floyd Bjorkman TV-radio mgr. . . . DuMont factory branches in N. Y. and N. J. become separate corporations, former headed by Philip P. Geth, latter by Irving Sarlin . . . R. P. McDavid & Co., Birmingham (RCA Victor) elects R. P. McDavid III as pres., succeeding his grandfather, R. P. McDavid Sr., now chairman . . . Schiffer Distributing Co., Atlanta (Stromberg-Carlson) appoints M. O. Mosteller sales mgr. . . . Philco Distributors, Chicago, names E. H. Hognlund credit mgr., succeeding Edward A. Croker, retired . . . Peirce-Phelps Inc., Philadelphia (Admiral) appoints Newton B. Misell specialty products mgr.; Maryland Wholesalers Inc., Baltimore (Admiral) announces resignation of sales mgr. Henry Berwanger . . . Motorola-New York announces resignation of adv. mgr. Milton Allenson . . . Emerson-Long Island announces resignation of gen. mgr. Herman Mendelson . . . Admiral Distributors Inc., Los Angeles, moves from 242 S. Anderson St. to 6565 E. Washington Blvd. and Orgill Bros., Memphis (Admiral) from 36 Calhoun St. to 2100 Latham St.

Overcome by inattention, *Retailing Daily* reporter Henry Brief this week reported after personal shopping tour of big 4 N. Y. retail TV outlets that next to nothing was being done by salesmen to sell TVs. Brief wrote he was ignored by salesmen or given unformed answers to his questions. Color sets showing black-&-white programs were badly in need of adjustment. Tour took in Gimbel's and Stern's dept. stores and Vim & Davega chains.

RETMA's new spurious radiation committee, under GE's Dr. W. R. G. Baker (Vol. 10:9), held first meeting March 3 in New York, reached "general agreement on objectives of reducing spurious radiation," and hopes to hold second meeting end of next week, says RETMA exec. v.p. James Secrest. Committee's task is to develop voluntary program by receiver manufacturers for suppression of radiation, and it will confer soon with FCC officials.

RCA asked Chicago Federal Court this week to dismiss Zenith's amended counterclaim for more than \$16,000,000 triple damages against RCA, GE and Western Electric in patent litigation (Vol. 10:3, 8). RCA charged (1) that amendment failed to state claim upon which relief can be granted, (2) that alleged rights of action claimed didn't accrue within legal time limit.

Motorola will spend \$5,000,000 developing 40-acre tract in Niles, Ill., bordering northwest Chicago, for immediate construction of engineering building and eventual location of company headquarters and engineering laboratories. TV production will continue at Franklin Park and N. Cicero Ave. plants.

Magnavox entered table radio field this week, introducing 2 high-fidelity receivers. in mahogany and oak, at \$60 & \$70. Trade reports are that Magnavox will shortly start production of 8 or 9 table radios.

Improved TV business this week prompted Sylvania to (1) recall about 125 workers to TV plant in Buffalo (2) start third shift at tube plant in Seneca Falls, N. Y.

**Trade Personals:** Antony Wright resigns as Capehart-Farnsworth consumer products v.p. . . . Ellis L. Redden, who recently resigned as Motorola adv. & sales promotion director (Vol. 10:5), takes same position at Magnavox; post had been vacant since resignation of Lauren K. Haganman more than year ago . . . E. P. Gertsch, owner and pres. of Gertsch Products Inc., Los Angeles, elected pres. of West Coast Electronics Mrs. Assn. . . . Roger H. Bolin, asst. to J. M. McKibben, v.p. & gen. mgr. of Westinghouse consumer products, named corporate adv. mgr., Pittsburgh, replacing Harry J. Deines, now v.p. of J. Walter Thompson Co., N. Y. . . . Wm. Balderston, Philco pres., re-elected to National Industrial Conference Board . . . Robert L. Unger, employment mgr. of Hoffman Laboratories, named Hoffman Radio director of industrial relations; Wm. Cecil named personnel mgr. of Hoffman's new Kansas City TV plant . . . Marcus S. Chacona heads new GE sales promotion & adv. task force offering counsel to GE distributors . . . Herbert J. Allen resigns as Admiral eastern sales mgr. . . . T. Stanton Fremont named appliance mgr. for all Admiral distributing branches . . . Charles J. Klein named CBS-Columbia eastern district mgr., succeeding Bert Rice, now gen. sales mgr. of Broil-Quik Co. . . . Herbert Kabat, Olympic Radio gen. sales mgr., becomes sales v.p. March 31, when Albert Friedman takes on full-time duties as firm's merchandising consultant . . . Clark C. Rodimon named Raytheon asst. govt. contracts mgr., Waltham, Mass. . . . Eugene C. White named product mgr. for GE industrial & transmitting tubes, succeeding John E. Nelson, now central sales mgr. for GE equipment tubes . . . Robert L. Parrish, from main plants in N. Adams, Mass., named mgr. of Sprague Electric's plant at W. Jefferson, N. C., now under construction . . . John Goldschmeding, Texas sales mgr., promoted to sales mgr. of Philco refrigeration div., replacing Albert J. Rosebraugh, now div. sales v.p. . . . R. H. Lloyd named Graybar northwestern appliance sales mgr., Seattle . . . Robert L. Henry, ex-chief of process technology section in National Bureau of Standards electronics div., noted for work on "Tinkertoy" project, named manufacturing mgr. of ACF Electronics, Alexandria, Va., subsidiary of American Car & Foundry Co. . . . Leo Kagan, ex-Zenith & Bruno-New York, elected sales v.p. of Elco Corp., Philadelphia (components) . . . Frank M. Holliday, ex-Crosley, named Sheraton TV midwestern sales mgr., headquartered in South Bend, Ind. . . . Ray Barron, ex-WPIX, New York, named adv. & promotion mgr. of Kelton Co., Boston (high-fidelity equipment) . . . H. J. Tutwiler appointed sales mgr., Thomas A. Marshall development engineer of Miller TV, Burbank, Cal. (antennas) . . . Harold J. Adler, ex-Hallicrafters engineering director, named engineering v.p. of Edwin I. Guthman & Co., Chicago (electronic components).

Emerson shows net profit of \$449,231 (23¢ a share) for 13 weeks ended Jan. 30, compared to \$899,516 (46¢) in corresponding quarter year ago. Though no sales figures were reported, pres. Benjamin Abrams estimated sales were 5-6% above year ago, with competitive pricing forcing profits down.

Stewart-Warner reports net profit of \$4,081,000 (\$3.04 a share) on sales of \$128,798,000 in 1953, compared to \$4,234,000 (\$3.30) on \$122,552,000 in 1952. Pres. James S. Knowlson told stockholders in preliminary report that profit decline was due largely to dip in defense orders.

Arvin reports 1953 earnings of \$2,255,000 (\$2.53 a share) after taxes of \$2,437,146 on sales of \$73,395,197, compared to profit of \$2,209,733 (\$2.48) after \$2,249,803 on \$64,289,781 in 1952.

Aerovox lists 1953 earnings of \$1,074,500 (\$1.54 a share) on record sales of \$27,100,000, compared to profit of \$941,550 (\$1.35) on \$22,400,000 in 1952.

**Financial & Trade Notes:** Philco sales went to record high of \$430,420,000 in 1953, compared to \$366,963,850 in 1952 and \$305,328,670 in 1951, with earnings after all taxes amounting to \$18,351,000 (\$4.86 per share) as against \$11,491,207 (\$3.15) in 1952 and \$12,168,046 (\$3.35) in 1951. Earnings included non-recurring income, after taxes, of \$5,283,000 (\$1.43) from \$8,500,000 sale of WPTZ, Philadelphia, to Westinghouse (Vol. 9.8).

Working capital during year increased from \$45,483,000 to \$54,665,000. Of total income, \$6,016,000 was paid out as dividends and remaining \$12,335,000 was re-invested to increase working capital and provide funds for plant expansion, which included opening of new TV plant in Philadelphia, construction of TV-radio plant in Toronto and refrigerator-freezer plant in Connersville, Ind.

TV sales broke record, despite fact that "many customers at least temporarily postponed their purchases of TV receivers" last fall because of color publicity, report said. But it noted that TV market "has recovered from the special problems of last fall and our models are enjoying very favorable acceptance." Predicting 150 new stations will go on air in 1954, extending service to 2,400,000 additional families, report said "trend toward replacement of sets with 7, 10, 12 & 14-in. picture tubes, obsolete by present standards, and purchases of second sets for the home, will give major impetus to TV sales in 1954."

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Sylvania's 1953 profits and sales were highest in company's 52-year history. Earnings were \$9,536,181 (\$3.10 on 2,668,812 shares) after taxes of \$14,950,000 on sales of \$293,267,408, compared to profit of \$6,960,625 (\$3.04 on 1,870,081 shares) after taxes of \$10,700,000 on sales of \$235,023,437 in 1952. TV sales were "well above" 1952 while TV picture tube sales were 40% over 1952. Backlog of defense orders at year's end totaled about \$90,000,000, compared with \$75,000,000 at end of 1952. Payroll for average of 27,500 employes was \$111,176,513, up from \$93,147,384 a year earlier. Total assets increased to \$204,433,298 from \$176,418,658 at year's end.

Westinghouse reports net profit of \$74,322,000 (\$4.53 a share) after taxes of \$85,845,000 on record sales of \$1,582,047,000 in 1953, compared to \$68,581,000 (\$4.23) after \$111,939,857 on \$1,454,272,598. Consumer products, including TV-radio, accounted for 23% of sales vs. 21% in 1952. Working capital at end of 1953 was \$629,725,000, compared to \$553,211,000 at end of 1952. Fourth-quarter profit was reported at \$21,104,000 (\$1.29) vs. \$19,841,000 (\$1.23) on \$419,500,000 corresponding 1952 quarter.

Tung-Sol Electric Co. reports earnings of \$1,780,882 (\$3.07 on 554,902 shares) after taxes of \$2,250,000 on record sales of \$40,017,549 in 1953, compared to \$2,007,713 (\$3.75 on 514,056 shares) after taxes of \$3,425,000 on sales of \$35,489,558 in 1952. Lower earnings were caused principally by "lower fourth quarter sales resulting from customer inventory caution, coupled with a substantial volume of non-recurring costs connected with our plant expansion and improvement program," said chairman Harvey W. Harper. It spent \$1,938,000 last year for plant expansion and new equipment.

General Precision Equipment Corp. reports 1953 profit of \$3,463,349 (\$5.09 a share) after taxes of \$4,404,000 on sales of \$87,763,925, compared to earnings of \$1,255,278 (\$1.88) after taxes of \$1,700,000 on \$54,326,849 in 1952.

Dividends: Corning Glass, 25¢ payable March 31 to stockholders of record March 15; Arvin, 40¢ March 31 to holders March 15; American Phenolic, 25¢ April 30 to holders April 16; GE Ltd., 3% stock April 14 to holders March 8; Capitol Records, 15¢ April 1 to holders March 15; Decca Records, 17½¢ March 31 to holders March 17; Claude Neon, 10¢ March 31 to holders March 18.

## Network TV-Radio Billings

January 1954 and January 1953

(For December reports see *Television Digest*, Vol. 10:5)

**N**ETWORK TV BILLINGS continued record-breaking pace in Jan., according to Publishers Information Bureau, reaching \$25,056,448—a 45% increase over the \$17,275,943 for Jan. 1953. CBS-TV retained lead, with record \$10,713,329, while ABC-TV showed biggest percentage gain in year — rising 73% from \$1,604,892 in Jan. 1953 to \$2,780,574 in Jan. 1954.

Network radio figures were down slightly from year ago—\$13,224,393 this Jan. vs. \$13,878,459 same month of 1953—CBS maintaining top position with \$5,192,906. The PIB tables for January:

NETWORK TELEVISION			NETWORK RADIO		
	Jan. 1954	Jan. 1953		Jan. 1954	Jan. 1953
CBS	\$10,713,329	\$ 7,083,619	CBS	\$ 5,192,906	\$ 5,157,148
NBC	10,116,937	7,604,638	NBC	3,391,873	4,260,555
ABC	2,780,574	1,604,892	ABC	2,830,654	2,674,622
DuMont	1,445,608	982,794	MBS	1,808,960	1,786,134
<b>Total</b>	<b>\$25,056,448</b>	<b>\$17,275,943</b>	<b>Total</b>	<b>\$13,224,393</b>	<b>\$13,878,459</b>

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.

Big Ten outlined its regional football TV plan this week, and hinted that if NCAA TV committee doesn't adopt it at March 15 meeting, it may televise games in defiance of NCAA controls. Big Ten wants to divide nation into geographical regions, with games to be televised according to either of these methods: (1) Any game could be televised on station or stations within region where game is being played, no team to be televised more than once at home and once away during season. (2) Any game may be televised nationally if it's played before last weekend in Sept. or after weekend preceding Thanksgiving; but games played in the 9-week period in middle of football season must be televised on regional basis only. Within the rules, each college could negotiate its own TV rights, subject to approval of its opponent.

Ten top agencies of 1953, out of 57 which did \$10,000,000 or more business, are ranked in March 1 *Advertising Age* in this order (in millions): J. Walter Thompson, \$163 vs. \$142 in 1952; Young & Rubicam, \$138 vs. \$120; BBDO, \$137.5 vs. \$118; McCann-Erickson, \$106 vs. \$94; N. W. Ayer & Son, \$86.5 vs. \$86.5; Foote, Cone & Belding, \$72 vs. \$70; Benton & Bowles, \$57.5 vs. \$52.8; Biow, \$50 vs. \$50; Grant Adv., \$49 vs. \$45; Leo Burnett Co., \$46.4 vs. \$37.6. Only Leo Burnett Co. is new to top 10, replacing Dancer-Fitzgerald-Sample, which fell to tie with Wm. Esty Co. for 13th. In 1952, 52 agencies did at least \$10,000,000. Five additions were Weiss & Geller, \$11 vs. \$5 in 1952; Hewitt, Ogilvy, Benson & Mather, \$10.7 vs. \$8.5; Geoffrey Wade Adv., \$10.4 vs. \$9.8; Doremus & Co., \$10 vs. \$7.8; Ellington & Co., \$10 vs. \$9.

Interconnected to AT&T network lines March 1 was WCOV-TV, Montgomery, Ala. when first section of 400-mi. Atlanta-to-Jackson microwave route was completed. Next in line for interconnection are KCEB, Tulsa, about March 6, and KMMT, Austin, Minn. & WSJV, Elkhart, Ind., about March 15. AT&T's longer-range plans include microwave links to Waterloo, Ia. April 15, and Mobile, Ala. & Alexandria, La. Oct. 1.

Call letter changes: WETV, Macon, to WNEX-TV; WHEN, Syracuse, to WHEN-TV, with WAGE (AM) becoming WHEN; KOED, educational CP for Oklahoma City, to KETA.

"Strike it Rich" got clean bill of health from a N. Y. state legislative committee, but city welfare dept. reiterated its insistence that program's producers file an application for license for public solicitation (Vol. 10:8). Joint Legislative Committee on Charitable and Philanthropic Agencies said close check indicated that money donated by listeners and viewers to the TV-radio program went to needy persons appearing on show "at an administrative cost of less than 2%," and saw no need to hold public hearings. Committee added the program's officials promised to investigate each case before calling needy persons to appear on show. Meanwhile, in Washington, Rep. Katharine St. George (R-N. Y.) March 3 introduced bill (HR-8196) to amend Communications Act "to require licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and TV programs."

Attempted assassination in House of Representatives got heavier TV-radio coverage than any other news event of the last year or so, with exception of Queen Elizabeth's Coronation. ABC-TV, CBS-TV, NBC-TV all had live pick-ups from House within 1½ hours after the tragedy. News editor John D. Connelly of WNBW and WRC, Washington, in House Radio Gallery at time of the shooting, personally apprehended Lolita Lebron, ringleader of the group of Puerto Rican Nationalists which shot 5 Congressmen. Rep. Alvin Bentley (R-Mich.), most seriously wounded of the group, is one-third owner of WKNX-TV, Saginaw, Mich., which went on air last April. Rep. Kenneth A. Roberts (D-Ala.), who was wounded in the left knee, is member of House Commerce Committee, in charge of TV-radio-communications legislation.

Opposition to FCC licensing fee plan (Vol. 10:5) was voiced by NARTB pres. Harold Fellows, who said fees "for the privilege of engaging in an established means of free communication are inadvisable and contrary to the historic policy of governmental encouragement of the instrumentalities of communication." He said NARTB v.p. Ralph Hardy would testify March 16 before Senate Commerce Committee in opposition to Sen. Johnson's bill (S. 2926) to amend Communications Act so as to permit "nominal" license fees. He said NARTB believes Congress should specifically forbid FCC to levy license fees.

Five Pennsylvania uhf outlets jointly petitioned FCC this week to reconsider its decision authorizing WGAL-TV, Lancaster, to increase power and height and move site (Vol. 10:5). They argued that WGAL-TV's new Grade B contours would completely encompass Grade B areas of 4 of the uhf stations and about 95% of the 5th, causing "grave and serious injury" and possibly depriving them of their network affiliations, since Lancaster station is affiliated with all networks. Petitioning uhf stations are Harrisburg's WTPA, WHP-TV & upcoming WCMB-TV and York's WSBA-TV & WNOW-TV.

RKO "has never considered selling its pictures for TV," pres. James R. Grainger said this week. Despite some rumors that Howard Hughes, if he succeeds in plan to buy big film producer, would release its 800-picture backlog to TV, Grainger added: "It is true that [we have] received some ridiculous offers, but there has been no consideration of them, and there is no intention of so disposing of them."

Session on color TV film, ardently sought by independent film makers, will be conducted by NBC at Center Theatre March 10 for some 50 members of New York Film Producers Assn. Program will include closed-circuit demonstration of color film supplied by NBC and FPA, plus question-answer period with NBC's Barry Wood, Stan Parlan and O. B. Hanson.



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

# Television Digest

with **ELECTRONICS REPORTS**

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March 13, 1954

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**'UHF PROBLEMS' FORCE 2 MORE OFF AIR:** These are days of decision for some post-freeze telecasters -- particularly uhf operators in vhf strongholds.

The basic problem: TV's breakneck expansion in 1953 has resulted in more outlets than the market can profitably support at the present time.

The decision: To continue operating at a loss, perhaps for a long period, or to throw in the sponge before more losses pile up.

For uhf operators, the difficulties are sharper than for vhf. There are the added problems of conversion, higher equipment costs, receiver troubles -- and, of vital importance, the difficulty of getting good network affiliation when you have to build up audience from scratch. As Senators and FCC pondered "what can be done to help uhf," there were these developments this week:

(1) Two more uhf stations -- in Dayton, O. & Little Rock, Ark. -- decided to go off the air, the former this week end, latter March 31, because of problems arising out of vhf competition. [Incidentally, vhf KFOR-TV, Lincoln, Neb. (Ch. 10) also goes off air this week end as an indirect result of financial distress.]

(2) FCC formally proposed that future uhf stations be required to start with transmitter power of at least 5 kw (Vol. 10:8-10).

(3) Sen. Johnson (D-Colo.) introduced his multiple ownership bill to permit any entity to own either 5 vhf or 10 uhf stations -- or various combinations of the two (such as 3 vhf & 4 uhf, 2 vhf & 6 uhf) -- and to encourage present multiple owners to swap their vhf stations for uhf on 2-for-1 basis (Vol. 10:10).

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The 2 uhf stations which decided to call it quits provide study in contrasts. WIFE, Dayton (Ch. 22) was losing money in substantial amounts, had no major network affiliation in a 2-vhf market where only about 10% of receivers are equipped to pick up uhf. KRTV, Little Rock (Ch. 17), CBS-affiliated and a reputed money-maker, in a city with close to 100% uhf conversion, feared the market couldn't support 3 stations (2 new vhf), so decided to quit while it was ahead.

WIFE started operation last Oct., competing with pre-freeze vhf WLWD (NBC) & WHIO-TV (CBS-ABC). A "supplementary" ABC & DuMont affiliate, it found itself unable to get good network shows, even when it offered to carry them free. It had an impressive studio building, 12-kw transmitter, with investment of \$600,000-\$700,000. It lost \$30,000-\$50,000 a month, for a total operating loss of more than \$160,000.

It's due to leave the air March 13, but principal owners Ronald B. Woodyard and Loren M. Berry asked Commission to let it retain CP until expiration date Aug. 4 to permit it to seek more finances and "see what will be done by the Govt. to help uhf stations." Woodyard, who is also principal owner of profitable radio WONE in Dayton, says he's retaining physical equipment and property and hopes "to be back in the TV business in Dayton in the near future."

KRTV was Little Rock's only TV when it went on air last April. Its first competitor was Pine Bluff's KATV (Ch. 7), which began telecasting in Dec. from site 25 mi. from Little Rock. Another vhf, KARK-TV (Ch. 4), is due to begin in Little Rock next month with NBC affiliation -- and KRTV feared it would be unable to renew its CBS contract. To compete with 2 vhf stations, KRTV management decided it needed 12-kw transmitter -- which would cost \$4000 a month to pay off.

Opportunity to sell its physical facilities to KATV for \$400,000 was important factor in KRTV's decision to surrender CP -- though a spokesman said action was dictated by "poor prospects for the economic future." Pine Bluff station will use KRTV facilities for its Little Rock studios, plans to retain some of KRTV staff. CP will be surrendered and telecasting discontinued March 31. KRTV's principal owners, Kenyon Brown & John H. Rowley, also own vhf KWFT-TV & KWFT, Wichita Falls, Tex., and Brown has additional interest in vhf KMBY-TV, & KMBY, Monterey, Cal. and 2 other AMS.

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How many other stations are at the crossroads? It's difficult to estimate. We know of perhaps a dozen which could swing either way. Three other uhf stations have gone off air: WROV-TV, Roanoke, began Feb. 15, 1953, quit July 17; WBES-TV, Buffalo, Sept. 5-Dec. 18, 1953; KCTY, Kansas City, June 6, 1953-Feb. 28, 1954. Oklahoma City's KMPY, still on air, is in receivership (Vol. 10:9).

But it's not only the uhf stations which have had post-freeze troubles. One of the 2 Lincoln (Neb.) vhf outlets bought at distress prices by Fetzer Bcstg. Co. (Vol. 9:30; 10:9) goes off air March 13. John Fetzer continues to operate KOLN-TV (Ch. 12) while closing down KFOR-TV (Ch. 10). After FCC approval of KFOR-TV sale, he plans to shift KOLN-TV to Ch. 10. Vhf KFXD-TV, Nampa, Ida., also foundered shortly after going on air (Vol. 9:39), and although its CP has been bought by new owners, it's still off air. Vhf KONA, Honolulu, went off air last March due to financial troubles (Vol. 9:11, 23), resumed operation in June with new owners.

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We do not subscribe to the view that uhf itself carries the seeds of failure. There are many uhf stations now operating profitably, as secure in their markets as any vhf outlets. We have been accused of beating the drums for uhf as often as we have been accused of selling uhf short. But we'll continue to report facts, and call the shots as we see them. In this light, what is uhf's biggest problem?

Uhf's technical difficulties -- and they're due principally to its newness -- don't constitute uhf's most important problem, they merely contribute to it. We have said before that the program's the thing -- and that still holds. Conversion problems can be licked only with good shows.

But there's no question now that the public will convert if conversion is the only way they can get top programs of the leading networks. If they can get these shows easily on vhf, the uhf audience buildup is extremely slow.

The strictly technical problems fade to insignificance beside the simple fact that it takes top-notch network programming to build an audience. We won't say that there can't be exceptions to this rule -- and we know of several stations making progress by concentrating on sports, good local programming, etc.

The pre-freeze pioneers went through years of red ink that makes current uhf losses look like peanuts. But vast majority of post-freeze grantees can't stand big losses, and a number of them are known to be desperately seeking more capital to continue operation. The big question for many: Go in deeper or quit now at a loss?

\* \* \* \*

What can be done to encourage uhf? FCC's proposal to permit ownership of 5 vhf and 2 uhf has support of uhf operators, who believe it would give networks and other multiple owners bigger stake in uhf success. On other hand, some uhf stations are alarmed about FCC's 5-kw "power floor" plan. It would force them to spend extra money they can ill afford for more elaborate equipment, they say.

FCC's new proposal (Notice 54-327, Doc. 10952) would apply initially to stations not yet on air, eventually to many stations now operating. However, chances of final adoption are slim. Comments on proposal are due April 16.

Sen. Johnson's multiple ownership bill (S-3095), which he first proposed last week during Senate communications subcommittee session with FCC (Vol. 10:10), would permit any vhf operator to swap his vhf grant for 2 uhfs -- one of which must be in the area formerly served by his vhf -- within 5 years after bill becomes law. The Senator told us last week he has little hopes for adoption of his bill, but hopes it will stimulate open discussion of multiple ownership proposals and of uhf problems.

Disturbed about reports from some uhf grantees -- particularly the failure of WIFE -- Sen. Bricker (R-O.), chairman of Senate Commerce Committee, this week asked FCC if legislation is needed to cope with uhf situation. Spokesman for the Senator says he has "the suspicion that there's not enough authority in the Commission to deal with it, and the Senator has some ideas of his own."

You can expect plenty of open discussion, and large number of proposals -- but no panaceas -- when Senate communications subcommittee begins its hearings on uhf problems late this month or early next month.

**COLD ECONOMICS OF THE STATION OUTLOOK:** We doubt whether as many as 100 new TV stations will take to the air this year -- a far cry from the 231 of 1953. Therefore, we're inclined to go along with Richard P. Doherty's prediction that by late 1955 there will be approximately 500 TV stations in operation.

The land-rush has subsided, and now they're coming one by one -- nothing like the one-a-day of latter 1953. In 11 weeks thus far this year, for example, only 19 new starters have been reported -- bringing current total to 372. About 200 CPs are outstanding, possibly half of which won't ever be built; less than 300 applications are pending, most of which will be dismissed or denied after hearings.

And as against just 8 "economic mortalities" quitting air since freeze ended (see p. 2), with 2 back on roster, many more are now freely predicted for this year.

\* \* \* \*

Dick Doherty's calculations are highly respected in the industry. Recently resigned as NARTB employer-employee relations director, now a management consultant in Washington, he's the man who warned last winter against the hell-for-breakfast pace of TV expansion (Vol. 9:43). We then quoted him as stating:

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

Now he forecasts that, even with 500 stations on the air toward the end of 1955, only 150 will be "blue chip" operations, or huge money makers; about 200 more will be "good, sound investments if well conceived and well managed"; and some 150 will be marginal or loss operations.

For the near-term, he foresees 34-40% of all 1954 stations losing money and says that during the next 15-18 months "the going will be difficult for one out of 3 to one out of 4 stations."

Why? Lumping in shaky uhf operations with ill-conceived vhf, he cites these factors: excess manpower, poor scheduling of manpower, bad union contracts, over-expanded capital investments, inadequate financing, lack of sound cost control, excessive operating costs, inadequate charges to sponsors for services and facilities.

\* \* \* \*

Here's an "economic profile" of a TV station, as Doherty notes some typical characteristics from a wide cross section of stations he has visited or surveyed:

(1) Average station employs staff of 55-65, some 40% technical, about one-third programming. Payrolls average close to \$5000 per employe per year for established stations, \$4500 for newcomers, accounting (exclusive of talent costs) for 41% of total operating costs. Locally originated film programs occupy 27-30% of average network station's schedule, about 60% of non-network stations, absorbing some 10% of annual operating costs in the case of affiliated stations.

(2) Stations may estimate composite revenue potential (for all stations in a TV market) at about \$10.25 per set, the average tending to increase with advent of

2nd, 3rd or 4th stations. About two-thirds of revenues derive from national & local spot, one-fourth from network payments, remainder from production and other services. Total annual vhf revenues run at better than 100% of total capital investment, uhf average running appreciably lower.

(3) Fixed capital is being depreciated, on an overall basis, over a 6-year period, or at composite rate of about 16%, with this depreciation item varying from 9-15% of total operating costs.

(4) The typical station, within the category of profitable stations, earns between 27-30% profit before taxes on its total station revenue.

**VERMONT'S FIRST CP AND OTHER GRANTS:** Producing 3 CPs and 2 initial decisions this week, FCC included grant in Vermont -- heretofore only state without either CPs or stations on air. The week's grants:

Montpelier, Vt., WCAX (Burlington), Ch. 3; Grand Forks, N.D., KNOX, Ch. 10; Green Bay, Wis., Valley Telecasting Co., Ch. 5. Initial decisions prepared way for CPs for WLEX, Lexington, Ky. (Ch. 18) and KREM, Spokane, Wash. (Ch. 2).

Montpelier CP was result of final decision coming after competing Colonial TV Inc. showed what FCC called "almost incredible lack of diligence" in preparing its case -- failing to make obvious amendments in time, etc.

Initial decision for Ch. 18 in Lexington is particularly interesting because WLAP-TV, Ch. 27 grantee in Lexington, not only has quit building (Vol. 10:8) but just this week asked for reallocation to put Ch. 4 in nearby Richmond. WLAP-TV says zone lines should be changed to put northern Kentucky in Zone I, permitting the vhf assignment, for which it would apply, dropping uhf CP.

\* \* \* \*

FCC repeated its opinion that no difference in high and low uhf channels should be recognized for allocation purposes. Considering Sarkes Tarzian proposals for quasi-satellites around Bloomington, Ind. (Vol. 10:7), Commission turned down extensive reallocation to put low-end channels in Anderson and Logansport. It did, however, propose to add Ch. 21 to Huntington, Ind., which has no channel now.

In other allocations actions, the FCC started rule-making to reserve Ch. 5, Weston, W.Va., for educational use and to substitute Ch. 53 for Ch. 23 in Fitzgerald, Ga. All these proposals are subject to comment in support and opposition.

In celebrated site-move case of WORD-TV, Spartanburg, S.C., uhf stations WAIM-TV, Anderson, S.C. and WGVL, Greenville, have appealed to courts in effort to stop WORD-TV from moving to temporary site nearer to them (Vol. 10:10).

**NETWORKS AND AT&T PLAN COLOR EXPANSION:** AT&T and networks are about to cut loose and extend color service to more stations in more cities. Phone company and RCA-NBC apparently have caught their second wind after the frantic preparations for coast-to-coast colorcast of Tournament of Roses parade Jan. 1 (Vol. 10:2). CBS is also ordering more color-equipped routes for its affiliates.

Next expansion is divided roughly into two parts. One is addition of cities and stations along the major "backbone" coast-to-coast route. Other is the equipping of more major "legs". Here are targets for the two categories, as ordered from AT&T by networks, for guaranteed "100%" color signal:

(1) For "backbone" fill-ins: NBC-TV -- Johnstown, March 13; Fresno, April 1; San Diego, Oct. 1. CBS-TV -- Salt Lake City, April 2; Denver, June 1; Cincinnati, Aug. 1; Hannibal, Mo., Oct. 1.

(2) For additional legs: April 15, Providence & Boston; May 1 (possibly June), southwest from Kansas City to Galveston; "June", Dallas to San Antonio; June 15, upstate New York to Buffalo; Dec. 1 (though possibly July), Sacramento-Seattle.

Intermediate stations along these newly equipped legs generally will be able to get service if networks order it. Presumably, intermediate color-served cities will include all major TV cities. For example, it's expected color will be available by June 15 to stations in these cities on New York-Buffalo leg: Schenectady, Utica, Syracuse, Rochester. There's doubt Binghamton will get color same time as others, because of special technical microwave problems for its branch.

Cities served by coaxial, such as Amarillo, still have indefinite targets because special frequency conversion equipment is needed.

Programs to be fed this expanded color network will continue to be varied, again including remotes as NBC's mobile unit goes back into service. Present plans for remotes, though always subject to change, include: Gillette fights, March 26; Home program from Washington, with fashions and cherry blossoms (blossoms depending on weather), April 1 or 2; Today show, also from Washington, April 5; National Open Golf Tournament, from Baltusrol Country Club, near Summit, N.J., June 17-19.

Rest of NBC's color schedule, through April: Name That Tune March 15, 8-8:30; On Your Account March 19, 4:40-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; American Inventory March 28, 2-2:30; Eddie Fisher March 31, 7:30-7:45; Paul Winchell April 4, 7-7:30; Youth Wants to Know April 11, 1-1:30; Easter Parade and Frontiers of Faith April 18; Kraft Theatre April 21, 9-10; American Forum of the Air April 25, 2:30-3. CBS still has only its 5:30-6 Friday show.

**47 STATES NOW HAVE STATIONS, TOTAL 372:** New Hampshire got its first TV outlet this week, leaving Vermont only state without one -- but Ch. 3 grant went to that state's capital Montpelier this week (see p. 4). Altogether, 3 more stations can be added to log of stations on the air. After subtracting the ones in Dayton, O. & Lincoln, Neb. quitting as of March 13 (see p. 1), that makes 372 in all, 128 uhf. Latest starters:

WMUR-TV, Manchester, N.H. (Ch. 9), state's first outlet but located only 48 mi. from Boston, got under way March 5 and plans regular programming March 28 as ABC affiliate, with some programs from DuMont. It uses 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoonuc. Owner is ex-Gov. Francis P. Murphy; gen. mgr., Harvey Carter; sales mgr., Gordon Moore; chief engineer, Vincent Chandler. Base hour rate is \$250. Rep is Weed.

WINK-TV, Fort Myers, Fla. (Ch. 11) on March 6 brought first local service to state's southwest coastal area, 91 mi. from St. Petersburg, more than 100 mi. from Miami. It goes commercial Feb. 18, ABC affiliated, non-interconnected. It uses 2-kw RCA transmitter, is owned by Cleveland Yellow Cab Co. group (Daniel Sherby, pres.). A.J. Bauer is gen. & sales mgr.; Bob Bachman, technical director; Frank Nodine, program mgr.; James Lacy, chief engineer. Base rate is \$150. Rep is Weed.

WAPA-TV, San Juan (Ch. 4), second station in Puerto Rico (WKAQ-TV on Ch. 2 started last month) reported excellent results of first tests March 6; using an RCA transmitter with temporary 160-ft. antenna atop downtown radio building where owner Jose Ramon Quinones, sugar cane grower, who built radio WAPA in 1947, had provided for expansion into TV. Charles E. Bell, ex-WBTV, Charlotte, is gen. mgr.; Howard Hayes, operation mgr.; Morgan Craig, technical director. It's NBC & DuMont affiliate, non-interconnected. Base rate is \$225. Rep is Quinones-owned Caribbean Networks Inc.

**N**ETWORKS WON praise for refusing to bow this week to Sen. McCarthy's demand for time to answer Adlai Stevenson's March 6 TV-radio address—in contrast to the censure heaped upon them when they gave the Senator time to answer ex-President Truman's speech on the Harry Dexter White case. It was front-page news most of week, with editorial opinion markedly favoring the network stand.

After McCarthy blasted CBS & NBC as "dishonest and unmoral," even turning his back on their cameramen and radio reporters, President Eisenhower told news conference he thought networks had discharged their responsibility in letting Republican Party choose who was to reply to Stevenson (Vice President Nixon on CBS-TV & radio, NBC radio—same hookups Stevenson had).

Even FCC Comr. Robert E. Lee, close friend of McCarthy, agreed that the networks' decision "seems like a square deal to me." The Senator said his attorneys were preparing petition asking FCC to change its rules to allow free TV or radio time for a reply by any person who is attacked on free time—but by week's end it hadn't been filed, and consensus is that it wouldn't have the proverbial chinaman's chance.

Edward R. Murrow's treatment of the McCarthy issue on his March 9 *See It Now* (CBS-TV) won special laudation from influential newspapers and from an overwhelming majority of viewers who phoned and wired CBS. *New York Times* called it "crusading journalism of high responsibility and genuine courage."

Editorializing on both Murrow's telecast and the CBS-NBC stand on McCarthy's demand, *Herald Tribune* stated: "Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. . . . By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's."

Fact that Murrow is on CBS board of directors lent added importance to his and his network's boldness in facing up to the Wisconsin Senator. And the Cohn-Schine disclosures that followed, understandable to everyone identified with the uniform of the military services, indicated that McCarthy isn't likely to be the industry's—and the country's—"headache boy" much longer.

"Senator McCarthy threatens to boycott NBC and CBS. That is what you call a station break."—Dan Kidney, in *Scripps-Howard Newspapers*.

**Personal Notes:** Martin Silver, ex-Federal and ex-mgr., WTVU, Scranton, joins Tel Instrument Co., Carlstadt, N. J. as mgr. of newly formed broadcast equipment div., offering full line of studio color equipment (already a CBS supplier); Lawrence C. Freeman to handle sales, service & engineering contacts in mid-Atlantic & New England states . . . Ken R. Dyke, ex-NBC v.p., now Young & Rubicam public relations v.p., named director of agency's U. S. branch office operations . . . Edouard P. Genock, ex-*March of Time*, appointed head of TV production, Eastman Kodak Co. . . . Wm. F. McCrystall, ex-KNBH, Hollywood, appointed sales mgr., KOA-TV, Denver . . . Frank Burke, editor, *Radio-Television Daily*, elected v.p. & director of Radio Daily Corp., headed by Jack Alicoate . . . Walter L. Dennis, ex-WILS, Lansing, Mich., named gen. mgr. of upcoming WJNO-TV, West Palm Beach, Fla. (Ch. 5); Walter Brown, ex-RCA-NBC, named chief engineer . . . Richard W. Hubbell resigns as mgr. of WGLV, Easton, Pa., and its AM counterpart WEEEX; Nelson S. Rounsley, business mgr., takes charge . . . Wm. Ashworth, merchandising director of WSPD-TV, Toledo, appointed sales mgr. . . . Ben Baylor has resigned as gen. mgr. of KEDD, Wichita; he's onetime commercial mgr. of WMAL-TV, Washington . . . Irwin Rosten resigns as DuMont Network mgr. of news & public affairs . . . Wm. Crawford, ex-sales mgr. of WOR, named sales director of WATV, Newark, succeeding Murray Grabhorn, resigned . . . Frank N. Jones promoted to sales mgr., WBNS-TV, Columbus . . . Barnaby Prescott Smith, ex-DuMont, heads new TV-radio dept. of Harper Assoc., 350 Fifth Ave., N. Y., personnel consultants . . . Jack Gilbert promoted from program mgr. to asst. station mgr., KHOL-TV, Kearney, Neb. . . . Ralph H. Davidson, ex-KSL-TV, Salt Lake City, named sales mgr., Larry Stevens promoted to local sales mgr., KGMB-TV, Honolulu . . . Jacob Evans, NBC-TV adv. & promotion director, takes on same duties for radio . . . H. Roy Marks appointed Boston mgr. of CBS-TV Film Sales . . . David Beblin, ex-KGO-TV, joins Avery-Knodel San Francisco staff as asst. to mgr. David H. Sandeberg in charge of TV sales . . . J. R. W. Graham shifted from radio to asst. director of CBLT, Toronto . . . Frank Coffin, ex-KGW, promoted to local sales mgr., KOIN-TV, Portland, Ore. . . . Paul Mensing promoted to NBC spot sales div. mgr., Detroit; Wm. Fromm named TV promotion supervisor . . . Phil Dean, ex-WNBT publicity director, partner in new public relations firm, Dean & Schultz Inc., 28 W. 44th St., N. Y. . . . Al King, ex-sales v.p., KSTM-TV, St. Louis, opens own adv. agency at 7818 Forsyth Blvd., Clayton, Mo. . . . Louis B. Ames resigns as program mgr., WPIX, N. Y.

Lieut. Col. Wm. B. Campbell, Signal Corps, has been chosen as engineering asst. by FCC Comr. Robert E. Lee. Campbell previously had been mentioned as candidate for FCC commissionership or secretary. He's 54, served in World War I & II, worked for RCA Communications, Press Wireless, operated electronics schools in New York.

Mrs. Clifford J. Durr, wife of the ex-FCC commissioner, now working in his law office in Montgomery, Ala., has been subpoenaed to appear before Sen. Jenner's Internal Security Subcommittee in New Orleans March 16, in connection with probe into Southern Conference Educational Fund. She was once on its board.

Wm. L. McLean Jr., 58, v.p. & treas. of *Philadelphia Bulletin* and treas. of its WCAU Inc., died March 10 after being stricken with cerebral hemorrhage. He was a brother of Robert McLean, pres. of The Bulletin Co. and pres. of AP.

Harry LaMertha, 72, for 31 years radio editor of *St. Louis Globe-Democrat* until retirement in 1951, died of cancer March 10.

**Network Accounts:** NBC-TV's trilogy of participating sponsorship programs moved step closer this week with disclosure that *Tonight* undoubtedly would go on air this fall, 11:20 p.m.-12:50 a.m., joining *Today* (7-9 a.m.) and *Home* (11 a.m.-noon). Pres. Pat Weaver is pushing *Tonight*, starring Steve Allen in format similar to *Today*, with same enthusiasm he gave to highly-successful *Today* (Vol. 10:3) and *Home*, which went on air March 1 amid \$1,000,000 promotion. Each program would utilize "magazine concept" of selling, in which sponsor buys participation, like an insert in magazine, leaving program content entirely to network . . . Reminiscent of Ford Motor Co.'s highly-praised *American Road* last June (Vol. 9:25), General Foods will spend more than \$300,000 on special 25th anniversary program on combined CBS-TV & NBC-TV Sun. March 28, 8-9:30 p.m., directed by Richard Rodgers & Oscar Hammerstein and featuring musical highlights of their Broadway productions during last 11 years . . . Yardley & Co. Ltd. (soap, shaving lotion) buys Tue. 1:30-1:45 p.m. segment of *Garry Moore Show* on CBS-TV starting April 6, thru N. W. Ayer & Son . . . Parker Pen Co. to be alt.-week sponsor, with Singer Sewing Machines, of *Four Star Playhouse* on CBS-TV starting April 8, Thu. 8:30-9 p.m., thru J. Walter Thompson . . . Minute Maid Corp. (frozen orange juice) to sponsor 5:30-6 p.m. segment of *Super Circus* on ABC-TV starting June 6, Sun. 5-6 p.m., thru Ted Bates & Co. . . . Sid Caesar's new show in fall tentatively scheduled Mon. 8-9 p.m. on NBC-TV, format and sponsor still undecided.

Broadcaster Edward Lamb, operator of TV station WICU, Erie, Pa., and several AMs, also applicant for TV in several cities, this week was finally told by FCC that it looks as if a hearing will be necessary to determine whether he falsely stated he never was a Communist or had Communist affiliations. Commission said it has information before it alleging that Lamb was a party member, particularly in 1944-48. Lamb's counsel J. Howard McGrath, ex-U. S. attorney general, said he's gratified FCC has finally called a hearing and "appropriate steps will be taken" to assure that Lamb "will be in a position to know the identity of his accusers and thus be prepared to expose their falsities and motives." Similar charges against Lamb in past have been rejected by Commission. Current campaign to bring Lamb to hearing was led by Comr. Doerfer.

Charges of bias, levied against FCC counsel David Kraushaar by Mansfield Journal Co., which is competing for Mansfield's Ch. 36 with Fergum Theatres, were dismissed by FCC as "sham and false." Said Commission: "This is an unfortunate diversion when there is more to be gained in getting on to the basic business of providing service to Mansfield than in dissipating energies on impulsive charges born of the heat of hearing."

CBS's Ed Murrow will get his 6th honorary degree in June—from Hamilton College—in recognition of "the intelligence, honesty and clarity" of his broadcasts. He already has such degrees from U of No. Carolina, Temple U, Washington State College, Rollins College, Muhlenberg College.

Roy J. Turner, 12½% owner of KWTW, Oklahoma City, has announced he will oppose Sen. Robt. S. Kerr for Democratic nomination. Both are ex-governors of Okla., both millionaire oilmen.

CBS-TV president J. L. Van Volkenburg's recent commencement address at his alma mater, U of Minnesota, has been reprinted by the network in booklet form; it's titled "Television as an Extension School of Democracy."

**Telecasting Notes:** Mutual Broadcasting System's chairman-pres. Thomas F. O'Neil seized occasion of interview with *Advertising Age's* Maurine Christopher to nail recurring rumors network is in trouble, a whispering campaign which writer says reached crescendo a few months ago when network tried unsuccessfully to sell affiliates on a time barter arrangement. Far from being in trouble, Mutual never had it so good, said O'Neil, pointing to 1953 sales of \$23,000,000, up 10% from 1952, and to growing list of top-hole sponsors. He said he still thinks the plan to give affiliates "upgraded" shows to sell locally in exchange for carrying a specified number of network programs was a good one—but he won't try to revive it . . . General Teleradio, like Mutual a subsidiary of General Tire, already has 3 TV stations (WOR-TV, WNAC-TV, KHJ-TV), has closed deal to buy WHBQ-TV, Memphis (Vol. 10:5), owns 55% of upcoming uhf WGHT, Hartford. But it has no plans to become 5th TV network, said O'Neil; instead, it's going to concentrate on syndication of live & film shows . . . Bank of America v.p. Francis Herwood has leased 4-year rights to 30 big-name feature films, on which it had foreclosed, to General Teleradio for sum reported in excess of \$1,000,000; they're 1946-49 vintage, cost bank \$17,000,000, are called "dynamite for TV" . . . WOR-TV claims it carries more second-run films than any other station in country; they pay off, says film chief Mel Fenster, for "after all, you don't expect theater audiences to catch films the first time around" . . . ABC film v.p. George Shupert, incidentally, this week released study of TV re-runs titled *Lightning Strikes Twice* . . . TV is no danger to movies, said Eric Johnston, MPA A pres. to *Brazil Herald* interviewer while at Sao Paulo film festival last month; rather, "it is stimulating us to improve the techniques and there is every likelihood that movies and TV finally will unite, although that may be a marriage not necessarily inspired by love" . . . Television Age for March surveys trend in station rates, notes they've jumped 400% in last few years but are now leveling off, yet says about 38% of then-counted 365 stations plan rate boosts this

year with 14% "undecided"; same issue carries extremely valuable tabulation of women's programs on several hundred stations, with titles, conductors, times, spot rates . . . TV station rates range all the way from \$90 to \$4800 per hour, some 60% falling in \$90-\$300 range; one-time spot rates run \$20 to \$1075 . . . You can't compare ratings of TV against radio, says ABC in new study of daytime radio, *Millions of Numbers*, just released; ABC has also released brochure on TV, a *New Super Sales Force for Super Markets* . . . Duluth's year-old uhf WFTV, though it lost NBC & CBS shows to area's 2 new vhf outlets (Vol. 10:9), has gone into new Television Center at 230 E. Superior St., affiliated with ABC & DuMont; mgr. James Cole reports "local business is steadily increasing" . . . Fabulous giveaway: WTTV, Bloomington, Ind., has sent electric blankets to timebuyers and friends as "a warm, friendly" reminder that the "Electronic Blanket of the Hoosier Heartland" has changed to Ch. 4 with 1000-ft. tower and 100-kw power . . . Snowbound Cleveland got 24-hour service from WNBK & WTAM, reporting on weather roads, school closing, factory shutdowns, etc. during 5 days last week that city was digging out from under 22 in. . . . N. Y. Mayor Wagner going on TV, rotating among 5 local stations, with Sun. 2:30-3 p.m. *Mayor's Conference* along format of *Meet the Press*; city-owned radio WNYC will also carry off tape . . . Century Theatre, 7th Ave. off Central Park, N. Y., leased for 5 years from April 1 by NBC to replace soon-to-be-vacated Center and International theatres . . . Burton Rascoe, noted author, starting newspaper column titled *TV First-Nighter*, syndicated by Classic Features, 434 Broadway, N. Y. . . . WJPB-TV, Fairmont, W. Va. (Ch. 35), due on air any day, switches rep to Gill-Perna . . . Mary Margaret McBride, 20 years on radio as of May 3, quits 6-a-week chore on ABC May 15 for long vacation, hopes to return in fall for once weekly TV and/or radio show . . . American Character Doll Co. establishes \$2000 annual fellowship at Columbia U Teachers College in honor of Dr. Frances Horwich—"Miss Frances" of NBC-TV's *Ding Dong School*.

**EVIDENCE** that TV and newspapers are essentially complementary, not competitive, is fact that in 1953, when 231 new stations went on air, daily newspaper circulation soared to record 54,472,286 and number of nation's dailies dropped only one, to total of 1785, according to new 1954 *Editor & Publisher Yearbook*.

Significant exception, however, was New York City, where only morning *Times* and evening *Post* showed circulation increases in 1953. All other papers showed enough decline to bring over-all circulation figure below 1952. New York daily newspapers dropped more than 500,000 in circulation over 5 years (thru 1952), with Sunday circulation off 1,500,000.

Asked why by New York U journalism students in series of interviews, circulation executives gave TV as chief reason. Other factors: higher price of papers, more non-English speaking residents, higher subway & railroad fares, population shift to suburbs.

Actual declines from their peaks (between 1946-50) to Sept. 1952 are reported in Dec. NYU *News Workshop* as follows, on basis of ABC figures: *News*, daily (Mon.-thru-Fri.) down 222,613, Sunday down 769,383; *Mirror*, 178,243 & 696,385; *Herald Tribune*, 26,960 & 141,456; *Journal-American*, 71,477 & 298,964; *World-Telegram & Sun*, 55,451 (no Sunday paper); *Times*, 34,915 and gain of 93,973 Sundays. Only *Post* showed daily rise, up 135,600.

Charles Streehan, *Mirror*, said TV has cut into circulation because people can fill their time more easily with it. A. D. Wallace, *World-Telegram & Sun*, stressed effects of TV on duplication sales and Charles Hoffmann, *Times*, said TV particularly hurt first editions of morning

newspapers. B. G. Cameron, *Herald Tribune*, said TV's impact usually was reduced after first year.

New N. W. Ayer & Sons *Directory of Newspapers & Periodicals* shows U. S. English-language dailies hit new record combined daily circulation of 54,048,953, more than 300,000 over 1952's previous record.

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TV-radio's emergence as a prime news medium is at least partly due to newspapers' preoccupation with providing "entertainment" for their readers. So said *New York Times* Sunday editor Lester Markel following March 8 White House visit. He said President agreed with him that the American people should be better informed on public affairs. Markel added that because "too many newspapers have turned to entertainment, many people have turned to other sources for their news." As example, he said more and more people in metropolitan areas are depending on NBC-TV's *Today* for their morning news. He cited survey which showed about one-half of the American people now get their news from TV-radio.

Editors of the 19 Scripps-Howard newspapers, meeting in Cincinnati, saw TV as a challenge but not a threat. *Memphis Commercial Appeal* editor Robert F. Paine Jr., who headed TV committee at 3-day seminar, made this report March 10: "TV is a challenge to newspapers for their readers' time, but they can meet the challenge by continuing to give readers what TV cannot. TV's necessarily brief news coverage should only stimulate newspapers to do a better, more complete job, particularly in the local field. . . ."

**Station Accounts:** With baseball season only month away, major league sponsorships line up this way: Baltimore, National Bohemian Beer, thru McCann-Erickson, on WMAR-TV & WAAM; Boston, Atlantic Refining Co., thru N. W. Ayer & Son, and Chesterfields & Narragansett Beer, both thru Cunningham & Walsh, WBZ-TV & WNAC-TV; Brooklyn, Schaefer Beer & Lucky Strikes, both thru BBDO, WOR-TV; Chicago Cubs and White Sox, Hamm's Beer thru Campbell-Mithun & Chesterfields, WGN-TV; Cleveland, Carling's Beer thru Benton & Bowles and Lang, Fisher & Stashower, WXEL; Detroit, Goebel Brewing Co. thru Brooke, Smith, French & Dorrance, and Speedway Petroleum Co., thru W. B. Doner Co., WWJ-TV and uhf WTAC-TV, Flint; Milwaukee, Miller's High Life Beer thru Mathisson & Assoc., WTMJ-TV; New York Giants, Chesterfields, WPIX; New York Yankees, Ballantine Beer, WPIX; Philadelphia Athletics & Phillies, Valley Forge Beer, thru Ward Wheelock, Atlantic Refining Co. & Chesterfields, on WCAU-TV, WFIL-TV & WPTZ; Pittsburgh, Atlantic Refining Co., uhf WENS; St. Louis, Budweiser Beer, thru D'Arcy Adv., uhf WTVI; Washington, National Bohemian Beer, WTTG. Cincinnati TV plans haven't been disclosed yet . . . National Retail Hardware Assn., representing 23,000 hardware stores, sending out promotion kits for local TV-radio use during April 16-24 IRHA Hardware Week (Independent Retail Hardwaremen of America) . . . Castro Decorators Inc. has arranged to purchase first station breaks in color to be sold by WNBT to promote its Castro convertible couches, thru Newton Adv., N. Y. . . . Among other advertisers reported using or preparing to use TV: Sifo Co., St. Paul, Minn. (toys), thru Harper Co., St. Paul; American Airlines, thru Ruthrauff & Ryan, N. Y.; B. T. Babbitt Co., New York (Glim detergent), thru Harry B. Cohen, N. Y.; Rad Products Inc. (bleach, cleaner & furniture polish), thru Duane Jones Co., N. Y.; Ashland Oil & Refining Co., Ashland, Ky. (Ashland gasoline with Ignition Control Additive), thru Byer & Bowman, Columbus, O.; Ohio Bell Telephone Co., thru McCann-Erickson, Cleveland; American Cone & Pretzel Co., St. Louis (Rold Gold pretzels), thru Granville Rutledge Adv. Agency, St. Louis; Bostwick Laboratories Inc., Bridgeport, Conn. (Pet-Kleen aerosol bomb), direct; Jackson Vitrified China Co., Pelham Manor, N. Y., thru Wexton Co., N. Y.; Fulham Bros. Inc., Boston (4-Fishermen Golden-Fried Fishsticks & Scallops), thru Stackton-West-Burkhart, Cincinnati, & Burns W. Lee Assoc., Los Angeles; Waxed Paper Merchandising Council, thru Ruthrauff & Ryan, N. Y.; Republic Steel Kitchens, thru Meldrum & Fewsmith, Cleveland.

March Reader's Digest article by Herbert Corey titled "TV and a Revolution," excerpted from *The Freeman*, offers startling "news" that TV is changing political habits and outlooks, purports to quote ex-FCC chairman Paul A. Walker as saying that "in another year there will be 2000 TV stations with perhaps 100,000,000 viewers." Mr. Walker doesn't recollect making any such statement, though he may have done so around time he lifted the freeze in spring of 1952 (less than 2 years ago). He now agrees with us that as many as 500 by end of this year will be surprising indeed.

Shall Bonsall, Los Angeles investor, has bought Consolidated TV Sales (Dwight Whiting, gen. mgr.) from Norman Chandler (*Los Angeles Times*-KTTV) and Austin Sherman; has also acquired added features from George Bagnall & Assoc., which will act as its distributor. Sherman has ended his association with Jerry Fairbanks Inc., whose past telefilms are now owned by Bonsall, and Fairbanks Productions of California is now sole owner of its Sunset Blvd. studios.

**GENERAL ELECTRIC** reports it has shipped 32 uhf transmitters of 12-kw power since Jan. 1953, when it began deliveries of units using the 15-kw klystrons developed for it by Varian Associates, San Carlos, Cal. Though uhf shipments of all manufacturers have dwindled to a trickle, Gates Radio reported this week it will show its 1-kw uhf transmitter for first time at IRE convention in New York, March 22-25, and RCA reported first 1-kw shipment of year to date—to upcoming KUDO, Corpus Christi, Tex. (Ch. 22).

Only new vhf order reported this week was by GE from WDBO-TV, Orlando, Fla. (Ch. 6); it ordered 35-kw transmitter and 6-bay antenna, which are due for delivery in about a month.

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

KALB-TV, Alexandria, La. (Ch. 5), with 5-kw GE transmitter ordered for delivery later this month and 500-ft. Phillips tower due to be completed by latter July, plans tests in Aug. or later and commercial programming in Sept. or Oct., according to pres. W. H. Allen. Weed will be rep. Ownership interlocks with KPLC-TV, Lake Charles (Ch. 7), which has July 1 target.

KPLC-TV, Lake Charles, La. (Ch. 7), remodeling newly-acquired building at 320 Division St. into studio-transmitter house, has ordered 5-kw GE transmitter for delivery later this month, hopes to get going by July 1, according to gen. mgr. Dave Wilson. Rep will be Weed.

WCHS-TV, Charleston, W. Va. (Ch. 8) has ordered RCA equipment for June 1 delivery, began construction March 15, plans July 1 tests and July 15 programming, reports pres. Lewis C. Tierney. It will affiliate with CBS & DuMont. Base hour rate to be \$550. Rep will be Branham.

WKBT, La Crosse, Wis. (Ch. 8), with 10-kw RCA transmitter on hand and 500-ft. Stainless tower scheduled to be up by April 20, plans tests June 21, programming in July, according to pres.-gen. mgr. Howard Dahl. *La Crosse Tribune* is selling its radio WKTY to Herbert H. Lee (KDHI, Faribault, Minn.) in order to exercise option to buy 41% of WKBT. Raymer will be rep. WTLB (Ch. 38), other La Crosse grantee, hasn't set target date.

KQED, San Francisco (Ch. 9, educational), now hopes to begin tests by March 20 from atop Mark Hopkins Hotel using converted KPIX transmitter, reports gen. mgr. James Day. Larry M. Reed, ex-chief engineer of experimental KM2XCW, named KQED chief engineer. Drive for 6800 dues-paying members at \$10-a-year in bay area began March 10 in San Mateo-Burlingame when Dr. A. John Bartky, chairman of Governor's Citizens Advisory Committee on Educational Television, keynoted "sign for 9" kickoff rally in Burlingame Recreation Center.

WALB-TV, Albany, Ga. (Ch. 10), with 10-kw Standard Electronics transmitter being shipped soon, now hopes to get going by April 1, according to chief engineer John L. Rivard. It's owned by *Albany Herald*. Rep will be Burn-Smith.

KBMT, Beaumont, Tex. (Ch. 31), now installing its GE transmitter, has 440-ft. Andrews tower scheduled for completion by April and has set April 15 as "rough target date," writes new v.p.-gen. mgr. Jack Rossiter, ex-WJTV, Jackson, Miss. Application just filed with FCC proposes transfer for \$5000 of the half interest in KBMT now held by J. A. Newborn Jr. & Jack S. Josey (25% each). After transfer, equal owners will be Randolph C. Reed, who will be new pres., and N. D. Williams, continuing as secy., with Rossiter holding option to buy 25% in equal amounts from two principals. Headley-Reed will be rep.



**RCA COLOR RECEIVER PRODUCTION PLANS:** "Some one has to step out in front and take the risk. And there's always some one in the crowd who cries 'you can't do that.' But when you're out in front, no one can kick any dirt in your face."

With his typical pithy language, RCA pres. Frank Folsom epitomizes company's attitude on its decision to plunge into production of 15-in. color sets -- in face of indications from many manufacturers that they're waiting for larger sizes, lower prices and more color programming (Vol. 10:10). Folsom's comment came after his March 11 announcement that RCA:

(1) Would begin commercial color set production within 10 days -- 3 months ahead of previously announced target -- and has set price at \$1000.

(2) Has reached 2000-per-month rate of tri-color tube production -- this also is several months ahead of its earlier predictions.

(3) Would disclose its color production methods to all set-making licensees at March 26 session in Bloomington, Ind. receiver plant (Vol. 10:10).

Set to be produced is model CT-100, open-face console with 36 tubes including kinescope. Folsom stated that "several hundred" pilot sets have been built at Bloomington. He also stressed that service for the sets will be available, though price of service policy wasn't indicated.

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Folsom feels situation today parallels that of 1947. "Then," he said, "the rest of the industry wasn't interested in television until we showed them what we were doing at Camden. Now, business has been good in black-&-white for the last couple months and they're saying 'We don't need color.' I think this attitude will change when they see there's some business to be done in color."

Asked about worries that 19-in. will quickly obsolete the 15-in., Folsom snorted: "Is last year's Cadillac obsolete?"

RCA thus commits itself to the 15-in. shadow-mask tube while many other manufacturers are still debating whether it's best to start with larger tube or with different type of tube.

One thing is sure: When color "breaks" -- in the sense that color sets are produced in substantial quantities and public buys them -- there's going to be a mighty scramble to produce. One company, incidentally, which got off to slow start in black-&-white but aims to get in on ground floor of color, is Westinghouse. For its attitudes and preparations, see p. 10.

**AS TRADE SETTLES DOWN, MORE CASUALTIES:** Current business recession, which some see as merely a slight slipdown from 1953 boom, has TV-radio-electronics manufacturers moving cautiously, producing at decelerated pace, selling reasonably well but at close-cropped profit margins.

There are many who regard this as a period of readjustment which will bring an inevitable squeeze on more companies. In wake of Muntz and Tele King bankruptcy proceedings (Vol. 7, 10), it's freely predicted more "financial embarrassments" may soon come to light by way of bankruptcy proceedings, assignments or settlements -- possibly even a wave of mergers of smaller firms not likely to be precluded by any adverse Dept. of Justice interpretation of the anti-trust laws.

With the first 1954 quarter not yet ended, we've already seen Muntz (with its affiliated Tele-Vogue), Tele King, Shaw and Radar Electronics Inc. (once called Video Corp. of America) in bankruptcy court, to say nothing of CR tubemaker Fidelity Tube Co. and its radio-making Jewel & Gem affiliates.

Are more failures in the offing? We can't say -- but won't be surprised, though we've heard the same talk ever since the big fellows began their competitive

price forays after the great 1950 boom and the severe "inventory recession" of the spring of 1951. National Credit Office reports that since 1946 start of TV, exactly 168 firms related to electronic production of one kind or other have been involved in financial troubles, 47 of them identified as makers of TV and/or radio receivers.

Very few distributors have gone bust, though many have faded out of TV -- but TV-radio-appliance retail failures totaled 348 in 1953, reports Dun & Bradstreet, as against 210 in 1952, or 116 out of every 10,000 concerns vs. 76 the year before. That doesn't include changes in ownership or voluntary liquidations without loss to creditors. Small wonder creditors of retail establishments are unusually wary, as are creditors of the manufacturers since Muntz's troubles became known.

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Our own records show that last year the "economic casualties" among manufacturers were Jackson Industries and its affiliated National Electronics Mfg. Co., Gotham Television (name changed from Harold Shevers Inc.), Transvision Inc., Regal Electronics, Video Products Corp., Television Equipment Corp., and tubemaker Zetka. In 1952, Tele-tone, Starrett, Monarch and U.S. Television Mfg. Co. went under, also communications maker Link Radio; in 1951, Freed, Richmond, Vidcraft and Commander; in 1950, Trans-Vue, Remington, Nielsen, Televista and Electronic Corp. of America.

Few electronics manufacturers unrelated to TV receivers have gone into bankruptcy; for the most part, those that got into trouble were simply absorbed by the bigger companies, some of them newcomers to electronics, or else merely switched to other production, or simply faded quietly out of business.

Note: Only top-echelon manufacturer of TVs on bankruptcy lists, Tele-tone (Vol. 8:5) was ranked 9th in production in 1950 (175,000 units valued at \$21,875,000) by Television Shares Management Co. (Vol. 6:8) but wasn't on first-10 list in 1951.

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TV production totaled 113,026 week ended March 5, compared to 105,721 units preceding week and 110,544 week ended Feb. 19. It compared with 166,235 in corresponding week of 1953 and brought production for first 9 weeks of 1954 to 1,030,000 vs. 1,616,066 same 1953 period. Radio output March 5 week was 188,526, compared to 192,949 week before. Nine-week production was 1,800,000 vs. 2,600,000 year ago.

Retail TV sales in January set record for that month, as expected, totaling 731,917, or about 75% more than Jan. production of 420,571. Furthermore, they were only 5.5% below normally peak Dec. sales of 774,856 and well above the 640,073 sold at retail in Jan. 1953. Retail radio sales in Jan. totaled 306,407, excluding auto sets, way down from the 1,456,008 sold in Dec. and 414,721 in Jan. 1953.

**S**HOOTING HIGH in color, whereas it admittedly lagged in black-&-white, giant Westinghouse confidently expects to keep pace with industry's Big 3 in production and sales of TV receivers. "We're all starting even in color," said TV-radio mgr. T. J. Newcomb this week after conducting us on tour of Metuchen, N. J. production line, "and Westinghouse is going to be the TV leader, for once."

Spurred by pres. Gwylm Price's avowed intention of lifting company's TV position to a level comparable with its high stature in appliances, Westinghouse subordinates are going all-out to prove they can grab an early lead in color and stay in forefront. Newcomb asserts Westinghouse, one of first to start color production line and put sets on retail market, "has the capacity to be a leader in production and we can expand our facilities further to equal the capacity of any manufacturer."

Why, we asked, is Westinghouse concentrating so much time, energy and money on sets with 15-in. tube, when so few other manufacturers besides RCA seem to be going ahead on that size?

"We want to be identified in the public mind with color," answered Newcomb. "We're prepared to spend a lot of money on advertising to make sure the consumer knows we're making a color set, which can be bought for \$1295. Of course, we don't expect to sell many of these sets to the public. Our experience with New York stores

shows they won't buy them and we're not disappointed in that. But the more stores they're in, the more people will know about Westinghouse sets. Furthermore, we hope to use this period to learn how to merchandise color. I'm not convinced any manufacturer knows that yet. Maybe it's costing us too much to learn, but we think it'll pay off eventually."

Westinghouse produced 200 color sets through Feb.—and Newcomb says each costs about \$3000 to produce. Current daily production varies, ranging up to 22. In addition to its own, Westinghouse uses RCA, GE &ylvania tubes. All sets produced have been sold to distributors, who report strong demand from dealers seeking traffic-builders.

Color production line has 115 operating positions, of which only 34 are now manned. The 34 employees will be used as cadre to train other workers in color. So complicated is color circuitry that twice as many wiring errors are made along line as on black-&-white. Consequently, it takes 16½ hours to assemble and test color set vs. 5½ hours for black-&-white. Labor costs are 3 times as great.

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Bendix Radio buys 25-acre tract across highway from main plant at Towson, Md., near Baltimore, for expanded manufacturing facilities.

**Topics & Trends of TV Trade:** "Fighting chance," is how RETMA spokesman describes odds on getting excise tax relief for TV-radio-appliance manufacturers (Vol. 10:10). Pres. Glen McDaniel made spirited plea for lowering 10% tax in conference this week with Senate Finance Chairman Millikin (R-Colo.), will testify before full committee March 15.

McDaniel sharply criticized House action this week in passing Reed bill (HR-8224) calling for reductions on score of items with excise taxes over 10% but ignoring TV-radio-appliances. "It is inconceivable that Congress would, in the first excise tax reduction program in 20 years, deliberately discriminate against the consumers of household articles indispensable to the health and welfare of every American family," he said.

He will tell Senate committee that House has provided for immediate or future tax reductions on items providing 90% of revenue from excise taxes, whereas household items on which tax was not reduced provide only 4% of excise tax payments and could be cut with substantially less loss of revenue to Govt. He'll also show that reduction of excise taxes on household articles will bring lower prices to consumer and increase employment.

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TV set sales by Canadian factories totaled 34,890 in Jan., at average price of \$367, compared to production of 43,835, reports Canadian RTMA. Projected production estimate is that 121,266 more sets will be turned out next 3 months. Inventory was 77,778 at end of Jan., compared to 68,833 at start of month. Quebec led in sales with 13,288; Toronto second, 8437; other Ontario, 3502; Ottawa & eastern Ontario, 2961; British Columbia, 2775; Hamilton-Niagara, 1930; Windsor, 1607; Prairies, 176; Maritime Provinces, 214.

Picture tube sales in Jan. totaled 557,681 valued at \$12,173,923, down from 644,287 at \$14,801,856 in Dec. and 988,316 at \$23,892,982 in Jan. 1953, reports RETMA. Some 76% were 19-in. and larger. Receiving tube sales totaled 22,133,347 valued at \$16,412,505, compared with 23,404,026 at \$17,832,387 in Dec. and 37,343,081 at \$25,688,914 in Jan. 1953. Of sales, 13,542,667 went for new sets, 7,158,537 renewal, 1,062,917 export, 369,226 govt.

Growth of discount houses and how they operate is told in 2 articles in March 8-9 *Wall Street Journal* based on 13-city survey. They show how they "combine austerity and psychology to cut prices and get mass sales" chiefly through savings on deliveries, sales help and merchandising frills. One Houston executive comments: "It's getting to the point where you're considered a fool if you buy anything at the regular retail prices."

Junking left-wing union, 20,000 GE production workers at Schenectady voted to sever connections with independent United Electrical, Radio & Machine Workers (UE) and affiliate with CIO's International Union of Electrical Workers (IUE). Former union was expelled from CIO after being consistently characterized as under left-wing domination.

Philco entered commercial air-conditioning field this week, disclosing plans to produce 2-ton air-cooled and 3 & 5-ton water-cooled units at new Connerville, Ind. plant. Prices were not disclosed. Philco also announced it would continue to purchase room air conditioners from York.

Commerce Dept. schedules TV-radio-electronics trade conference April 6, to which top manufacturing and trade assn. executives have been invited. Secy. Weeks will address conference, one of series with leading industries.

Magnavox donates about \$1500 worth of TV-radio equipment to Purdue's Ft. Wayne Center for use in its technical courses, directed by Dr. R. M. Bateman.

Muntz TV, ordered reorganized last week after filing of petition under Chapter X of Bankruptcy Act by 3 creditors with claims totaling more than \$475,000 (Vol. 10:10), this week asked court permission to file \$10,000,-000 counter-suit against American Television pres. U. A. Sanabria, his attorney I. Harvey Levinson and ex-Muntz engineering v.p. Raymond Olson. Pres. Earl Muntz charged trio, all Muntz stockholders, with "false and malicious" statements concerning his solvency, said they were conspiring to acquire Muntz firm through bankruptcy or forced sale. Chicago Federal Judge Knoch set hearing April 9 on increasingly acrimonious case. Muntz meanwhile halted TV production and shut down all retail stores except those in Chicago, Detroit, Cleveland & St. Louis. In other bankruptcy developments: (1) Tele King, which filed Chapter XI petition month ago (Vol. 10:7), was permitted to continue until March 24, when schedules will be filed. (2) Shaw Television Corp., Brooklyn, offered creditors 50% in installments, was allowed to remain in business. (3) Assets of bankrupt Fidelity Tube Corp., Jewel Radio & Gem Radio, all of 900 Passaic Ave., E. Newark, and owned by Don J. Ferraro, were sold for \$370,060.

\* \* \* \*

**Distributor Notes:** RCA appoints new EDCO Distributing Co., 2930 Butler Ave., Fresno, Cal. (Edward Sarnoff, pres.), replacing Leo J. Meyberg Co., which continues as San Francisco distributor . . . Stewart-Warner appoints Tee-Vee Supply Co., 3211 Washington St., Boston (Herbert Gamer, pres.) and Radio Supply Co., 26 Cross St., Auburn, Me. (Carleton Coffing, pres.) . . . Bendix Radio appoints Standard Electric Supply Co., Milwaukee (Leonard H. Siegel, v.p.) . . . RCA Victor Distributing Corp., Grand Rapids, appoints Walter F. Philipp sales mgr. . . Canadian Admiral Sales Ltd. appoints Kenneth Branch as mgr. of Vancouver branch . . . Schoellkopf Co., Dallas (CBS-Columbia) announces resignation of v.p. James Booth, now with Zero Plate Co. (refrigeration fixtures) . . . State Distributing Co., Milwaukee (Emerson) announces retirement of sales mgr. Bell Becker . . . Kinney & Faust, Fresno (Hoffman Radio) announces resignation of sales mgr. Frank Fern . . . DuMont appoints Allen Distributing Inc., Providence, headed by Albert C. Allen, ex-DuMont central regional mgr.

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Remember those Nujol-filled magnifiers that were offered in the long-ago days of 10 & 12-in. "supersizes" in order to magnify TV images? Well, here's one to beat them all—and it could come only from Hollywood. Columnist John Crosby relates, "At Pickfair, Miss [Mary] Pickford and her husband, Buddy Rogers, watch TV on a custom-built set with a 30-in. screen which, when pulled out, becomes 40-in. Between the tube and the screen, there is a compartment containing 5 gallons of oil. This gives a third dimensional effect. The set is so good, Miss Pickford claims, that movies made 25 years ago look brand new. . . ."

RCA offering for sale its 200,000-sq. ft. cabinet plant in Pulaski, Va., once employing 800, closed last 2 years, price undisclosed. And, having farmed out some of 45rpm phono production to V-M and others, RCA is now making them at its Cambridge, Mass. and Canonsburg, Pa. plants.

GE consolidates receiving tube production at Tell City, Ind. plant next week, closing down tube mount assembly plant at Huntingburg, Ky. and transferring some 450 employees.

Ziff-Davis Pub. Co., Chicago, has purchased *Communication Engineering Magazine* from Milton B. Sleeper, will merge it with *Radio & Television News* beginning with April issue.

**Trade Personals:** Perry F. Hadlock, pres. of RCA Victor Radio S.A., Rio de Janeiro, Brazil, has fully recovered from critical throat operation and is back at his job full-time . . . Seymour Mintz, new pres. of CBS-Columbia Inc., elected a v.p. & director of parent CBS . . . V. M. Lucas, mgr. of GE electronics sales to govt., appointed marketing mgr. of heavy military electronic equipment dept.; Lee K. Alexander named marketing mgr. of light equipment, both headquartering at Syracuse . . . Regis R. Forbes, ex-purchasing agent of parent company's TV-radio div., named mgr. of Sylvania Electric (Canada) Ltd. TV plant at Dunnville, Ont., due for completion about Aug. 1 . . . Ernest Kohler Jr., ex-Washington representative of Hallcrafters, ex-sales mgr. of Raytheon tube div., has established own TV manufacturing rep firm, Ernie Kohler & Associates, 8905 Lake Ave., Cleveland . . . Edward Jahns promoted to production of v.p. of Wilcox-Gay Recordio plants, Charlotte, Mich. (Majestic TV); Wayne Cole promoted to controller, Orville Gans named Michigan rep for all Wilcox-Gay products . . . Charles R. Pincsak named controller, Raytheon TV-radio div., Chicago, succeeding Charles Brown . . . Wm. E. Stohldrier, personnel mgr., named director of public relations, Federal Telecommunication Labs . . . Wallace Johnston, ex-pres. NARDA and chairman of its manufacturers relations committee, elected pres., Memphis Rotary Club . . . Glenn Pippert, ex-CBS-Columbia, named Zenith Radio south central regional mgr., succeeding Robert I. MacClellan, resigned . . . Edward Kennedy, ex-Admiral Milwaukee factory branch, named Magnavox district sales mgr., Milwaukee . . . H. A. Browe, ex-Motorola, named Sylvania midwest district sales mgr., succeeding Tom Ryan, now regional sales mgr. . . Ralph A. Henderson promoted to southwest sales mgr., magnetic recording tape & electrical products, Minnesota Mining & Mfg. Co., headquartering in Dallas; Dr. Ambrose F. Schmelzle promoted to supervisor, tape backing research . . . Campbell Rutledge Jr. succeeds George H. L. Norman, resigned, as general sales mgr., Corning Glass Works new products div. . . Charles A. Hansen, ex-Jensen sales mgr. & past chairman of Electronic Parts & Equipment Mfrs. Assn., named distributor mgr., Gramer Transformer Corp., Chicago . . . D. W. Smith named pres. and engineering-sales director, Kearfott Co. Inc., Clifton, N. J., subsidiary of General Precision Instrument Corp. . . . Warren M. Stuart promoted to sales development mgr., Belden Mfg. Co., Chicago . . . Murray Epstein, ex-Kaye-Halbert, named director of purchasing & production control, Berlant Assoc., Los Angeles (tape recorders) . . . Al E. Danielson, ex-Admiral, named gen. mgr. of Pioneer Electronics Corp., Los Angeles (tubes) . . . Webster E. Barth resigns as gen. sales mgr., La Pointe Electronics Inc.

Dr. Frederick W. Brown, technical director of China Lake Naval Ordnance Test Station, Cal., named director of National Bureau of Standards Boulder, Colo. lab, which will include Bureau's entire radio division, moving from Washington, as well as NBS-AEC Cryogenics Engineering Laboratory (refrigeration).

George A. Landry, Western Electric v.p. in charge of purchasing & traffic div., named Asst. Director of Defense Mobilization, responsible for evaluating industry's wartime mobilization potential.

Herman Lubet, Fada Radio adv. & export mgr. for many years, died March 6 at White Plains, N. Y. Hospital following heart attack.

Walter R. Jones, 51, professor of electrical engineering at Cornell U, onetime Sylvania scientist, died March 8 in Ithaca, N. Y.

Licensed TV sets in Britain totaled 2,956,846 as of Dec. 31, 1953, increase of 110,619 in Dec.

**Electronics Reports:** Two new transistor developments, making possible transistors with "complete stability" and transistors capable of operating effectively at high temperatures, were announced and demonstrated by James J. Sutherland, gen. mgr. of Sylvania's electronics div. to group of military officials in Washington March 10.

Sutherland said stability was achieved through use of "stabilized germanium" which prevents characteristics of transistor from changing and decreasing its efficiency or making it inoperative. Stabilized germanium is immune to effects of moisture and deterioration through aging, he said, overcoming "the greatest single obstacle to widespread use of transistors." Sylvania plans to begin quantity production of stabilized germanium transistors later this year.

Sylvania also is applying principles of germanium stabilization to its crystal diodes, and claims new process will "lock in permanently the characteristics that initially are built into diodes."

Company also disclosed development of germanium-silicon alloys which permit high-temperature operation of transistors. One such alloy, Southerland said, permits effective transistor action up to about 350°, as opposed to 212° limit of efficient operation of germanium transistor. He said Sylvania engineers are now testing laboratory-produced transistors containing various percentage mixes of germanium and silicon.

\* \* \* \* \*

**Another use for transistors:** Ampro Corp. announces motion picture projector incorporating transistor for sound amplification, eliminating separate bulky power transformer. New projector, priced at \$725, is primarily designed to play back film with magnetic sound tracks. Announced recently by Army Signal Corps was dynamic microphone with transistor amplifier built into handle, which "shows promise of eliminating the hissing and rattling noises which many times have seriously disrupted radio communications" from combat vehicles.

First all-transistor telephone system—without a single vacuum tube—is being operated experimentally at Americus, Ga., 135 mi. south of Atlanta, by Bell Labs. It uses 300 transistors, Bell Labs says, and plant is one-tenth size that would be required if tubes were used. Transistors are operated from dry batteries, eliminating need for power plant.

Self-propelled undersea TV camera system, successfully used at depths up to 100 ft., is described in new report from radio & electrical engineering div. of National Research Council of Canada. Available from Library of Congress, Publication Board Project, Washington, as Commerce Dept. technical report PB 112610, the 12-pp. report is \$1.75 in microfilm, \$2.50 photostat.

Burroughs Corp. last week began occupying new \$3,000,000 electronics research laboratory in Paoli, Pa. The 105,000-sq. ft. center by June 1 will be fully occupied by 350 engineering and office workers, now headquartering in Philadelphia.

DuMont's first 2-way mobile equipment is for 25-54 mc band, with 35 watts output for 25-45 mc and 30 watts for 45-54 mc. Equipment for 150-160 mc and 450-470 mc bands is under development.

New compact vidicon camera for industrial and broadcast use has been introduced by Kay-Lab (Kalbfell Laboratories Inc.), 1090 Morena Blvd., San Diego, Cal.

GE heavy military electronics equipment dept. to construct 2 new buildings in Syracuse, adding 100,000-sq. ft. for office and shop activities.

Annual International Sight & Sound Exposition scheduled at Chicago's Palmer House Sept. 30-Oct. 2.

**Financial & Trade Notes:** Motorola 1953 sales set all-time record of \$217,964,074, gain of 29% over \$168,734,653 in 1952 and considerably ahead of previous high of \$177,104,669 in 1950. Net earnings were \$7,076,335 (\$3.66 a share), slightly higher than the \$7,012,700 (\$3.62) reported in 1952, but well under 1950's record \$13,130,246 (\$6.78). At year's end, consolidated working capital stood at \$38,222,001, increase of \$214,754, and shareholders' equity increased \$4,173,639 to \$45,929,419.

Pres. Paul Galvin, in annual report, characterized 1953 as year of preparation—acquisition of new facilities, and engineering development in fields of color TV, plated circuitry and transistors. While fourth quarter's sales fell below expectations “due in part to the general slackening of demand for consumer durables and in part to publicity given color TV,” he predicted 1954 would be second best sales year in history. He forecast sales of 100,000 color sets by industry in 1954; said volume production awaits satisfactory large-size picture tube which may appear in 1954; added, “and color TV may, sometime in 1955, begin to constitute a significant portion of our sales.” Motorola has not yet attempted to press for production and sales of color sets, he said.

Motorola's civilian and military electronics and communications sales set new records in 1953, “and contracts in hand indicate that these records may again be exceeded in 1954,” said Galvin.

\* \* \* \*

Among officers' and directors' stock transactions reported by SEC for Jan.: Robert L. Huffines Jr. bought 1000 AB-PT, holds 1000; Sterling B. Withington bought 500 Avco, holds 2000; Charles A. Dilley bought 100 Clevite (Dec.), holds 960; O. P. Gokay bought 100 Clevite, holds 1000; Sydney L. Hall bought 200 Clevite, holds 200; Stanley F. Patten bought 100 DuMont, holds 400; Irving G. Rosenberg sold 100 DuMont (Dec.), holds none; R. T. Capodanno bought 500 Emerson Radio, holds 550; Walter E. Green bought 100 General Precision Equipment common, 595 pfd., holds 635 common, 595 pfd.; R. N. Harder bought 525 General Precision pfd., holds 525; Philip F. LaFollette bought 100 Hazeltine, holds 2000; Ruby M. Ballard sold 600 Muntz TV, holds none; Thomas E. Courtney sold 5000 Muntz TV, held 30,000 as of Jan. 13; Edwin D. Foster bought 100 RCA (Dec.), holds 300; Harry C. Hagerty bought 100 RCA, holds 100; Mildred McAfee Horton bought 100 RCA (Aug.), holds 200; Ivan A. Getting bought 200 Raytheon, holds 200. Note: In our listing of Dec. stock transactions (Vol. 10:9), we erred in reporting sale of 3000 shares by Dr. Allen B. DuMont. The item should have read that Dr. DuMont purchased 500 in Nov., gifted 3000 in Dec. to school and charitable institutions, holds 42,900.

Wilcox-Gay (Majestic) reports record 1953 sales of \$17,747,842, net profit of \$201,515 (7¢ a share), compared to preceding year's \$17,641,548 and \$330,110 (10¢). Chairman Leonard Ashbach predicted new sales record for 1954 due to company's recent entry into air conditioner and major appliance field.

Muter Co. declares 2% stock dividend in lieu of usual cash dividend, pres. Leslie F. Muter reporting it's to conserve funds for possible purchase of another firm in electronics field, unnamed but now in hands of creditors' committee.

Westinghouse, in recognition of its 7500 stockholders who live in California, holds annual meeting April 7 in Sunnyvale, Cal., 40 mi. south of San Francisco, first time annual session has been held in west.

Electronic Associates Inc., Long Branch, N. J., reports 1953 profit of \$130,700 (\$1.18 on 110,667 shares) compared with \$96,800 (.98¢ on 98,937 shares) for 1952.

Storer Broadcasting Co.'s first report since adding some 1500 shareholders by placing 200,000 shares on public sale last year (Vol. 9:45,47) shows 1953 net profit of \$1,985,677 after provision for normal and excess profits taxes. After preferred dividends of \$101,032, earnings on common amounted to \$1.70 per share. Federal income taxes for 1953 were estimated at \$3,947,675 (\$3.57 per common share), of which \$983,000 (89¢) was excess profits tax. Five radio properties (out of 7 owned) for which comparable data is available for 1952 gained 3½%; 4 TV stations (out of 5 owned) increased 43.4%. Company also owns 46½% of voting stock of Standard Tube Co., Detroit manufacturer of electric welded steel tubing; owns outright the *Miami Beach Sun*, evening and Sunday newspaper; owns 95% of CMTV, Havana, Cuba (Ch. 11). Total assets are given as \$17,446,318 as of Dec. 31, 1953, including \$4,912,405 earned surplus after payments of preferred and \$310,000 in common stock dividends. Current liabilities were \$5,623,351, total long-term debt \$4,014,405.

Tight safeguards against “American-style” TV have been written into British Govt.'s bill to establish commercial TV. The measure, published March 5, would establish Independent TV Authority (ITA) as competitor of non-commercial BBC, and provides that programs and commercials shall be “predominantly British in style, of high quality and well balanced in subject matter.” Other provisions of proposed law: (1) Commercials would be allowed only at beginning and end of programs or in “natural breaks.” (2) ITA would own transmitting facilities and operate on subsidy of up to \$2,100,000 from license fees paid by TV set owners to support sustaining programs. (3) Commercial programs would be put together by contractors, who must be British subjects and must not be “advertising agents.” (4) ITA would not be permitted to buy sole TV rights to “public ceremonies, public spectacles and important sporting events”; BBC must have equal access. (5) Three commercial stations would be permitted to go on air by mid-1955—in London, Manchester and Birmingham. (6) Postmaster General would have virtually absolute authority over programs, facilities and number of stations.

NLRB decision affirming musicians' rights to ad lib on radio programs without coming under jurisdiction of other talent unions was hailed this week by AFM's Jimmy Petrillo as a major victory in his union's running battle with AFTRA. The NLRB ruling involved AFTRA petition to certify bargaining unit at Westinghouse's KEX, Portland, Ore. including all employes appearing regularly before microphone. Board ruled that 2 musician employes didn't necessarily belong in the AFTRA unit, since their speaking duties were incidental to their employment as musicians.

Schine Chain Theatres, 55% owners of grant for WPTR-TV, Albany, N. Y. (Ch. 23) and 50% of CP for WRNY-TV, Rochester (Ch. 27), were targets of criminal and civil contempt actions filed by Justice Dept. in Buffalo district court this week. Organization is charged with failure to comply with terms of 1949 anti-trust decree—involving sale of theatres, bookings, etc. Chances are FCC will withhold any action on Schine, as a grantee, pending outcome of Justice Dept. proceedings.

Dividends: American Broadcasting-Paramount, 25¢ payable April 24 to stockholders of record March 26; IT&T, 25¢ April 15 to holders March 19; General Instrument, 25¢ April 15 to holders April 2; Canadian Westinghouse, 50¢ April 1 to holders March 15; National Co., 10¢ March 30 to holders March 25; Muter Co., 2% stock div., March 31 to holders March 15.

Offers to buy Tulsa's KOTV (Ch. 6) are under consideration, reports March 9 *Tulsa Tribune* whose Washington correspondent states that John Hay Whitney & Co., New York, is considering one proposition and that actor Bob Hope, part owner of Denver's KOA-TV, is reported to have offered \$2,600,000 but that co-owner Helen Maria Alvarez has said she would not sell for less than \$4,000,000. "A prominent Oklahoman," who asked not to be identified, also is quoted as saying Mrs. Alvarez had offered him the station. Wrede Petersmeyer, of the Whitney firm, which is associated with Jerrold in several community antenna enterprises, told the newspaper KOTV is "one of the many propositions" before the company. Mrs. Alvarez, who founded the station in 1949 and later acquired half interest when it was reorganized and 50% sold to Hollywood oil millionaire Jack Wrather, is on a European vacation and could not be reached for comment. Mr. Wrather, however, informed his Washington counsel station is not for sale—though he said offers have been received, as in the case of most profitable TV stations. Mrs. Alvarez and Mr. Wrather also own KGMB-TV & KGMB, San Diego, which they purchased last year (Vol. 9:5, 13), and are known to have been seeking to buy other TV properties. At recent FCC hearing on Corpus Christi Ch. 10 Mrs. Alvarez testified she would move to that city if her group won grant.

Details of Time Inc.'s purchase of 4½-month-old KLZ-TV (Ch. 7), along with pioneer KLZ (5-kw on 560 kc), as first hinted last week (Vol. 10:10), were released this week by principals. Big publishing house is buying all outstanding stock at \$240 a share, making total commitment approximately \$3,500,000. Time Inc. acquires net current assets and assumes certain long-term obligations. It has asked pres. & gen. mgr. Hugh B. Terry, who sells his 16% stock, to stay on—and he's expected to do so after a vacation to convalesce from recent serious illness. Other stockholders who will sell, subject to FCC approval: Harry E. Huffman, chairman, 13.33%; J. Elroy McCaw & Theodore R. Gamble, 20.36% each; Frank H. Ricketson Jr., 13.57%; and 38 others, none owning more than 1.5%. It's Time Inc.'s 3rd TV-AM purchase; other 2 (KOB-TV & KOB, Albuquerque, Wayne Coy, gen. mgr. & 50% owner; KDYL-TV & KDYL, Salt Lake City, G. Bennett Larson, gen. mgr. & 20% owner) are NBC affiliates while KLZ-TV & KLZ are CBS. Ex-FCC Chairman Coy, also TV-radio consultant to Time Inc., acted in the Denver deal along with Wes Pullen, of the Time Inc. business staff.

Two new TV applications this week, and week's 3 grants and 4 applications dismissed or denied, brought total pending at week's end to 279, of which 49 are for uhf stations. Applications were for Parma, Mich., Ch. 10, by group owning WKHM, Jackson, WKMH, Dearborn, and WKMF, Flint; for Gastonia, N. C., Ch. 48, by Air Pix Corp., Lowell, N. C., headed by yarn manufacturer Coit M. Robinson and free-lance announcer W. C. Bivens. [For further details about these applications, see *TV Addenda 18-J* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

Senate passed and sent to White House March 12 three FCC-requested amendments to Communications Act: HR-4557, abolishing necessity for govt., amateur & mobile stations to get CPs; HR-4558, giving Commission 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act as misdemeanor rather than felony. All had previously been passed by House.

NARTB Code Review Board (John E. Fetzer, WKZO-TV, Kalamazoo, chairman) holds quarterly meeting at NARTB headquarters, March 29-30.

Long-discussed Westinghouse deal to acquire KPIX, San Francisco (Ch. 5), first revealed as a 49% sale (Vol. 9:45), is nearing closing stage, should be finalized shortly, will be an outright sale of all stockholdings of approximately \$6,000,000. Primarily, it will be a tax-free exchange of stock, most of the equities in KPIX being swapped for Westinghouse stock. Contract is still being worked on by the attorneys—James Lawrence Fly for the KPIX group and Westinghouse counsel John Steen—and it's planned to make contract retroactive to last Jan. 1, subject to FCC approval. Sellers are Associated Broadcasters Inc. (Wesley Dumm), 71%; Philip G. Lasky, gen. mgr., 14%; R. C. D. Bell, 10%; Franklin Dumm, 3%; George Hughes, 2%.

General Teleradio Inc.'s purchase of WHBQ-TV, Memphis (Ch. 13), along with WHBQ (5-kw day, 1-kw night on 560 kc, MBS), has been finalized essentially as first reported (Vol. 10:5) and transfer papers will be filed in about a week. Cash payment to seller Harding College will be \$600,000, remainder (\$1,900,000) to be paid over 10 years by way of leaseholds with options to pay up. General Teleradio, to comply with 7-limit AM rule, has agreed to dispose of its KGB, San Diego (1-kw on 1360 kc, MBS) to gen. mgr. Marion R. Harris, in partnership with Don Lee Network v.p. Willet Brown's young son, who has just been inducted in the Army. Terms of sale haven't yet been released.

Senate hearing on FCC filing fees (Vol. 10:5, 7-8) will take at least 2 days—March 16 & 17—because of the number of witnesses asking to appear. Communications subcommittee headed by Sen. Potter (R-Mich.) actually will be airing S-2926 by Sen. Johnson (D-Colo.) to substitute "nominal" fees for FCC's proposed schedule—but some witnesses, such as NARTB, are expected to attack whole principle of fees, nominal or not. In addition to FCC & NARTB, these witnesses have asked to be heard: Assn. of ICC Practitioners, American Merchant Marine Institute, Conference on Maritime Labor & Management, Pacific Steamship Assn., communications attorney Carl Shipley, Lake Carriers Assn., Royal Call Co. of Cleveland.

Continuing his TV-radio "anti-monopoly" crusade, Sen. Kilgore (D-W. Va.) this week wrote Attorney General Brownell, asking whether present anti-trust legislation is adequate to prosecute any corporations which have monopoly over TV-radio communications, and requesting him to recommend new legislation, if necessary. Last week he asked Sen. Bricker (R-O.) and Sen. Langer (R-N. D.), chairmen of Commerce and Judiciary Committees, to investigate (Vol. 10:10). This week Langer replied that his monopoly subcommittee will look into matter, and Bricker said he had turned Kilgore's request over to Sen. Potter (R-Mich.), chairman of communications subcommittee.

Reminding stations about new color transmission standards, FCC has notified them that excessive out-of-channel radiation will be produced unless proper modifications are made when transmitting programs originating in color. If modifications aren't made, Commission said, station should remove chrominance components from color signal received from network. (For full text of FCC's technical standards for color, see *Television Digest* Dec. 17 reprint of Final Color Report.)

N. Y. Supreme Court denied WOR-TV & WOR temporary injunction to ban picketing by 40 fired union musicians March 11 (Vol. 10:10), and AFM Local 802 said picketing would be resumed.

Next interconnections scheduled by AT&T: KMMT, Austin, Minn. & WSJV, Elkhart, Ind., March 15; KHQA, Hannibal, Mo., March 20; WSLI-TV, Jackson, Miss., March 21.

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

# Television Digest

with **ELECTRONICS REPORTS**

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**ADDS TV TO AM-FM PLANT FOR \$118,005:** "We made it! We're on the air with a capital outlay of only \$118,005 -- the lowest, I think, of any TV station in history." Thus, exultantly, J. Patrick Beacom phoned us to report that his WJPB-TV, Fairmont, W.Va. (Ch. 35) had begun test patterns this week. It goes commercial March 28, with shows from all the networks via own one-hop relay from Pittsburgh, 95 mi. distant.

Prudent equipment buying and integrated TV-radio operation is the answer to the problem of smalltown TV, said this 46-year-old ex-GI who also owns 250-watt AM WVVW, Fairmont; WBUT, Butler, Pa.; WETZ, Martinsville, W.Va.; and WJPB-FM, also in Fairmont. Combined TV-radio staff in Fairmont (1950 pop. 29,346) totals only 22. The \$150 TV card rate also offers special inducements to radio sponsors.

Pat Beacom, who has sat in both houses of the State Legislature, started out with no added investment in real estate, having planned radio building for ultimate TV expansion. He bought Continental uhf transmitter for \$46,500; RCA slotted antenna with lines, \$18,000; General Radio monitor, \$5000; GPL vidicon chain (first of kind) with GPL projector and remote camera, plus relay equipment, etc., costing remainder.

Station will start in operating black, says Beacom, already has a nice list of national accounts. He's particularly proud that he has proved it wasn't just "big Irish talk" when he asserted last year (Vol. 9:50) that he would get north central W.Va.'s first TV station on air within shooting distance of \$117,565 budget. He did it, all right -- put out first signals on St. Patrick's Day, at that!

Note: Rogan Jones reported he spent only \$82,000 on KVOS-TV, Bellingham, Wash. (Ch. 12), this figure covering home-built transmitter and other equipment without camera chain (Vol. 9:21). He also publishes \$90 Class A rate, lowest of record.

**3 NEW TV CITIES AS 5 START, ONE QUILTS:** Five more stations took to the air this week -- including one vhf educational and 2 uhf -- and another uhf is going off. Total on air thus is brought to 376, of which 129 are uhf. Three cities get stations for first time: Great Falls, Mont.; Fairmont, W.Va.; Elkhart, Ind. The other 2 went into Pittsburgh (educational) and Jackson, Miss.

Latest economic casualty is WOSH-TV, Oshkosh, Wis. (Ch. 48), which notified FCC it's quitting March 22. Like other 5 uhf which have given up (Vol. 10:11), it attributed financial troubles to difficulty in getting top network programming, says it lost about \$150,000 since debut last June. It's owned by AM broadcasters mgr. Wm. F. Johns Jr. & Wm. F. Johns Sr. It had uhf competition from WNAM-TV in nearby Neenah (Ch. 42), vhf from CBS-affiliated WBAY-TV, Green Bay (Ch. 2), about 30 mi. away. WMBV-TV, Marinette (Ch. 11) is due on the air this summer, NBC affiliated, its transmitter midway between Marinette and Green Bay. This week's new starters:

WQED, Pittsburgh (Ch. 13), first vhf "competitor" to DuMont's WDTV for audience in that 1-vhf, 2-uhf station metropolis, began regular test patterns March 19 and will be formally inaugurated April 1 as the 4th educational non-commercial station actually on the air. Its 5-kw DuMont transmitter & RCA antenna are installed

at Westinghouse's KDKA-FM tower on Herron Hill overlooking Pitt Stadium; studios at 4337 Fifth Ave. are in building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. It's community project, launched with \$350,000 in grants from Arbuckle-Jamison Foundation, Ford Foundation and A.W. Mellon Trust. Operating funds come from voluntary 30¢-per-student contributions in schools in the 10-county area around city and from \$2 subscriptions to monthly WQED Program Previews, as well as gifts. Pittsburgh Plate Glass v.p. & gen. counsel Leland Hazard, prime mover in project, heads impressive group of civil and business leaders guiding WQED. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward P. Wegener, ex-WOI-TV, Iowa State College, program mgr.; Edward Horstman, ex-ABC Chicago, chief engineer.

KFBB-TV, Great Falls, Mont. (Ch. 5) opened up new market when it aired first test patterns March 19, being located 117 mi. from Butte, 178 mi. from Billings, only other cities in state with TV. Programming starts March 21, 4½ hours per day, as CBS non-interconnected affiliate. Station uses 5-kw DuMont transmitter, 400-ft. tower on Glacier Park Highway. Joseph P. Wilkins is pres.-gen. mgr., owning 50.4%; Fairmont Corp., Anaconda Mining Co. subsidiary, which also publishes chain of newspapers in state, owns 30.5%. Base hour rate is \$150. Rep is Weed.

WJPB-TV, Fairmont, W.Va. (Ch. 35) began testing March 17, goes commercial with service from all networks via own relay from Pittsburgh March 28, reports good signal over 30-mi. radius, which includes Morgantown (19 mi. away) and takes in some 280,000 people. This is the station whose owner J. Patrick Beacom aimed to put on air at half the usually accepted "irreducible minimum" cost of \$250,000 -- and did (see p. 1). Robt. Drummond is gen. mgr.; Jas. Pridemore, TV director; Robt. Frazier, program mgr.; Richard McBride, chief engineer. Base rate is \$150. Rep is Gill-Perna.

WSJV, Elkhart, Ind. (Ch. 52), just east of South Bend and second uhf in area, began testing March 15, limited commercial operation March 20. Owned by the Elkhart Truth, daily newspaper, it has 1-kw RCA transmitter with antenna atop WTRC's radio tower only 14 mi. from South Bend. John F. Dille Jr. is pres. & gen. mgr.; John J. Keenan, commercial mgr.; Edwin J. Lasko, ex-WBKZ-TV, Kalamazoo, program mgr.; Lester W. Zellmer, chief engineer. Basic network affiliation is ABC, with some NBC & DuMont programs. Base hour rate is \$250. Rep is H-R Television.

WSLI-TV, Jackson, Miss. (Ch. 12) put on first test patterns March 15, interconnects with ABC March 27. It uses 20-kw GE transmitter with 12-bay antenna on an Andrews tower. Owned by Standard Life Bcstg. Co., it's second vhf in city owned by an insurance firm (Lamar Life's WLBT, Ch. 3, NBC, having started last Dec. 20) to compete with newspaper-owned uhf WJTV (Ch. 25, CBS-DuMont) which began Jan. 20, 1953. L.M. Sepaugh is gen. mgr.; Owens Alexander, TV mgr.; Evan Hughes, commercial mgr.; C.A. Perkins, chief engineer. Base hour rate is \$200. Rep is Weed.

**2 CPs—VHFs IN SPOKANE AND EL PASO:** Unusual grant this week, of the 2 issued, was one for Ch. 13 to KERP, El Paso, which thus gets channel relinquished last Dec. 23 by KEPO. Apparently, KERP is more hopeful of making out despite existence of two other stations in town -- KROD-TV (Ch. 4) and KTSM-TV (Ch. 9). KERP is owned by McLendon family, once operators of now-defunct Liberty network. They also hold CP for KLIF-TV, Dallas (Ch. 29), are buying CP for KTIG, Corpus Christi (Ch. 43).

Other CP this week was to Louis Wasmer (KREM), Spokane (Ch. 2). There was also an initial decision favoring Ch. 18 grant to WFLB, Fayetteville, N.C., after competitor Ralph E. Hess amended to Ch. 54.

Another FCC action had novel aspect -- final decision denying application for Ch. 30, San Bernardino, Cal., on grounds applicant is too weak financially and technically. Denied was Orange Belt Telecasters, the group of youngsters who proposed to build station for \$25,984 (Vol. 9:38). Commission acted on its own, denying the grant despite favorable report by examiner and FCC Broadcast Bureau.

Readying for CP on Ch. 10, Wichita, are KAKE and Mid-Continent TV. Former had been favored in initial decision, but the 2 have agreed to form new corporation 50% owned by each and have asked for CP, now that contest is dissolved.

FCC continues to keep after old grantees who haven't built, meanwhile, to make sure they have good reasons. This week, for example, it informed 2 more that



it can't give them more time to build without better explanations; letters went to WSGN-TV, Birmingham, Ala. (Ch. 42) and WCBF-TV, Rochester, N.Y. (Ch. 15).

There have been 58 CPs turned in since freeze, 47 of them uhf. Quite a few more "on the FCC hook" are now making up their minds.

\* \* \* \*

FCC finalized a flock of allocations changes this week, making assignments read as follows: Munford, Ala., \*7; Crossville, Tenn., \*77; Lexington, Tenn., \*11; Sneedville, Tenn., \*2; University, Ala., \*74; Tupelo, Miss., 9, 38; Cookeville, Tenn., 24, \*69; Jackson, Tenn., 7, 16. In another action FCC proposed that Ch. 35, occupied by WTRI, Schenectady, be assigned to Albany-Schenectady-Troy rather than to Schenectady alone. WROW-TV, Albany (Ch. 41) is opposing the change.

Another step in long wrangle between Providence grantees WPRO-TV (Ch. 12) and WNET (Ch. 16) came this week with FCC's dismissal of WPRO-TV's protest against grant of STA to WNET permitting it to start operations, due momentarily.

**TV COMPETITION--THE SOUTH AMERICAN WAY:** Just as the German Volkswagon is cutting deeply into U.S. domination of automotive business of South America, so the Dutch company Philips -- and, to a lesser extent, Siemens and Telefunken of Germany -- are giving our American TV-radio-electronics manufacturers and importers an increasingly tough run for their money down there.

Visiting with one U.S. brand-name distributor while on tour there recently, we asked him to name his competitors -- expecting to hear usual American names because so many are so prominently advertised. His grim-humored reply spoke volumes:

"Well, there's Philips, and then there's Philips, and of course Philips." A General Motors man who was present piped up, "Oh yes, and don't forget Philips of Eindhoven, Holland!" I observed that my distributor friend, who also handles many other lines of appliances and machinery, had a large Siemens all-wave table radio in his own parlor. "We handle some Siemens items, too," he said, as if such overlapping representation was perfectly natural, "and I must say that Telefunken is getting to be quite a competitor also."

\* \* \* \*

Restrictions on importations of TV chassis, tubes and parts by way of license quotas, dollar exchange controls, tariffs put TV definitely in the luxury category in the soft currency countries of South America -- and most of them are very soft! To a lesser extent, domestic-built radios feel the same pressures in importing certain components, notably tubes. But the radio business is well-established, with plenty of broadcasting stations (including many shortwavers beaming into the hinterland) owned by plenty of politically important people.

A sizeable radio manufacturing industry has grown up, domestic and foreign-owned, especially in Brazil where some 600,000 sets are produced annually with all tubes imported from U.S., Holland, Denmark (including estimated 2,000,000 replacements per year). There's also a flourishing radio production in Argentina and Chile.

Brazilian radio plants have assembled some TV sets, would make a lot more if dollar exchange were procurable at more reasonable rates. Most prominent U.S. plants are GE, RCA, Philco, Standard Electric (IT&T). Most important foreign -- Philips. Most prominent domestic -- Invictus, Semp, Florida, Assumpcao. All told, they've turned out an estimated 30,000 TVs in last 2 years, importing some 30,000 additional chassis, importing all picture tubes, making own cabinets. The rest have been imported in job lots under license, or singly by individuals.

Everybody foresees great prospects for TV trade, once more stations go on the air and once govt. controls are relaxed and the industry can become more self-sufficient. Tubes are a highly competitive item, with Philips moving in heavily on CR picture tubes. There have been announcements that both Philips and RCA are going to set up tube plants, a project Sylvania also surveyed but is said to have shelved.

The Brazilian military, very important politically, are particularly favorably disposed to the encouragement of a TV industry that can provide a ready source of radar and other electronic gear, as it does in the U.S. That's one of the most

promising aspects of the industry's future in that country, where 3 stations are already operating in Sao Paulo, one in Rio de Janeiro, others projected (see p. 5).

Argentina has only Radio Belgrano's LR3-TV in Buenos Aires, hopes for more but has such tight economic controls under Peron that profits can't be taken out and there's little to persuade U.S. capital to expand present operations.

\* \* \* \*

Despite the stiffest kind of competition from overseas competitors and local assemblers, able to produce more cheaply and uninhibited by cartel restraints, TV sets of all kinds come very high. In Brazil, for example, a 17-in. table model will cost anywhere from \$360 (made by enterprising local Invictus firm for its own label and for Sears Roebuck private label) to \$700. Some of the in-betweens are outdated U.S. brands, many of them obviously dumped but commanding the high prices because of American brand prestige. Same and even better 17-in. now cost under \$200 here.

There are some 19-in. and a few 21-in., the latter much "too new" and costly to be a big factor on the market. Consoles with 17-in. are commonplace at \$1000, often are luxury items at \$1500 and \$2000 with the popular 3-speed phono and growing emphasis on hi-fi. The phonograph record business is booming, prices of records being comparable to those in U.S. since all pressing is done locally.

Up to 50,000 TV receivers are claimed for booming Sao Paulo, the telecasters claiming perhaps 25,000 more in fast-spreading environs of that fabulous metropolis. Between 25,000 & 35,000 are claimed for one-station Rio, about the same number for Buenos Aires. Some admen think the count is too high, especially since station card rates compare with those in U.S. cities with TV sets-in-use running into 6 figures.

Chile and Peru, the only other countries we visited, have no TV stations as yet, awaiting govt. sanctions of applications by private enterprisers (mostly, as in U.S., radio and newspaper folk) which are confidently expected soon. Only other city in South America having TV stations is Caracas, Venezuela, with 3 (one govt.-owned) but we didn't stop there long enough to conduct any kind of inquiry.

Political favoritism and endless bureaucracy are generally accepted as integral phases of frustratingly slow and casual Latin business & regulatory methods -- with a decided predilection for govt. operation of at least some TV stations, as is the case in radio. Anybody wanting to make a quick buck had better stay away, though dealers aren't above doing so with their 50%-and-higher margins of profit and an unregulated installment buying system that permits 1% per month on unpaid balances.

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North America's booming TV industry is eyed enviously, respected enormously -- so much so, indeed, that there's scant chance of the adoption of any other than U.S. transmission standards in most places. Temporarily, the Rio station is operating on European 625 lines, 25 frames, but it's committed to go to U.S. 525-30 once a second station starts, expected soon. Govt.-owned but privately operated Buenos Aires station, built by IT&T, is on European standards, too -- but no others.

Mainly, what makes the TV trade outlook in South America different from ours is the absence, outside the very big cities, of a dominant middle class as we know it here. Thus the scope of buying power is restricted not only by price but by numbers of people. Mass production is a long way off unless the Govt. decides that TV is an essential. Today it's looked upon as an even greater luxury than automobiles.

More stations are coming, but network prospects are nil (except for one projected linking of Rio & Sao Paulo). The impulse to rush into the business of telecasting isn't overwhelming, with equipment from the U.S. costing double or more what a North American might pay. European competitors, none too popular yet, must charge nearly as much. Always the hard-bargaining Latin buyers will hold out to companies like DuMont, GE, RCA & Standard Electric proposals to swap for TV-radio advertising time, sometimes even for newspaper & magazine space.

There are quite a few eager applicants, particularly among the prosperous Brazilian broadcasters (see p. 5); and the first grants are said to be very near in Chile and Peru. Outlook in the Argentine is vague; it's a dictatorship, and there never is any question who really runs press, radio and TV.

There's also -- in Rio, Sao Paulo and Buenos Aires -- the matter of 50-cycle current and annoying power surges. They're no problem in sets made specially for the markets. But old sets predominate, and the unsteady images they show don't induce many non-set owners, however wealthy, to rush out and buy. There are many club but few bar installations to help popularize TV, as in its inceptive days in the U.S.

We'll have more to report on the telecasting phases later. Curiosity about TV is enormous, and the American visitor is plied with questions -- not only by gaping TV-radio reporters (real go-getting newshounds) but by radio station owners, publishers and even the English-speaking executives of U.S. branches.

They're especially curious about color, of all things. In Peru the President is even quoted as having said he'd like to see TV start there with color. With its strong economic position, Peru's TV might very well begin that way.

The barrier of language kept us from learning what the average man thinks about TV. But there was one universal and unmistakeable sign of intense interest: the same open-mouthed kids gawking at it wonderingly in the appliance shop windows.

\* \* \* \*

Note: Bogota, capital of Colombia, soon gets its first TV station as result of a \$300,000 contract awarded Siemens & Halske, Germany, for transmitter & antenna and DuMont for mobile, camera, film & associated equipment. Their bids for a govt.-owned station won out over those of RCA, Standard Electric, Philips, Telefunken, Pye, and others. Plan calls for operation by June 13, first anniversary of President-Gen. Gustavo Rojas Pinillas' accession. Unstated number of receivers soon will be ordered through the Govt.'s Dept. of Supply.

Best deal ever turned over in our memory of TV trade: When Standard Electric in 1951 sold Argentina's Belgrano completely installed Federal station for \$600,000, 1000 Capehart-Farnsworth receivers were included in the package. All but half dozen or so were 17-in. sets, salable on retail market for \$500 or more each -- enough to fetch back to the Govt., owner of physical equipment of the station, most if not all of purchase price. The several 21-in. combination consoles included went into the presidential palaces and, along with some of the 17-in. sets, into hospital and orphanage projects enjoying the patronage of the late Eva Peron.

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**R**ADIO TELEVISAO TUPI (Ch. 6), the GE-installed TV station with transmitter atop famed Sugar Loaf Mt. at entrance to Rio de Janeiro harbor, is due soon to lose its monopoly of the Brazilian capital's TV audience.

Radio Record TV, which operates Ch. 7 station in Sao Paulo, expects to get a grant in Rio in a matter of weeks, has elaborate plans to compete with the existing Rio station which is owned by fiery Brazilian publisher Senator Assis Chateaubriand (25 newspapers, 20 radio stations, 5 magazines, 2 TV stations).

Radio Record TV already has on hand GE equipment, including mobile unit, has contracted to link Rio and Sao Paulo outlets via its own 8-hop microwave system costing \$1,000,000 and usable also for private intercity telephony and telegraphy.

A \$4,000,000 concern, Radio Record is headed by broadcaster J. B. Amoral, with onetime GE engineer Charles G. Lacombe as technical chief. Its \$900,000 Sao Paulo station PRB9-TV, which started last Sept., is slowly but surely beginning to pay off--with \$20,000 per month gross income first 4 months on air. A second station in Rio, in the usual trade tradition, means bettering the area's TV receiver population (see story, p. 4) by double or more, so is eagerly and heartily awaited by the trade.

Brazil has only 4 stations, 3 in Sao Paulo, but that's more than any other South American country. Besides the 2 aforementioned, there are PRF3-TV, Radio Difusora de Sao Paulo (Ch. 3, due to shift to Ch. 4), an RCA installation, also owned by Senator Chateaubriand; and Televisao Paulista (Ch. 5), DuMont-Federal equipped, owned by a stock company headed by Dr. Ortiz Monteiro, tobacco planter and radio parts manufacturer, who is

also a Representative in Brazil's national Congress.

But the Govt. has allocated 6 more channels to Rio, 4 more to Sao Paulo--all granted but no one save Radio Record as yet making any great effort to build, due to prohibitive costs of U. S. equipment under Brazil's rigidly controlled dollar exchange. One of the Rio CPs presumably is being relinquished to Radio Record.

All of the CP holders are radio broadcasters. Three of those in Rio are governmental, and considerable opposition has developed to appropriating for their construction. They are: Radio PRE-8 (Ch. 4), granted Radio Nacional, big govt.-owned broadcaster and a tough commercial competitor in the AM field; PRA-9 (Ch. 7), to be operated by same mgr., Victor Costa; PRA-2 (Ch. 11), granted to Ministry of Education & Health. The other Rio grantees: Radio PRD-5, Radio Roquete Pinto (Ch. 2); Radio PRD-8, Societe Radio Emissoras Continental (Ch. 9); Radio PRH-8, Radio Maua (Ch. 13).

The 4 CP holders in boomtown Sao Paulo (one new building every 50 minutes of 1953, population already close to Rio's 3,000,000): Radio PRA-6, Fundacao Caspar Libero (Ch. 2); Radio PRE-4, owned by multimillionaire pharmaceutical family Fontoura (Ch. 11); Radio PRG-9, Excelsior (Ch. 9); Radio PRH-9, owned by Ademar de Barros, ex-governor of the State of Sao Paulo and avowed candidate for president of Brazil.

Only one more CP is outstanding--though an all-vhf allocation plan has been promulgated designating channels, along U. S. lines, to every population center in the country. It is held by PRH-6, Belo Horizonte (Ch. 4), also owned by Sen. Chateaubriand, who in addition plans stations in Recife and Porto Alegre.

**Personal Notes:** Sidney M. Kaye, attorney and a founder of BMI, becomes its chairman April 1, succeeding Justin Miller, retiring chairman of NARTB . . . W. Robert Rich promoted to program mgr. of WPIX, N. Y., succeeding Louis B. Ames, resigned . . . Patrick J. Goode, pres. of WNHC-TV & WNHC, New Haven, winner of annual friendship award of Ancient Order of Hibernians . . . Leslie H. Peard Jr., mgr. of WBAL-TV & WBAL, elected v.p. . . . Gene Grant, operator of own radio rep firm in San Francisco last 10 years, named sales mgr., KBID-TV, Fresno; Robert C. Merrifield, ex-KVVG-TV, Tulare (formerly KCOK-TV), named news editor . . . Richard W. Hubbell, recently in charge of WGLV, Easton, Pa., now with DuMont Network sales force . . . John C. Pomeroy appointed gen. mgr., WILS-TV & WILS, Lansing, Mich., replacing W. A. Pomeroy, withdrawing from active participation; David Froh heads commercial & production depts., John A. Maters program development mgr., Mrs. Howard Miller controller . . . Joseph J. Bernard, ex-national sales mgr. for Rowley-Brown Bcstg. Co., named TV mgr. of Niagara Frontier Amusement Corp., which has been awarded initial decision for Ch. 2 in Buffalo; Karl B. Hoffman, ex-WGR, is engineering mgr. . . . Harmon O. Nelson, ex-KNBH, Los Angeles, named TV-radio operations mgr., Stromberger, LaVene, McKenzie, L. A. . . . W. O. Edholm, ex-KFMB-TV & KFMB, San Diego, named commercial mgr., KJEO, Fresno, Cal. . . . Bernard T. Wilson, ex-pres.-gen. mgr. of WTVI, Belleville-St. Louis, named sales mgr. of KSTM-TV, St. Louis. . . . Richard Wehrheim promoted to NBC Chicago supervisor of TV-radio technical maintenance . . . James Byrd named chief engineer of KUHT, Houston educational outlet, replacing W. T. Davis, resigned . . . Walter A. Lawrence joins Fuller & Smith & Ross on Westinghouse account, in

charge of all eastern divs., including TV-radio . . . Charles M. Amory quits as Pacific Coast v.p., Pathe Lab, to head Minot TV Inc., own new TV picture distributing firm . . . George H. Gribbin, Young & Rubicam v.p. in charge of TV-radio commercials, appointed copy director for all media . . . Kenneth E. Chernin, ex-U. S. Chamber of Commerce, joins N. Y. office of AAAA on TV-radio production . . . Winfield Holden, TV-radio supervisor of J. Walter Thompson Co., Detroit, elected pres., Detroit Television Council . . . Victor Seydel, TV-radio chief, promoted to v.p., Anderson & Cairns Inc., N. Y. . . . Roy A. Meredith named TV-radio director, Grant Adv., N. Y. . . . Walter Tibbals, BBDO Hollywood TV production director, elected v.p. . . . Frederick M. Ford, TV-radio director, promoted to v.p., Ingalls-Miniter Co., N. Y. . . . L. B. Lindquist, TV-radio director, promoted to v.p., Ketchum, McLeod & Grove.

Newly elected NARTB radio board members, announced March 19 to assume office May 28: James H. Moore, WSLS, Roanoke, succeeding Harold Essex, WSJS, Winston-Salem; Robert McConnell, WISH, Indianapolis, succeeding Stanley Pratt, Sault Ste. Marie, Mich.; K. S. Gordon, KDTH, Dubuque, Ia., succeeding E. K. Hartenbower, KCMO, Kansas City; Walter E. Wagstaff, KIDO, Boise, succeeding Wm. C. Grove, KFBC, Cheyenne; Martin Campbell, WFAA, Dallas, succeeding Paul W. Morency, WTIC, Hartford; J. Frank Jarman, WDNC, Durham, succeeding A. D. Willard Jr., WGAC, Augusta; Lester L. Gould, WJNC, Jacksonville, N. C., succeeding late Lee W. Jacobs, KBKR, Baker, Ore.; H. Quenton Cox, KGW-FM, Portland, succeeding Michael Hanna, WHCU-TV, Ithaca. Re-elected: E. R. Vadeboncoeur, WSyr, Syracuse; Henry B. Clay, KWKH, Shreveport; Albert D. Johnson, KOY, Phoenix.

**Telecasting Notes:** TV's traditional appetite for good feature films may not be all it's cracked up to be, hints March 20 *Billboard* in article noting that while 3 new packages totaling 52 feature films soon will be on market, stations fear "economic recession" may dictate against profitably investing in the new films when they "have pretty much learned to get along with the feature films that have so far been available." The new feature packages soon to come on market: General Teleradio's 4-year lease of 30 titles from Bank of America (Vol. 10:11); 10 Eagle Lion pictures being sold by Chesapeake Industries (now reported choosing between two \$300,000 bids); 12 *Sherlock Holmes* films made by Universal in the 1940's, reportedly acquired by Motion Pictures for TV Inc. . . . Hollywood will turn out 6000 hours of TV film in 1954, as against 500 hours of theatrical pictures the major producers used to complete yearly in movies' heyday, writes Stanley Frazen in March issue of *The Cinameditor*, published by American Cinema Editors . . . Industrial films are being groomed for TV in a big way, reports March 17 *Variety* which says "dozen or more of the nation's biggest industrial firms have begun gearing their institutional films for TV as carefully laid out sustaining fare." Hundreds of others are remaking or editing their pictures for TV—particularly for new stations eager for the free programming. *Variety* says estimates of worth of industrial properties now available to TV run \$40,000,000-\$550,000,000 . . . RKO-Pathe moving into TV film field as producer of commercials and industrial documentaries for TV, mostly in color . . . Walter E. Heller & Co., Chicago, prominent in independent film financing, reported by *Film Daily* as backing TPA's *Ellery Queen* series for TV, now has \$3,000,000 revolving fund for both films and TV. Trade paper says, "This brightens the horizon considerably for TV as well as screen producers since the Chemical Bank & Trust Co., of N. Y., long a holdout in TV, let

down the bars recently" . . . Bankers Trust Co., N. Y., has also bankrolled some TV production . . . Paramount reported planning to test films produced for TV as short-subjects in theatres with release of 6 Scotland Yard films made by Paramount in Britain when company was in TV film business; the films were never shown on TV, but reception of theatrical experiment may determine whether TV films owned by other movie makers will find their way into theatres . . . Top-rated *I Love Lucy* may join re-run parade; Desi Arnaz, who just reached agreement with CBS-TV for 2-year contract extension, says he's now discussing Sunday afternoon re-runs aimed particularly at children who have to miss Mon. 9-9:30 show . . . TV film re-runs mean more money for actors, but nobody's sure just how much more. Screen Actors Guild's contract provides for payments for 3rd & 4th runs of films made since March 1, 1952—and so far they've received \$19,546 for 361 actors in 81 films, some \$16,000 of it since Feb. 1 . . . Academy Awards telecast March 25 will use 16 cameras, NBC-TV says—8 at Hollywood Pantages theatre, 4 at NBC's Burbank studios for Oldsmobile commercials, 4 in N. Y. Center theatre to pick up any winners there; TV crew members at Pantages have been ordered to wear tuxedos . . . Add hazards of tall towers: New 1000-ft. tower for WFBM-TV, Indianapolis, being opposed in lawsuit by group of property owners, charging zoning commission with illegal grant of permission . . . More rate increases: WKRC-TV, Cincinnati, April 1 raises Class A hour from \$850 to \$1000, special Class AA-min. rate from \$140 to \$165; KRLD-TV, Dallas, base hour from \$750 to \$850, min. \$150 to \$175; WTVP, Decatur, Ill., hour from \$200 to \$250 . . . Correction: WMBR-TV, Jacksonville, 1-min. rate for 8-10 p.m. raised from \$110 to \$150 and for other Class A time from \$110 to \$120, not from \$80 rate reported in Vol. 10:10 . . . WPIX cuts discounts from 50% to 40% on buy of \$1000 a week worth of spots or partic.

**Network Accounts:** Critics aren't scoffing now at network daytime efforts, such as NBC-TV's 11 a.m.-noon *Home* show—especially after observing astounding popularity and commercial success of Dave Garroway's 7-9 a.m., *Today*, now in 50 cities, which is going to West Coast via kine starting Sept. 20. This week's debut of CBS-TV's 7-9 a.m. *Morning Show*, with Walter Cronkite as m.c., elicited no skepticism this time at all from *Herald Tribune Syndicate's* John Crosby, though he called its imitation of many features of *Today* "the sincerest form of flattery." *New York Times'* Jack Gould took much the same tack, predicting probable commercial success but warning that format so similar to *Today* may put it in rut . . . Two more sponsors bought partic. in *Morning Show*—Continental Motors, using network for first time, thru Cummings & Hopkins, Detroit; Kiplinger's Washington Newsletter, thru Albert Frank-Guenther Law . . . Light's Diamond Jubilee Committee, representing nation's electric industry, to sponsor mammoth 2-hour TV documentary Sun. Oct. 24 "to interpret the spirit and meaning of American life, past and future" in observance of 75th anniversary of Edison's invention of incandescent lamp. It's likely all 4 networks will carry program, to be produced by David Selznick, though only NBC & CBS have announced it as yet . . . Avco Mfg. Corp. (Crosley-Bendix) becomes first sponsor to extend contract on NBC-TV's *Home*, buying partic. for 39 weeks in addition to 13 it now buys, thru Benton & Bowles; Necchi Sewing Machine Co. buys 13 partic. on *Home*, starting first week in April, thru Cecil & Presbrey; Peerless Electric Inc. (Broil-Quik kitchen equipment), 4 partic. week of April 23, thru Zlowe Co., N. Y. . . . General Foods (Log Cabin syrup) buys 21 partic. on NBC-TV's *Today*, thru Benton & Bowles; Noxzema, 13, thru David J. Mahoney Inc.; Washington State Apple Adv. Commission, 8, thru Pacific National Adv., Seattle; Wm. Cooper & Nephews Inc., Chicago (Stay-o-Way insecticide), 7, thru Phil Gordon Inc., Chicago; Kiplinger's *Changing Times Magazine*, 1, thru Albert Frank-Guenther Law Inc.; Tri State Plastic Moulding Co., Chicago, 1, thru Ovesey, Berlow & Straus, N. Y. . . . Curads (plastic bandages) buys Fri. 2:45-3 p.m. portion of *Art Linkletter's House Party* on CBS-TV starting April 30, Mon.-thru-Fri. 2:30-3 p.m., thru Leo Burnett . . . Philco, radio sponsor of *Don McNeill's Breakfast Club* for 8 years, makes it first simulcast on ABC starting March 29, Mon.-thru-Fri. 9-10 a.m., thru Hutchins Adv. . . . Chesterfields extends sponsorship of *Spike Jones Show* thru May 8 on NBC-TV, Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Robert Sherwood's plays are expected to be presented every 4th Mon. on NBC-TV 8-9:30 p.m., starting in fall, with *Sid Caesar* (8-9) and *The Medic* (9-9:30) taking up segment other 3 weeks; *Big Story* will move from 9 to 9:30 and new *Campbell Soup* show will be placed 10-10:30.

Stuart Peabody, asst. v.p. of Borden Co., this week succeeded Philip L. Graham, publisher of *Washington Post* (which this week bought *Washington Times-Herald* from Col. Robert R. McCormick) as pres. of the Advertising Council. John C. Sterling, publisher of *This Week*, was elected a vice chairman; Louis N. Brockway, Young & Rubicam v.p., and Leo Burnett, Chicago agency head, were reelected vice chairmen. NBC's Pat Weaver and MBS's Tom O'Neil represent TV & radio, respectively.

First annual Lee deForest award for "most consistent TV and radio programming in the public interest" was presented by National Assn. for Better Radio & TV in Los Angeles March 9 to Hallmark Cards Inc.'s pres. Joyce C. Hill, of Kansas City, in recognition of *Hallmark Hall of Fame's* presentations of *Hamlet*, *Amahl* & *The Night Visitors*, etc.

**Station Accounts:** Hallmark's success on TV evidently has impressed Munson Inc., whose 9 N. Y.-N. J. plants turn out 2,000,000 greeting cards a day. Never before an advertiser, except on subway cards, 50-year-old firm has set up a \$1,350,000 ad budget (\$1,100,000 for printed media, \$250,000 for TV spots) to be administered by sales v.p. Don Pruess, ex-International Latex and Eversharp. Agency is newly formed Alden Co., N. Y. . . . Talon Inc. (zippers), collaborating with Trouser Institute of America and National Committee for the Promotion of Slacks, supplying retailers with TV-radio kits for campaign starting April 28 to promote sales of odd trousers; McCann-Erickson is Talon agency . . . WCBS-TV's new 9-10 a.m. *George Skinner Show*, Mon.-thru-Fri. starting March 29, signs 5 sponsors using 16 partic.: Nestle's Instant Coffee, Thomas Protein Bread, Old Dutch Cleanser, Chef-Boy-Ar-Dee, Uncle Ben's Converted Rice . . . Robert Hall Clothes Inc., opening 15 new stores to build chain to 175, expands TV spot buying to 75 markets for pre-Easter season, thru Frank B. Sawdon Inc., N. Y. . . . Monarch Wine Co. earmarks for TV-radio about 90% of \$2,000,000 budget to advertise Manischewitz kosher wines, thru Emil Mogul Co., N. Y. . . . Ethyl Corp. buys Screen Gems' 15-min. *The Big Playback*, 26-week series, for placement in 55 markets starting in May, thru BBDO, N. Y. . . . Among other advertisers reported using or preparing to use TV: Pro-Fesh Products Co., East Orange, N. J. (dry cleaner spray gun), thru Lewin, Williams & Saylor, N. Y.; A. Goodman & Sons, Long Island City, N. Y. (Goodman's matzohs), thru M. M. Winer Co., N. Y.; A. E. Staley Mfg. Co., Decatur, Ill. (Sta-Flo liquid starch), thru Ruthrauff & Ryan, Chicago; Lanolized Inc. (hosiery lanolizing process), thru Abner J. Gelula & Assoc., Philadelphia; Tennessee Coal & Iron Div., U. S. Steel Corp., Fairfield, Ala. (coal & iron products), thru BBDO, Pittsburgh; Harriet Hubbard Ayer Inc. (now owned by Nestle-LeMur Co.), thru Huber Hoge & Son, N. Y.

**NEW TV-RADIO REP** firm of Venard, Rintoul & McConnell Inc. begins operation March 22, taking over the offices and facilities of Venard Inc. which recently acquired part of the O. L. Taylor list after that firm had been acquired by Raymer (Vol. 9:48 & 10:2). Officers and stockholders of new firm, headquartered at 444 Madison Ave., N. Y., are Lloyd George Venard, pres.; Stephen R. Rintoul, v.p.; James B. McConnell, v.p.; Abner Lichtman, secy.-treas. Chicago mgr. continues to be Howard B. Meyers, with Duncan Scott as San Francisco & Los Angeles rep.

All members of firm are veterans of broadcasting and rep fields—Venard onetime head of Taylor company; Rintoul originator of first transcription library service while with World in 1930, later with Katz, then a station owner, recently mgr. of Schine theatres' 50-kw WPTR, Albany; McConnell a 20-year NBC executive who organized and directed its Spot Sales Div. and resigned in 1952 to become Blair v.p.; Lichtman a former partner in big Ungerleider stock brokerage firm, still a stockholder in Edward Pctry & Co.

Venard list being taken over embraces 24 radio stations and these 7 TVs: WFIE, Evansville, Ind.; WITV, Ft. Lauderdale, Fla.; WILS-TV, Lansing, Mich.; WKLO-TV, Louisville; KMID-TV, Midland, Tex.; KTXL-TV, San Angelo, Tex.; KCMC-TV, Texarkana, Tex. Also on list are CP holders WJTN-TV, Jamestown, N. Y.; WERE-TV, Cleveland, O.; KTRE-TV, Lufkin, Tex.

Ralph C. Wentworth, 63, pioneer radio announcer and singer, with BMI since 1943, died March 18 while visiting his brother-in-law, Dr. B. C. Chapin, in Broadalbin, N. Y.

FIRST RCA 12.5-kw uhf transmitter (Vol. 10:4, 7) is slated to go to WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), which went on air with RCA 1-kw transmitter Jan. 1, 1953, and has long-standing order for high-power transmitter. RCA this week officially announced the new tetrode-powered transmitter, and said first delivery is scheduled for May. Also this week, RCA revised power curve for new transmitter as result of tests which showed it gives higher power on some channels than originally anticipated.

GE shipped 12-kw transmitter March 16 to WSEE, Erie, Pa. (Ch. 35), due on air in April (Vol. 10:9). On May 17, it shipped 12-bay antenna to Crosley's WLWA, Atlanta (Ch. 11), and this week it reported that WTVJ, Miami (Ch. 4) was testing new 35-kw GE amplifier into dummy load with expectation of having 6-bay antenna up within a few more weeks.

RCA shipped 25-kw transmitter March 15 to CKLW-TV, Windsor, Ont. (Ch. 9), across river from Detroit, due on air in July. On March 17, RCA shipped 1-kw to WBOC-TV, Salisbury, Md. (Ch. 16), due in April.

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

KRGV-TV, Weslaco, Tex. (Ch. 5), delayed when antenna fell (Vol. 10:2), now is raising GE replacement atop 700-ft. Phillips tower, plans to be operating by March 25 using 5-kw GE transmitter, reports TV director Millman Rochester. Owner O. L. Taylor, who sold rep firm bearing name to Raymer Co., also is applicant for Ch. 3 in Wichita. KRGV-TV will be NBC & DuMont affiliate with \$200 base rate. Rep will be Raymer.

WMBV-TV, Marinette, Wis. (Ch. 11), call letters changed from WMGB-TV, has 10-kw RCA transmitter ordered for March delivery, hopes for July 14 test patterns, programming by Aug. 1, reports gen. mgr. Joseph D. Mackin. Transmitter house is scheduled to be ready by May, installation of transmitter and of RCA 12-bay antenna atop 740-ft. Stainless tower scheduled for late June or early July. It will be NBC affiliate for Marinette-Green Bay, plans to get 25-kw RCA transmitter later. George W. Clark will be rep.

KNOX-TV, Grand Forks, N. D. (Ch. 10), granted March 10, reports its TV plans are still in formative stage. First it will finish building new 5-kw AM on 1310 kc, replacing its 250-watter on 1400 kc, according to gen. mgr. Elmer Hanson.

"Glad to have you here" said General Electric's pre-freeze WRGB to its 2 new uhf competitors—Albany's WROW-TV & Schenectady's WTRI—in full-page ads in *Schenectady Gazette* and *Albany Times-Union*. Ads were headlined: "Memo to the new uhf stations—WRGB welcomes you; you mean competition . . . and that's the way we like it." Text of ad read in part: "Your arrival on the TV scene means the existence of an American essential—competition. It means American free enterprise has been given its rein, and that is what we have been looking forward to. Your efforts in competition with our own will result in a finer product for the consumer. As it always has, competition will mean increased benefits for the people who sit at home—the people who are essential to all of us in TV. We have always believed that our audience should have the opportunity for selection. You have brought the luxury of choice . . ."

Assn. of TV Program Managers being organized by Victor F. Campbell, program director of WBAL-TV, Baltimore, to promote exchange of ideas and programs.

WTRF-TV, Wheeling, W. Va. (Ch. 7) is scheduled to increase power next week from 100-kw to 316-kw ERP.

Houston Consolidated Television Co. (Ch. 13), formed after Feb. 23 grant was made contingent upon merger of 4 competing applicants, now is deciding on equipment, expects to have tower over 1000-ft. high, according to newly elected pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle* (KTRH). Other board members: Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHT; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Washington attorney Frank Wozencraft, onetime "boy mayor of Houston," is asst. secy.

KETC, St. Louis (Ch. 9, educational) expects to have all RCA transmitter equipment delivered by end of March, according to gen. mgr. Richard J. Goggin. It now has tentative June target because move of Ideco tower from main campus to site between St. Louis U High and Oakland Stadium won't be completed until late May.

WTHT, Wilmington, N. C. (Ch. 3), has ordered 5-kw RCA transmitter, will place its RCA tower atop downtown Trust Bldg., to be renamed TV Bldg., plans test patterns about June 1, reports 25% owner Milton Hammer, who also produces TV show titled *Washington Spotlight*. Rep not yet chosen.

WDBO-TV, Orlando, Fla. (Ch. 6), now plans May 5 test patterns, May 15 commercial debut, reports pres.-gen. mgr. Harold P. Danforth. Its 500-ft. Stainless tower is completed, GE antenna is scheduled for April 10 delivery, 35-kw GE transmitter is scheduled for late March-early April when transmitter house is expected to be ready. It's CBS primary interconnected, will also feed from other 3 networks. Base rate will be \$200. Rep will be Blair.

WBOC-TV, Salisbury, Md. (Ch. 16), now installing 1-kw RCA transmitter, expects to have 600-ft. Wind Turbine tower ready in 2 weeks, plans commercial debut April 15-30, reports v.p.-gen. mgr. Charles J. Truitt. Construction on its microwave tower at East New Market, Md. is scheduled for week of March 22. An ABC & DuMont affiliate, it will also carry televised Baltimore Orioles baseball games, plans daily 2 hours of own live studio programs. Base rate will be \$200. Burn-Smith will be rep.

WTLE, Evanston, Ill. (Ch. 32), delayed by protests on tower height, now awaits formal action by city council, hopes to be on air in about 12 months, reports Angus D. Pfaff, pres. & co-owner with Howard S. Martin, scientific glassware manufacturer. Equipment hasn't been ordered as yet, nor has rep been chosen.

Music Corp of America pres. Jules Stein has announced 5-year plan for distribution of 57% of his common stock to trusts set up for benefit of executives and employes and to 9 officers and directors, first time any MCA stock has left Stein family in its 30 years existence. Biggest of all talent agencies, MCA particularly rewards executives who have 17-27 year records, several starting as office boys. The 9 participants: Lawrence Barnett, Karl Kramer, Maurie Lipsey, Charles Miller, Michael Rockford, Herbert Rosenthal, Taft Schreiber, Lew Wasserman, David A. Werblin.

White collar TV owners polled by Northwestern National Life Insurance Co., Minneapolis, preferred variety shows & drama—by wide margin; they disliked westerns, wrestling & quiz shows most; favored Sun. day & night evening listening hours; listed *Toast of the Town*, *This Is Your Life*, *Bishop Sheen*, *Dragnet*, *I Love Lucy* as favorite programs, in that order.

Kagran Corp., 4 W. 58th St., New York, has issued its 1954 *Howdy Doody* merchandise catalog, picturizing and listing the various products and manufacturers licensed to use its title.

**TV SALES STRONG, HIGHER PRICES TALKED:** There's very likely to be some action soon -- surely there's been plenty of talk already -- about low TV prices, which are skimming the profit off the impressive TV sales volume thus far this year. Industry leaders are aware, of course, that higher prices mean risking a lot of sales in 17 & 21-in. tables, predominantly under \$200, which in Jan. accounted for nearly 50% of the 1,135,000 TVs sold at factory and distributor levels -- but they say that, demand being what it is, it's a risk they hope they can get away with.

Motorola's present inclination, for example, is to put higher price tags on new models to be introduced in June. Following up on San Diego speech month ago by Motorola exec. v.p. Robert Galvin, hinting at future price hikes (Vol. 10:9), sales v.p. Edward Taylor told us his company would like to raise prices sooner than June but sees no point in hiking lists during normally slow spring and summer.

Admiral and Philco spokesmen weren't willing to say yes or no as of now when asked about prospective price hikes. But they agreed they certainly would like to raise them and are studying market statistics closer than ever to determine if and when they can safely do it. RCA says only there's no present plan to raise them.

From our conversations with these and others, we'd guess it's quite possible all major set makers will announce higher prices at midyear conventions or marts.

Motorola's position is somewhat awkward on prices. Having several months ago advertised "shortest line with the longest discounts," company admittedly was most reluctant to cut lists (and discounts), did so only when forced by competition. Motorola's line now ranges from a 17-in. table at \$160 to a 21-in. console at \$300. Taylor said price hikes probably would be on all models, adding:

"We think the trade has taken a disastrous turn since December, when everyone started cutting prices senselessly. I think all of us underestimated and underplayed the market this year because of color. We see how little effect color in its present form is exerting, yet we're afraid to go after a little profit on monochrome."

Profit declines on record sales have been the general rule in the financial reports of TV-radio-electronics manufacturers for 1953. And March 19 Wall Street Journal, summarizing reports of some 750 manufacturers in 1953 and their estimates of first quarter this year, notes that great corporate profits boom of early 1950s is leveling off. Included in summary were reports of 4 TV-radio makers listing 1953 earnings of \$63,437,000, up 19.5% over the \$53,092,000 earned by same firms in 1952.

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Nobody knows whether there's more trouble ahead -- but the Federal Reserve Board's annual survey of consumer finances released this week reported "considerably fewer consumers planned to buy TV sets this year than in 1953 but held out hope that sales of all durables, including TV, would pick up in last half of year. Other features of report, published in March Federal Reserve Bulletin:

Prices will be important factor in consumer durables buying, with customers expecting prices to remain stable or decline during year; consumers were "less confident" about their personal finances this year; about 7.8% planned to buy new autos this year (vs. 9% year ago); about 6.8% planned to buy "non-farm" homes (vs. 8.8%).

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TV production totaled 118,484 week ended March 12, highest since week before last Xmas, compared with 113,026 preceding week and 105,721 week ended Feb. 26. It compared with 167,279 in corresponding week of 1953 and brought production for first 10 weeks of 1954 to 1,120,000, compared to 1,783,345 for same period last year.

Radio production totaled 181,710 March 12 week, down from 188,526 week ended March 5 and 192,949 week before. Output in corresponding week of 1953 was 306,683. Ten-week production total this year stood at about 1,980,000 vs. 2,900,000 in 1953.

**Topics & Trends of TV Trade:** Credit Senator Ed Johnson (D-Colo.) with a valiant, even though unsuccessful, attempt to eliminate 10% excise tax on color receivers in closed session of Senate Finance Committee which on March 19 approved \$1 billion excise tax reduction on long list of items—but not including TV, either color or black-&-white.

Note against eliminating tax on color sets, as urged by RETMA pres. Glen McDaniel (Vol. 10:10-11), was said to be 8-5. In keeping with custom at executive sessions, committee sources refused to identify individual Senators' votes. RETMA strategy now is to urge Senate to amend bill on floor when it comes up next week, probably Tues., March 22, but hopes for this are virtually nil. Because he is a member of committee, Johnson — an early protagonist of color-in-a-hurry—said he would not lead floor fight for amendment and described chance for revision as “zero.”

Though he lost his “case,” Attorney McDaniel won praise from industry observers for getting TV-radio categorized with home appliances as products “essential to the home” and deserving of tax relief.

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Muntz TV creditors committee voted this week to try to keep company in business pending reorganization after filing of petition under Chapter X of Bankruptcy Act (Vol. 10:10-11). Harold S. Lansing, co-counsel of 7-man creditors committee, said production would be resumed at Chicago plant within several weeks. Also, Muntz will franchise distributors to handle TVs, rather than sell directly via own retail outlets. Servicing will be handled by independent agencies under contracts with court trustees. Adding to Muntz' woes, Govt. filed tax lien of \$593,938 representing withholding taxes in 1953 and unspecified excise taxes.

Germany's big Telefunken, though it's staying out of U. S. TV market for present, has placed 3 radio models in hands of U. S. distributors through American Elite Inc., N. Y. exclusive U. S. agent (Michael V. Mendel, pres.). Mendel tells us U. S. TV market is too competitive for Telefunken but added “in 3 or 4 years the situation may be different.” Radio models are Orchestra, AM-FM short wave table, 3 speakers, retailing at \$250; Jubilate, AM-FM 5-tube table, \$100; Bajazzo, AM-FM portable, 10 lbs., using American batteries, \$125. In addition, Mendel said, Telefunken plans to introduce phono unit in 6 months.

Details of color set leasing plan (Vol. 10:10), as released by Emerson this week: (1) \$200 first month, \$75 monthly thereafter. (2) No extra charge for servicing. (3) Customer to lease set for as many months as he chooses. (4) Sets to be leased to dealers who will sublease them to customers. (5) System to start in New York, Philadelphia, Chicago, Los Angeles, expand later. (6) Deliveries to start first week of April. Emerson has stated it won't start selling color sets until they're larger and cheaper, and amount of programming increases.

TV shipments to dealers totaled 612,622 in Jan., when production was 420,571, according to RETMA's state-by-state and county-by-county report released this week and available from RETMA on request. Total includes 1248 sets shipped to Hawaii and 256 to Alaska. It compared with 660,515 TVs shipped in Dec. and 695,087 in Jan. 1953. New York led, with 50,173; Pennsylvania second, 41,402; Illinois third, 40,977. Wyoming trailed with 721.

New vhf-uhf tuning device, priced approximately one-third less than previous model, will be put into production about April 1 by General Instrument Corp., Elizabeth, N. J. Using 13-position vhf turret tuner coupled to continuous uhf tuner, it is designed so vhf unit can be installed separately, and uhf section added in the field “at a cost no higher than 2 channel strips.”

**Trade Personals:** Virgil M. Graham, Sylvania director of technical relations since 1946, resigns to take charge of RETMA engineering dept., 500 Fifth Ave., New York, retaining title of associate director which he held on part-time basis; he succeeds Ralph R. Batcher, who resigned after 4 years as chief engineer . . . Antony Wright, ex-Capehart-Farnsworth consumer products v.p., named CBS-Columbia v.p. & engineering director under new pres. Seymour Mintz; Merle Wick, CBS comptroller, named CBS-Columbia financial administrator . . . James H. Carmine, Philco exec. v.p., elected commodore of Anglers Club, Key Largo, Fla. . . Henry Bowes named Philco TV-radio sales promotion mgr.; Edward M. Bland appointed adv. mgr., succeeding Morgan A. Greenwood, now corporate adv. mgr. . . Chester F. Gilbert, mgr. of Westinghouse retail finance div. since 1945, elected v.p. & gen. mgr. of new Westinghouse Credit Corp. formed recently to aid dealer financing (Vol. 10:9) . . . Laurence W. Scott named adv. mgr. of Westinghouse consumer products, succeeding Robert M. Fichter, now refrigeration specialties sales mgr. . . Charles F. Stromeyer, CBS-Hytron pres., elected a v.p. & director of parent CBS . . . Inwood Smith appointed sales v.p., RCA Estate Appliance Corp., Hamilton, O. . . Clarence Felix, gen. mgr. of Crosley gov. products div., elected div. v.p. . . Benjamin J. Katz, ex-Jerrold Electronics, starts own adv. & public relations agency, 1512 Walnut St., Philadelphia . . . Sol Sanders, ex-Walker & Crenshaw, N. Y., named adv. & public relations director, Chromatic Television Labs (Paramount), handling Chromatron Lawrence color tube . . . Walter R. Wolfgram, ex-Standard Transformer Corp., appointed factory supt., Jensen Mfg. Co., Chicago, taking over from T. L. Pierce, now setting up new production facilities outside the state . . . Abraham Hyman named head of Brach TV antenna development section . . . Fred Miller, ex-Kaye-Halbert, named chief engineer, Caltech Electronics Corp., Culver City, Cal. (high-fidelity equipment); O. S. Gerstman named sales director, Joe K. Davis production director . . . Herman J. Schorle named works mgr. of Manchester, N. H. plant, Insuline Corp. of America . . . W. A. Galbreath, House of Television, elected pres., Houston Appliance Dealers Assn. . . Robert I. MacClellan named Zenith Pa.-W. Va. regional mgr. . . Ronald M. Robinson, v.p., appointed gen. mgr. Canadian GE electronics div., comprising TV-radio dept. and electronic equipment dept.

**Distributor Notes:** Crosley-Bendix appoints newly-formed Delaware Valley Distributors Inc., 19th St. & Allegheny Ave., Philadelphia (Theodore H. Kapnek, pres.), replacing Judson C. Burns Inc. . . DuMont appoints American Distributing Corp., New Haven (Frank T. Barmore, pres.) . . . Sylvania appoints Commonwealth Sales Corp., Richmond (James T. Little, pres.) . . . Radio & Appliance Distributors Inc., E. Hartford (RCA) elects Irving Roth secy. and asst. to pres. Louis K. Roth . . . Sacramento Electronics Supply Co., Sacramento (Raytheon) appoints Craig Malcolm district mgr. . . Pacific Mercury Sales Corp., Fresno, names Austin W. Fazio as mgr., succeeding John B. Chadwell, now sales mgr. of Kinney & Faust, Fresno (Hoffman Radio).

New round of picture tube cuts seems pretty general, Sylvania this week following RCA and GE in lowering prices, with others expected to follow suit shortly. Sylvania cut was 10-15% across-the-board. RCA reductions ranged from \$3.15 to \$10.60 on 21 tube types. GE cut was 25% on replacement tubes.

Four new receiving tubes designed for color sets were announced by GE this week, production to start within 60 days. The new types: 2V2, filamentary diode; 5AU4, twin diode; 6AR8, double-anode sheet-beam deflection tube; 6BU5, low-current, high voltage beam pentode.



**T**INKERTOY, the revolutionary new automatic production method developed under govt. auspices (Vol. 9:38), is being pushed as a "natural" for cheaper and better TV manufacture by at least 2 companies—with announcement of a new tinkertoy especially developed for TV due at next week's IRE convention in New York.

"Project Tinkertoy," first released from security wraps last Sept., when Govt. showed fully operating pilot plant at Arlington, Va., uses as basic "building blocks" 7/8-in. square wafers, on which are printed such circuit components as resistors, capacitors, coils, etc. These are assembled in skyscraper fashion to form "modules" carrying elements for one or more electronic stages. They can be built, assembled and tested completely automatically—with the advantages of complete uniformity, economy, ease of replacement and production speed.

Govt. project, sponsored by Navy, Air Force and Bureau of Standards, in cooperation with Sanders Associates Inc., Nashua, N. H. research & development firm, and Willys Motors electronics div., was aimed at reliable automatic production of military mass electronic items. Sanders is adapting tinkertoy techniques to production of end items for military contracting firms.

Earlier this year, Sanders showed tinkertoy TV set, using 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminating nearly 600 hand-soldering operations (Vol. 10:6). Now pres. R. C. Sanders Jr. says he will display next week a "more advanced form of tinkertoy, designed especially for TV." He says TV industry heretofore has shown strong interest in the new production method, and he feels it will adopt it in its new form—which hasn't yet been shown to anyone in the industry. He says his company may go into manufacture of tinkertoy modules and wafers.

Another company banking heavily on tinkertoy is big American Car & Foundry, now in process of setting up new subsidiary ACF Electronics in 32,000-sq. ft. former skating rink in Alexandria, Va. One of ACF's biggest assets is its manufacturing mgr., young Robert L. Henry, formerly of National Bureau of Standards, credited with being tinkertoy's principal developer.

**Color Trends & Briefs:** To ease cost and difficulties of color receiver servicing, RCA Service Co. has come up with a technique it believes will not only simplify servicing but will keep servicemen's purchase of color test instruments to a reasonable minimum.

During last week's demonstration to FCC representatives at WNBW, Washington, RCA Service officials stated that station need transmit only a thin sliver of yellow-green at extreme edge of picture, without interrupting black-&-white transmission, and servicemen would immediately know whether color receiver is properly adjusted. Therefore, whether color is being transmitted or not, servicemen would be able to get frequent color checks. RCA suggests that signal be transmitted briefly and periodically, perhaps at station breaks.

As demonstrated, signal was unobtrusive on color sets, practically invisible on black-&-white sets. The engineers said that test signal made it necessary for servicemen to buy only 2 test instruments—in addition to regular black-&-white equipment—to service any color receiver problem. They said that the 2 instruments, dot and bar generators, would probably cost no more together than a single good oscilloscope.

The cost to station, to originate the signal, was said to be minor—involving purchase of bar generator similar to that used by servicemen. Test signal is proposed only for stations, not for network use. It would also serve as reference point for color set owners for tuning.

No FCC approval is required by stations planning to

Henry believes tinkertoy construction is ideal for TV, both color and black-&-white—and ACF plans to supply fabricated and tested subassemblies or groups of modules, such as IF & RF stages, deflection assemblies, etc. Company hasn't been soliciting customers or begun production yet, but Henry says it's had large number of inquiries from electronics manufacturers, including TV makers. ACF won't have display at IRE convention—but Sanders will, and Willys is also expected to show tinkertoy applications there.

Dollars-&-cents case for tinkertoy was presented this week when Bureau of Standards released summary of report by Mead Carney & Co., management consultants (630 Fifth Ave., N. Y.). Study of typical electronic subassembly — an IF amplifier — as built by conventional methods and by tinkertoy found that mechanized production cut manufacturing costs 44% below conventional method, and that even hand assembly of tinkertoy units cut costs 38.5%. Considering manufacturing costs only—but including overhead expenses such as tool & equipment costs—and assuming all tinkertoy and conventional components to be purchased items, the surveyors reached these results on basis of actual pilot operations:

The IF amplifier, constructed by Navy contractor, cost \$46.89 when built by conventional methods: materials \$35.85, direct labor \$5.60, manufacturing overhead \$5.44. When tinkertoy sections were assembled by hand, cost was \$28.82: materials \$20.56, labor \$5.99, overhead \$2.27. Using automatic assembly, total cost was \$26.25: materials \$20.56, labor \$2.83, overhead \$2.86.

"An investment of about \$665,000 is required to create a facility to produce 405 modules per hour by machines, whereas \$82,000 is needed to establish a hand process facility to produce 400 modules per hour," says report. "However, the difference in machine investment would be repaid from manufacturing cost savings within 17 months of operations at full capacity."

Report Vol. V of tinkertoy series, titled *Project Tinkertoy Manufacturing Cost Determination*, PB 111315, is available at \$4 from Office of Technical Services, Dept. of Commerce, Washington.

transmit signal, commissioners said. Attending demonstrations were Comrs. Hyde & Sterling, chief engineer Edward Allen, broadcast bureau chief Curtis Plummer. Showing was supervised by RCA Service Co. pres. E. C. Cahill and NBC engineering v.p. O. B. Hanson.

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The 3 vidicon color camera (called "3-V") has been picked by RCA over fast-pulldown and continuous motion projectors, with deliveries scheduled to start late this year. RCA had been experimenting with all 3 methods (Vol. 9:44), finally settled on vidicon technique for these reasons: (1) Can be used with standard black-&-white TV film projectors with minor modification of latter. (2) Uses either 16mm or 35mm film. (3) Permits use of single camera chain and new "optical multiplexer" with 3 signal sources—2 film projectors and a slide projector.

Using its color slide scanner 9:30-9:45 a.m. daily, WMAR-TV, Baltimore (CBS), has country's first regular news program in color. E. K. Jett, v.p., and TV director, says he has color film projector on order, expects 4 RCA color sets next month for demonstration in lobbies of old and new *Baltimore Sun* buildings. In addition, he says he's placed order with RCA for two "19-in.-to-21-in." color sets and asked for November delivery.

Raytheon will have 19-in. color tubes by summer, plans 21-in. rectangular tubes by late 1954 or early 1955, is now shipping small quantities of 15-in. tubes "to several set makers," said v.p. Norman B. Krim at March 19 press conference in N. Y.

**Electronics Reports:** When electronics executives meet with Commerce Secy. Weeks April 6 in Washington, they'll be asked to lend a top-notch official to serve without compensation as director of Business & Defense Services Agency's Electronics Div., headed by acting director Donald S. Parris. Principal items on agenda for meeting are addresses by Secy. Weeks & Asst. Secy. Lothair Teetor. Talks are also scheduled on BDSA, by administrator Charles F. Honeywell; on manufacturers' census, by Maxwell Conklin, Census Bureau; on defense materials system, by BDSA advisor Wm. C. Truppner; on industrial defense, by BDSA's W. E. Haines; on research & development, by Asst. Defense Secy. Donald Quarles; on tax program, by Treasury Undersecretary Marion B. Folsom—followed by discussion and recommendations of industry representatives.

Further conferences will be held from time to time, Commerce Dept. says, with other electronics industry leaders asked to attend. Invited to April 6 meeting by Secy. Weeks are: Ross Siragusa, Admiral; Dr. Allen B. DuMont; Dr. W. R. G. Baker, GE; H. Leslie Hoffman, Hoffman Radio; Wm. C. Jordon, Hughes Aircraft; Charles B. Thornton, Litton Industries; H. J. Hoffman, Machlett Laboratories; Frank Freimann, Magnavox; Robert W. Galvin, Motorola; Leslie F. Muter, Muter Co.; Joseph H. Gillies, Philco; A. D. Plamondon Jr., Plamondon Magnetics; Ralph T. Brengle, Potter & Brumfield; Russell E. Cramer Jr., Radio Condenser Co.; W. W. Watts, RCA; Glen McDaniel & James Secrest, RETMA; J. A. Milling, Howard W. Sams & Co.; W. M. Adams, Sprague Electric; Sidney R. Curtis, Stromberg-Carlson; Max F. Balcom, Sylvania; Robert S. Alexander, Wells-Gardner.

\* \* \* \*

Transistors are used in more than 90% of hearing aids being manufactured today—just one year since first commercial use of the transistor (Vol. 9:1-4). So said Raytheon v.p. Norman B. Krim in summing up first year's experience in production of transistors for commercial end-products, at New York press conference March 19. Highlights of his remarks:

Close to 200,000 of nation's hearing aid wearers, out of total of 1,250,000, have converted to transistorized aids, with saving of more than \$5,000,000 in battery replacement costs during year. Transistors have cut hearing aid operating costs from \$40-\$80 a year to as low as \$2-\$5. Savings to users will amount to nearly \$25,000,000 in 1955. As to reliability: More than one billion transistor operating hours have been passed, and rate of failure now runs approximately 1% yearly compared to about .5% for high-quality subminiature hearing aid tubes during their first year of service.

"But this performance took over 15 years to attain," said Mr. Krim. "The average transistor we are shipping in quantity today has one-third the noise level, more gain and far less cutoff current, compared to the product of a year ago," he said. He predicted small quantities of transistors will be incorporated into a few portable radios before end of 1955, and by 1958 in some TV sets. "In less than 10 years, nearly all radios and TV sets will include a few," he said. Raytheon will begin small commercial production of power output and radio frequency transistors this year.

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West Coast Electronic Mfrs. Assn., 1355 Market St., San Francisco, starts annual appeal to manufacturers for contributions to scholarship funds for prospective engineers. Paul Tartak, pres. of Tartak Electronics, Burbank, Cal., is chairman of scholarship fund, which last year provided \$6500, representing contributions from 56 electronics firms.

"He Makes Tinkering Pay" titles cover story in March 13 *Business Week* about Arthur A. Collins who "turned his amateur radio hobby into an \$80,000,000 manufacturing business"—Collins Radio Co., Cedar Rapids, Ia. Story details Collins' ingenious approach to electronics research, with emphasis on mechanical as well as electronic engineering. Company is now Cedar Rapids' largest employer, with 4800 in the home plant, another 1700 at branches in Dallas & Burbank. Twenty-one years after founding of Collins Radio, it builds about 75% of the radio and instrument landing equipment on commercial and executive planes, as well as high-powered commercial and military radio transmitters and ham radio equipment—latter described as "showcase of Collins quality."

Aerovox has opened 2 new plants in California—20,000-sq. ft. factory housing its Cinema Engineering Co. div. at 1100 Chestnut St., Burbank, and 51,000-sq. ft. plant for subsidiary Acme Electronics Inc. and Aerovox Pacific Coast div. at 2724 S. Peck Rd., Monrovia. The 2 plants currently have more than 400 employes, and eventually "the total will exceed that amount many times." James L. Fouch is Cinema Engineering gen. mgr., Hugh P. Moore pres. of Acme.

Spring Technical Meeting on propagation and related subjects will be held at National Bureau of Standards, Washington, May 3-6, under sponsorship of USA National Committee of International Scientific Radio Union and IRE professional group on antennas & propagation. Sessions will be held on radio measurement methods & standards, tropospheric radio propagation, ionospheric propagation, terrestrial radio noise, radio astronomy, electronics, radio waves & circuits including antennas.

Link Aviation Inc., Binghamton, N. Y., manufacturer of electronic flight simulators for military & civilian planes, will be acquired by General Precision Equipment Corp., New York holding company which owns General Precision Laboratory and other firms in motion picture and scientific instrument fields. Link will operate as GPE subsidiary under present management (Edwin A. Link, chairman).

Hunt Capacitors (Canada) Ltd. is new company formed at Ajax, Ont. by Canadian Marconi Co. and A. H. Hunt Ltd., British capacitor manufacturer. Canadian Marconi gen. mgr. J. J. Kingan is pres.; R. A. Grouse, formerly of A. H. Hunt Co. is chief engineer. Canadian Marconi tube & components div., Toronto, will market Hunt capacitors, with production slated to begin this quarter.

Symposium on Automatic Production of Electronic Equipment will be held April 19-20 at San Francisco's Fairmont Hotel, sponsored by Stanford Research Institute & U. S. Air Force. Keynote speaker will be Lt. Gen. Lawrence Craigie, Air Force deputy chief of staff in charge of development.

Continental Radio Corp., 1623 No. Wells St., Chicago, maker of table, clock & portable radios, has combined with Industrial Spring Corp., but continues under own name.

Bell Telephone transistor patents were made available this week, royalty-free, to makers of hearing aids.

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Christian E. Rogers Jr., communications attorney with Mechlin, Marshall & Smith, Washington, and Naval electronics specialist in World War II & Korean war with USNR rank of commander, has been named telecommunications specialist on staff of ODM by Wm. A. Porter, asst. ODM director for telecommunications.

R. M. Soria, American Phenolic Corp. research director, elected pres. of 1954 National Electronics Conference, scheduled Oct. 4-6 at Chicago's Sherman Hotel.

**Financial & Trade Notes:** Admiral reports record 1953 sales of \$250,931,605, exceeding by 31% the \$191,224,356 of 1952, and 9% above previous record of \$230,397,661 set in 1950. Net earnings were \$8,213,165 (\$3.48 a share), down from \$8,711,133 (\$3.69) in 1952 and from 1950's record \$18,767,554 (\$9.73).

Pres. Ross Siragusa, in annual report, attributed lower earnings to additional tooling and pre-production costs of several new major appliances, among other factors. New-station TV boom in first half of 1953, he said, gave way to second-half lag "as the result of the widespread publicity on color TV that led the public to believe that color TV receivers were just around the corner." As soon as public saw first 15-in. color sets, he added, black-&-white sales increased substantially,

He predicted 1954 industry-wide TV sales of 5,500,000-6,000,000 sets. "I doubt if the TV industry can produce more than 75,000 color sets this year because the delivery of 19-in. tubes will be delayed until fall," he said. "Admiral expects to make 10,000-15,000 of these sets."

Company invested more than \$5,500,000 in plant expansion and other capital expenditures during 1953, and export sales of all products were substantially higher than in any previous year, Siragusa said. Defense production also continued at high level.

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Zenith set new record of \$166,733,276 sales in 1953, up 21% from \$137,637,697 in 1952. Net profit declined to \$5,631,701 (\$11.44 a share) after \$576,656 loss caused by flash flood that damaged Zenith's Wincharger plant at Sioux City, Ia. last June, compared with profit of \$5,845,933 (\$11.87) in 1952. Net profit before flood loss was \$6,208,357 (\$12.61). Annual statement said Zenith enjoyed increase of 22% in TV unit sales to dealers last year, more than 2½ times the industry average, also reported increase in radio and govt. contract shipments. Company added \$3,325,219 to its physical facilities in 1953.

Raytheon reports net earnings of \$1,063,000 (46¢ a share) on sales of \$45,065,000 after provision of \$1,920,000 for taxes for quarter ended Feb. 28. This compares with \$1,355,000 (60¢) on sales of \$51,240,000 same 1953 quarter, but is improvement of 32¢ a share over preceding quarter. For 9 months, profit was \$2,703,000 (\$1.17) on sales of \$126,242,000 vs. \$3,267,000 (\$1.43) on \$130,027,000 in like period preceding year. Current backlog of govt. orders is \$174,000,000.

Oak Mfg. Co. reports 1953 sales of \$20,680,957 and net income of \$1,239,017 (\$2.36 per share) after tax provisions of \$2,290,000. This compares with \$15,925,959 sales, \$1,103,109 (\$2.10) net earnings, \$1,970,000 taxes in 1952. New year started off more slowly than in 1953, but belief is expressed year's volume will compare favorably with record 1953. Annual meeting will be on April 22.

Erie Resistor Corp., in preliminary report to stockholders, states that unaudited accounts indicate 1953 earnings of \$1,139,446 before taxes, \$580,390 after taxes, as against \$773,298 & \$450,333 preceding year.

Eitel-McCullough reports 1953 profit of \$596,871 (88¢ a share on 680,497 common shares outstanding) on sales of \$11,576,674, compared to earnings of \$613,094 (96¢ on 638,903 shares) on sales of \$10,203,302 in 1952.

National Co. reports 1953 sales of \$7,095,593, net income of \$228,218 (87¢ a share) after taxes of \$258,500; its 1952 sales were \$9,261,100, net income \$172,573 (64¢), taxes \$184,000.

Dividends: Motorola, 37½ payable April 15 to stockholders of record March 31; Packard-Bell, 25¢ April 26 to holders April 4; Trav-Ler Radio, 7½¢ March 29 to holders March 25; American Phenolic, 25¢ April 30 to holders April 16.

"Before too long, many radio and TV operations traditionally performed by hand will be entrusted to machines, thereby decreasing production costs." Thus Arvin pres. Glenn W. Thompson—predicting 1954 will be one of his company's best years as it expands product lines (adding 2-speed window fan, folding metal chaise lounge, hostess cart) and cuts production costs. Arvin's 1953 business of \$73,395,197 (\$2.53 per share net) derived 43% from automotive parts, 34% TV-radio, 10% electric housewares & car heaters, 9% metal furniture, 4% govt.

Expanded Canadian TV market, anticipating sale of 1,000,000 sets in 1954 and 1955, is foreseen by Stuart Finlayson, pres. of Canadian Marconi, which recently signed agreement to make and market Emerson TVs & radios in Dominion. Canadian sets-in-use totaled about 600,000 at end of 1953, his report to stockholders states, adding that 24 stations should be on air by end of 1954, as against 7 at start of year. Earnings in 1953 were \$1,349,243 (30¢ per share) vs. \$643,300 (14¢) in 1952.

Stromberg-Carlson on March 17 offered its common stockholders 72,025 new shares of \$50 per value 4½% convertible preferred stock at \$50 a share, one share being offered for each 7 of common now held. Underwriting is by syndicate of 10 houses headed by First Boston Corp. Money will be used to pay off \$1,100,000 of bank loans. New preferred is convertible into common at rate of 1.4 shares of common for each share of preferred, new shares subject to redemption at \$52 a share until March 31, 1958.

Clevite Corp. reports record 1953 sales of \$71,304,940, profits of \$3,478,611 (\$1.77 on 1,799,652 shares) compared with 1952 sales of \$54,103,077, profit of \$3,444,240 (\$1.97 on \$1,599,652). A large automotive supplier, Clevite is also deeply in electronics now as result of acquisition of Brush Electronics Co. (crystals, magnetic recording heads, etc.) and Transistor Products Inc. Annual statement says non-automotive business amounted to 50% of sales in 1953, and electronics sales were "substantially higher than in 1952."

Collins Radio Co. reports for 6 months ended Jan. 31 sales of \$37,925,586, net income of \$1,476,406 (\$3.41 a share), compared with \$36,718,471 & \$893,198 (\$2.05) for same period preceding year. Backlog of orders was \$225,000,000 Jan. 31 vs. \$255,000,000 as of July 31, 1953.

New Sears, Roebuck catalog features 17-in. vhf-only black leatherette table model at \$140, labeled "not for fringe" reception. Other TVs listed: Tables, 17-in. maroon leatherette \$160; 17-in. mahogany \$190; 21-in. mahogany \$220. Consoles, 17-in. open-face mahogany \$200; 21-in. open-face mahogany leatherette \$200; 21-in. open-face mahogany \$230. All-channel sets in each model are \$30-\$40 extra.

Some 20 Italian TV set manufacturers and assemblers, along with radio, electronics and component makers, are listed in U. S. Commerce Dept. Office of International Trade list, *Radio & TV Equipment—Manufacturers, Italy* (\$1). Domestic TV set production in Italy is expected to reach 100,000-150,000 sets by end of 1954. List gives addresses of manufacturers, number of employes and estimated output of each, where available.

Motorola employes' savings & profit sharing fund reached all-time high of \$17,614,000 in 1953, some 6864 of company's 8500 employes voluntarily contributing \$1,033,000 during year, company contributing \$2,836,000 and fund's investments earning \$466,000. Motorola also gave awards totaling \$22,798 to 1100 employes whose constructive suggestions were put in practice during year.

Apace with booming record sales, hi-fi is going such great guns that *New York Times* will publish special section devoted to it, Sun., March 21.

Mrs. Virginia Durr, wife of ex-FCC commissioner (1941-48) Clifford R. Durr and sister of U. S. Supreme Court Justice Hugo Black, went through stormy sessions of Sen. Jenner's Internal Security Subcommittee at New Orleans March 19 when she was charged with having Communist ties at one time. She denied it vehemently and her husband, acting as counsel for ex-National Youth Administrator Aubrey Williams, threatened libel action when his name also was linked with Reds. Only Sen. Eastland (D-La.) was sitting when Paul Crouch, ex-Communist now with U. S. Immigration Service, testified that Mrs. Durr had persuaded Justice Black to address Southern Conference for Human Welfare in 1938; now the Southern Conference Educational Fund, it's under investigation by the committee. Mrs. Durr wasn't labeled an actual party member, but Crouch charged she had "plotted" with the party. She bitterly denied it, and issued this angry statement after the session: "I refuse to submit to the authority of this committee, and I stand in total and utter contempt of it." Well known for her "crusading" proclivities while in Washington, Mrs. Durr once before got some unpleasant publicity when she admitted contributing to party liner Vito Marcantonio's N. Y. campaign for reelection to Congress.

Phoenix's KOOL-TV & KOY-TV, sharing Ch. 10 since they began operating last Oct., will be consolidated under ownership of Maricopa Broadcasters Inc., controlled by cowboy actor Gene Autry and operators of KOOL-TV with radio KOOL. Subject to FCC approval, Autry firm proposes to buy out KOY-TV for \$400,000. Network is ABC-TV—KPHO-TV (Ch. 5) having CBS and KTYL-TV, Mesa-Phoenix (Ch. 12) having NBC & DuMont. Charles H. Garland, 5% owner, is gen. mgr. of KOOL-TV. Albert D. Johnson, 20% stockholder, is gen. mgr. of KOY-TV & KOY, presumably will continue with the radio station; other stockholders are John L. Hogg, Glenn Snyder, George R. Cook and John R. Williams, each 20%.

Objections of 5 uhf stations in Harrisburg and York, Pa. to power-height increase and site move of WGAL-TV, Lancaster (Vol. 10:9) were opposed by FCC's Broadcast Bureau this week. It pointed to "unusual belatedness" of petition, said stations must have been aware of WGAL-TV's application long before it was granted, stated that petitioners' "allegations of economic injury are simply assertions so highly speculative as to be clearly inadequate to give the petitioner standing to file the instant petition."

Air crash in which 28 were killed when American Airlines plane collided with 2 towers of radio WPTR, Albany, last Sept. 16 (Vol. 9:38) was attributed by CAB to pilot's error, in report filed March 19. "Under existing conditions, the pilot should have abandoned the approach to airport," board said. The 2 other 1953 crashes involving TV towers were also blamed on pilots by CAB (Vol. 9:49 & 10:4).

Application for 10-watt satellite on Ch. 13 to serve Elkins, W. Va., filed last year by Elkins TV Assn. (Vol. 9:24), was turned down this week by FCC, which said applicant didn't meet Commission rules for experimental stations, i.e., didn't propose any real scientific study. Group wanted to pick up and rebroadcast WDTV, Pittsburgh.

Interconnected this week to network circuits: KCEB, Tulsa, and KMMT-TV, Austin, Minn. Next on AT&T's schedule: KHQA, Hannibal, Mo., about March 20, and WSLI-TV, Jackson, Miss., March 27. Phone company plans to add third microwave channel to Norfolk, Va. area April 1.

NARTB's TV code was endorsed in resolution unanimously adopted March 17 by general board of National Council of Churches. Revised edition of code, as amended in Jan. (Vol. 10:4-5), was released this week and is available from NARTB, 1771 N St. NW, Washington.

Opposition to FCC filing fees was voiced by all 7 non-govt. witnesses appearing before Senate communications subcommittee March 16-17 in hearings on bill by Sen. Johnson (D-Colo.) to establish "nominal" fees in place of FCC's schedule (Vol. 10:5, 7-8 & full text in Special Report of Jan. 30, 1954). The witnesses—most of whom represented marine and other private carriers—also objected to Johnson's bill, most of them opposing whole fee principle. FCC Chairman Hyde told subcommittee its fee schedule is still only a proposal and was submitted pursuant to Congressional order. As to Johnson's bill, he urged that it be amended so that "the exact standard which Congress intends the Commission to follow in computing fees [is] fully and carefully spelled out." Sen. Johnson, present at hearing, inserted in record the previously expressed views of Comrs. Webster and Bartley, who oppose fees, and challenged FCC's authority to levy fees since such authority is not contained in Communications Act, but in appropriations bill. NARTB v.p. Ralph W. Hardy urged Congress to "clearly declare a policy which would forbid the FCC or any other agency [to] require the payment of license fees for broadcasting."

Competing with theatres for closed-circuit TV business meetings, Sheraton Hotel chain launched its TV hook-up March 16 with 6-city telecast in which Sheraton Corp. officials discussed offering of new bond issue from DuMont's New York studios. Hotels on circuit were in New York, Detroit, Chicago, Boston, Baltimore, Washington—first 5 having purchased RCA theatre-TV equipment. Chain says any of its 33 hotels in U. S. and Canada can be hooked up, some using portable projection TV equipment. Also participating in this week's show, and reportedly lined up for hotel-TV meetings of their own, were Ballantine Beer, Trans-World Airlines and Railway Express Co. More closed-circuit TV sales meetings have been held in first 3 months of 1954 than in all of 1953, principal ones being National Dairy Products Corp. in 15 cities, Ford 32 cities, Dodge 29, Pan American Airways 20—all in theatres.

Closed-circuit educational programs originating from WBNS-TV and beamed to ballroom of Columbus' Deshler-Hilton Hotel will be feature of annual Ohio State U Institute for Education by Radio-TV, April 7-10. Broadcasters and educators in hotel will be asked to criticize programs. Main speaker will be Theodore Streibert, chief of U. S. Information Administration, reviewing overseas libraries program. Among other educational TV developments: (1) Gov. Dewey's bill for operation of N. Y. State's 10 educational channels by non-profit corporations was amended to permit "controversial" programs, a change sought by N. Y. board of regents, which will have over-all policy supervision. (2) Ohio State U gets \$100,000 grant from Ford Foundation for proposed WOSU-TV (Ch. 34).

Big color "spectaculars," 90-min. big-name programs 8-9:30 Mon. and 9-10:30 Sat., are being blueprinted at NBC-TV for this fall. Aim is to start bi-weekly then go weekly with programs comparable to smash Ford 50th anniversary (Vol. 9:25). To build the shows, producer Leland Hayward is seeking to line up such names as David Selznick, Walt Disney, Joshua Logan, Cecil B. DeMille, Sam Goldwyn, Buddy Adler, Stanley Kramer, et al. Concept of the "spectacular" has been idea of pres. Pat Weaver for some time; he now envisions them as naturals for color.

Grantee WOPA-TV Inc., Chicago (Ch. 44), with same ownership as AM station WOPA, in suburban Oak Park, was denied use of call letters WOPA-TV this week, FCC refusing to waive policy requiring different call letters for different cities even though stations have same ownership.

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# Television Digest

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**SENATORS PUT FCC FILING FEES ON ICE:** FCC's proposal to levy fees of \$3 to \$1500 on those it regulates (Vol. 10:5) now appears to be dead -- or at least in a state of suspended animation for the next year or so -- as result of objections by everybody in general and Senate Commerce Committee in particular.

It was Congress, not FCC, which imposed filing fee idea in the first place -- as rider to appropriations bill, which established fee policy for govt. regulatory agencies. But this week, following Senate hearings in which all witnesses opposed principle (Vol. 10:12), Committee asked FCC to suspend rule-making until July 1955.

Committee unanimously passed resolution stating that the license fee proposal "raises basic questions with regard to the fundamental philosophy of regulation under the Communications Act, [and] any departure from the existing structure of licensing should be resolved specifically by the Congress after the conclusion of our present inquiry." At week's end, Commission hadn't acted, but it probably will bow formally to the Committee's request next week.

**CONCEPTS OF COLOR GROWTH—RCA'S PLANS:** Skepticism about the eagerness and haste of the public in buying color TV receivers, clearly manifest in industry ranks despite the enormous publicity color has had, may be slowing down color's pace -- certainly is now causing soft-pedaling of some of the predictions for its immediate future.

Nevertheless, RCA this week reiterated its faith in color, invited its set-making licensees and competitors to share both initial expenses and ultimate profit as it laid before them its own color plans for 1954 -- covering production of sets and parts, equipping of stations, and programming via NBC-TV.

Many other set manufacturers, however, have been mighty dubious about going ahead with production now, principally because they believe 15-in. tube too small and price of receivers much too high. Nearly every one with research facilities is doing something, telling almost nothing, though many had tubes in various stages of development on display at IRE convention this week (see p. 14).

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More than 250 licensee representatives were at RCA's March 26 symposium at its big receiver plant in Bloomington, Ind., where the day before RCA officials had also briefed newsmen. To the licensees, as to newsmen, RCA stated own 1954 goal of 5000 sets with 15-in. tubes, 5000 with 19-in. -- and showed 15-in. in production.

But they made clear the very important fact that RCA won't build tubes and other special color components for other set makers until it gets firm orders for them. In this significant respect, RCA policy differs from that of 1947 when it began stockpiling black-&-white tubes in advance of orders.

Policy applies both to 15 & 19-in. Reason for it, said v.p. E.C. Anderson, in charge of licensing, is because of "the present cost of color tubes and the fact that additional types may become available."

With most other manufacturers backing off from 15-in., or not trying it at all, RCA thus showed it intends to give it at least a substantial try. Consumer products exec. v.p. Joseph Elliott said he's satisfied "quite a few" will be sold at \$1000. He likened the set to a Cadillac or Lincoln (though one competitor calls it a "Jaguar"). He said "orders for hundreds" have been received from all cities where color signals are available.

Whether RCA's example will persuade its tube customers to give the 15-in. a similar whirl, it's too early to say. It asked them to place orders for tubes and other components soon as possible, stating there's substantial lead time involved. Said tube div. marketing mgr. Douglas Y. Smith: "The minimum lead time we need for color kinescopes is 30 days and may run 90-120 days, depending on the magnitude and timing of demands. For receiving tubes, it's 30 days, may run to 90. For components, it's 30 to 60 days; for testing equipment, 90 days minimum up to 120-270 days."

Asking others to get into the swim, Elliott said the development of color as a national service is "too big for any one firm." After saying he expects RCA to build 10,000 sets this year, he estimated industry total at 100,000 -- of which he figures 70,000 will be sold this year. From then on, he foresaw this growth in sales: 350,000 in 1955; 1,780,000 in 1956; 3,000,000 in 1957; 5,000,000 in 1958.

The real "mass market" will come some 3-5 years from now, said Elliott, taking the now more conservative line of Chairman Sarnoff and President Folsom, who weren't present. By then, he said, a 19 or 21-in. color set will sell for \$500.

Fostering of color expansion is no simple trick, the speakers acknowledged. Said Anderson: "The introduction of color to the public is a different and more difficult problem than black-&-white TV. The public had only one choice in 1947. Now, they are able to choose between color and black-&-white." Very cheap black-&-white, he might have added -- so cheap now as to throw a new complexion on market.

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Though we attended the newsmen's session at Bloomington, we were barred from the licensee session Friday, our deadline day, so had time to get reaction from only one manufacturer who attended. He's a medium-sized producer, by no means tied to RCA apron strings, and his comments may be significant:

"I think it was a great promotion for color on the part of RCA. It was impressive, too, for we actually saw the sets in production -- very slow, actually only 10 to 15 per hour. They're trying for 40. I must say the line looked good, the method of production was very clean, and they showed how we can all do it and doubtless even improve upon it and bring down costs.

"But it's all up to the consumer, in the last analysis, just as the RCA people said. We must count on losses at the outset. The question is: How cheap can we make this set, so it can be sold at a reasonable price? And, will they buy?"

"Were you enough impressed to go back and start your own line?" we asked.

"I'll have to reserve comment on that -- but you can say for me that RCA's pitch was really terrific."

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There certainly are differences within the industry about when and how the new color art and industry will develop -- but the situation was oversimplified in Jack Gould's front-page New York Times article of March 22, which was the talk of the industry all this week. It spoke of sharp disagreements over when color should be introduced to the public, with RCA on one side and, ranged on the other, "virtually all the other set makers who do not believe that it is either technically or economically feasible to begin color for some time."

Fact is, as far as we can adduce at this time, there's no such unanimity or certainty of opinion among set makers yet, even though RCA alone so far has stated specific plans and production schedules. There's puzzlement, uncertainty, a waiting for "things to happen" -- presumably, now, for public reaction to marketing efforts of RCA and any others who undertake to make and sell sets.

(Westinghouse also has announced production line, has advertised sets avail-

able for immediate sale, but reportedly has sold very few as yet. Emerson leasing plan [Vol. 10:10,12] has apparently aroused very little trade enthusiasm.)

Other manufacturers aren't tooling up, Gould reported, contending that "public interest in color has subsided because of the high retail costs of initial sets -- more than \$1000 for 12-in. pictures -- and that the 'immediacy' of tinted TV can now be discounted." He went on to state that some have cancelled orders for various color parts, and that CBS has decided not to expand its color programs because an informal survey "showed the number of color TV sets in use this year would be far below many original enthusiastic estimates."

The Times reporter concluded, quite rightly: "At issue, basically, is a complex problem of a multi-million dollar business going through a transitional period. Involved are difficulties in the engineering laboratories, novel problems in merchandising and industry politics."

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It was apparent to us, in tour through the Bloomington plant, that RCA is seeking to give its model CT-100 color set the same reputation for solidity that its famous pioneering 630-TS 10-in. black-&-white set enjoyed.

Bloomington plant has 5 production lines, 3 of them on black-&-white sets, one on color, other unused at present. Plant mgr. Thomas A. Weeks said the color line is capable of producing 2000 sets monthly -- a rate which can be achieved in 6-8 weeks. He said color set has 1012 parts vs. 437 parts in 21-in. black-&-white and that complexity of production is about at 2½-to-1 ratio.

Plans for 19-in. were given as follows: Developmental samples of tubes available in April, commercial production of tubes during July, production of receivers "shortly thereafter." No indication of price of 19-in. tube or set or rate of their production was given -- except that they would "cost more". It was also stated that the focus-mask tube (Vol. 10:4) will be demonstrated next year.

\* \* \* \*

Color receiver service warranty conditions were disclosed for first time, with 3 kinds of contracts available at option of purchaser:

(1) "A" contract -- \$149.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for one year.

(2) "B" contract -- \$99.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for 90 days.

(3) "C" contract -- \$25 for installation and instructions. Service calls thereafter to run \$5.95 for first ½ hour, \$3.50 for each additional ½ hour.

\* \* \* \*

On the station side, engineering products v.p. T.A. Smith revealed that 35 stations are now equipped to rebroadcast network color, and "partial shipments" of color equipment have been made to 35 more.

Turning to network connections, Smith estimated that 75 cities would be color-connected by July 1, more than 140 cities by end of 1954 -- thus making it possible to put color signals in range of 75% of nation's homes.

Live cameras are now being shipped, he said (see p. 8), and some 25 stations are due to get new vidicon color film cameras this year (Vol. 10:12).

For NBC-TV's color programming plans, see below.

**NBC-TV OUTLINES COLOR 'SPECTACULARS':** What inducement will public have to buy those \$1000-up color sets? NBC-TV officials believe they have some powerful programming injections to whet viewers' appetites for color.

NBC color coordinator Barry Wood, addressing symposium of manufacturers at RCA Bloomington receiver plant March 26, stated that NBC would be providing at least 3 color shows weekly by end of year -- 2 from New York, one from Hollywood.

In addition to studio programs, he said, mobile units will originate such things as cherry blossoms from Washington, golf tournament from Baltusrol, N.J., Mardi Gras from New Orleans, fashion shows from Manhattan, rodeos from southwest.

Then he came to "Spectaculars in Color" (Vol. 10:12), details of which NBC pres. Pat Weaver gave to affiliates in closed-circuit telecast March 26.

Starting in October, Weaver said, these 90-min. fortnightly programs will be "peaks in the schedule...bringing back to TV the role of a conversation piece." They will have the "appeal of the 'hit' in show business," he said.

They're going to cover whole gamut of show business -- musical comedy, drama, circus, operetta, aquacade, ice show, etc. -- produced by such men as Walt Disney, David Selznick, Rodgers & Hammerstein, plus NBC's own producers.

Programs will be scheduled Sat. 9-10:30, Sun. 7:30-9, or Mon. 8-9:30. There will be 13 of these this fall, sponsor for which is to be announced soon. In addition, there will be an "occasional" program for which NBC will pre-empt time.

Emphasis will be on producers and writers, including the "creative brains" of Hollywood, rather than primarily on personality of stars.

If programs are all Weaver says they'll be, NBC can scarcely go wrong -- because programs will be seen on black-&-white, thanks to compatibility. As for cost, while RCA & NBC say they're prepared to spend many more millions to promote audience and color set sales, other telecasters and manufacturers seem inclined now to go more slowly, tread cautiously, look into expense factors more closely.

\* \* \* \*

Wood described NBC's color facilities as follows: Colonial Theatre, 4 color cameras and 35mm slide scanner; Studio 3H in Rockefeller Center, with 2 cameras and slide scanner; one mobile unit with 3 cameras and more under construction.

Another studio will be equipped in Brooklyn by fall, he said, as will one in Burbank, Cal. Chicago will have one a year later, then Cleveland and Washington.

Note: We watched Scholz-Andrews fight March 26, the first bout carried in color by NBC, found color added little to what was basically a good fight. We doubt whether color would help a poor match one iota. Washington Post sportswriter Herb Heft seems to share our views quite precisely. He wrote: "I'd say, on the basis of my first look, that the fight looked nice in technicolor. But I wouldn't put out the extra dough to see another one like it, good as it was. Maybe to see the Rose Bowl pageant or the Mardi Gras. But not for a fight."

**5 MORE STATIONS START, ONE IN CANADA:** Four new TV outlets went on air in that many U.S. cities this week, one more in Canada -- making 379 in this country (130 uhf), 9 in the Dominion. The U.S. count allows for one more uhf quitting as of March 31: KRTV, Little Rock (Ch. 17) where KARK-TV (Ch. 4) has just started testing. Week's starters bring first service into Eugene, Ore. and St. John, N.B., first local vhf into Little Rock, first uhf into Providence, third uhf into Madison. They are:

KARK-TV, Little Rock, Ark. (Ch. 4) started tests March 24, plans schedule of test patterns beginning April 1, day after Little Rock's KRTV (Ch. 17) is due to go off the air after selling its studios and other facilities to KATV (Ch. 7) in nearby Pine Bluff (Vol. 10:11). KARK-TV has 25-kw RCA transmitter, 340-ft. tower, plans later to build 1170-ft. tower and emit 100-kw. Chief owner is T.H. Barton (73%) with T.K. Barton (18.16%) as v.p.-gen. mgr.; Dale Hart, program mgr.; Champ Smith, chief engineer. Network is NBC, base hour rate is \$350. Rep is Petry.

WNET, Providence, R.I. (Ch. 16) began testing at 10 a.m., March 23, will go commercial soon after April 1, boasts Studio One as first network order from CBS. It is first local competitor for pre-freeze WJAR-TV (Ch. 10), is putting on big drive for uhf conversions. John Porterfield, v.p.-gen. mgr., ex-Raymer, reports excellent signals from initial tests of 1-kw RCA transmitter, 420-ft. Stainless tower. Plant includes 2 studios, one 30x80. Station got 2nd of new GPL vidicon camera chains. Harold C. Arcaro, attorney, is pres. of corporation having 1200 local stockholders. Chief engineer is Herbert F. Evans, ex-CBS. Base rate is \$200. Rep is Raymer.

KVAL-TV, Eugene, Ore. (Ch. 13) opened new market when it began test patterns March 22, for it's 103 mi. south of Portland, 120 mi. north of Medford. It's also 61 mi. from Salem, state capital, which has 2 CPs without announced target dates. KVAL-TV begins programming in mid-April or earlier as NBC interconnected. It has



10-kw RCA transmitter, 360-ft. Fisher tower with 40-ft. 6-bay antenna. Robert Booth and C.H. Fisher (KUGN) head group owning station. S.W. McCready is gen. mgr.; A.H. Barnard, chief engineer. Base hour rate is \$175. Rep is Hollingbery.

WHA-TV, Madison, Wis. (Ch. 21), for which Wisconsin U regents in 1952 allocated \$105,750 and which then got another \$100,000 grant from Ford Foundation, put out first test signals March 26 from 1-kw RCA transmitter and Gabriel antenna on WHA-FM tower. It begins program tests April 5, suspends for spring vacation April 19-24, then starts 2-3 hours of daily programming from May 3. Its 5th educational non-commercial outlet on air. Studios in Radio Hall of university's WHA ("oldest station in the nation") are equipped with 3 GPL camera chains, projector and kine recording equipment. Educational radio pioneer H.B. McCarty is executive director.

CHSJ-TV, St. John, New Brunswick (Ch. 4), first TV in the Maritimes and the easternmost in North America, began testing March 22 and 2 hours later went on program schedule with CBC and U.S. network kinescopes and films. It's Canada's 9th outlet, 4th privately-owned. It uses Canadian GE transmitter and 40-ft. Ajax tower on 1200-ft. Mt. Champlain, 18 mi. from city. Transmitter house was built under same sort of rugged conditions that faced CBUT, Vancouver, and in addition required 2½-mi. of new mountain road. Integrated with radio operation, its owned by group headed by Thomas A. Drummie, with George A. Cromwell as gen. mgr., Earl McCarron, program director. Base hour rate is \$165. Rep is All-Canada Television, none in U.S. yet.

**FEW CPs, MULTIPLE & UHF HEARINGS SOON:** FCC gave out 2 CPs this week, took one back from grantee who failed to build after prodding, got rather roughly handled itself when House Appropriations Committee cut its budget from \$7,664,400 to \$6,544,400.

The week's grants: Montgomery, Ala., WSFA, Ch. 12; Charleston, S.C., WUSN, Ch. 2. The CP revoked was for oilman Tom Potter's WTVT, Chattanooga (Ch. 43).

Though still leaning towards its multiple ownership proposal, which would permit owners of 5 vhf's to acquire 2 uhf's (Vol. 10:4,6), Commission has decided to withhold further action until Potter communications subcommittee of Senate holds hearings on uhf -- now scheduled April 27-29, with FCC providing first witnesses.

Sen. Johnson's multiple ownership bill (Vol. 10:11) will get airing at same time, since its stated purpose is to help uhf.

Uhf operators and grantees are expected to be out in full force to present their ideas. One operator, Leon Green, secy. of Houston's KNUZ-TV, is inviting all grantees to meetings in Washington April 25-26 to discuss proposals to put before subcommittee. Among his ideas is govt. loans to TV stations.

\* \* \* \*

The "protest" section of Communications Act brought its most unusual result to date this week when owners of Clarksburg, W.Va. newspapers Exponent and Telegram filed protest to Ch. 12 grant to WBLK-TV, alleging "economic injury." It's first time anyone not a TV or radio grantee or applicant has ever protested a grant.

Complaint states that grant of WBLK-TV increases "dominating position" of its owners -- Stubblefield family -- who control newspapers in 9 West Virginia cities plus 34% of WTRF-TV, Wheeling, plus AMs WBLK, Clarksburg and WPAR, Parkersburg. Owners of WBLK-TV replied that protest was "based upon a fear of competition" and that "the protestant sees TV, not as a force for public good, but as a threat to its long enjoyed monopoly in the newspaper field."

Commission hasn't indicated its decision yet, but it generally hasn't been too eager to grant protests and hold hearings on them.

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Million-watt uhf station may be possible within a year, spokesmen for tubemaker Eitel-McCollough Inc. believe. At IRE engineering show this week the San Carlos (Cal.) manufacturer showed full-scale model of huge 50-60-kw klystron which will power tomorrow's maximum-power uhf outlets. An official of the company which supplies DuMont, Federal and others, said the new tube should be in production in about 6 months, or at least by end of year. Task of designing transmitter around the tube shouldn't

pose difficult problem, he added, because of its similarity to current 12-kw models. New and far bigger power supply will be largest obstacle. Rival klystron-maker, Varian Associates, Palo Alto, Cal.—which designed 12-kw tube now being made by GE—wouldn't be pinned down on plans for top-power uhf tubes. Pres. Russell Varian told us his plans are now uncertain, inasmuch as demand seems to have tapered off somewhat and it may not be feasible to go ahead now in view of uhf's economic situation.

**Personal Notes:** Frank Stanton, CBS pres., conferred with President Eisenhower at White House March 25, told reporters afterward he had nothing to say . . . Keith Kiggins, ex-ABC v.p. and onetime NBC director of station relations, who has been living in retirement in La Jolla, Cal., appointed administrative asst. to George B. Storer at new Storer headquarters in Miami Beach, Fla. . . . Chris Witting, Westinghouse Broadcasting Co. pres., named to 3-year term on board of Advertising Council . . . George Crothers, ex-director of CBS-TV religious broadcasts, named CBS-TV mgr. of public affairs broadcasts . . . Alfred DiGiovanni promoted to CBS-TV Spot Sales research mgr. . . . Francis V. Guidice promoted to program mgr., WTTG, Washington, and DuMont contact at White House and Capitol, succeeding Roger M. Coelos who becomes mgr. of KONA, Honolulu . . . James C. Cole resigns as gen. mgr. of WFTV, Duluth, his job being taken over temporarily by C. G. Alexander, gen. mgr. of Great Plains Television Properties Inc. (Scheffel-Burger) . . . Jim Moroney Jr., asst. treas., *Dallas News*, and asst. supervisor, WFAA-TV & WFAA, married to Helen Claire Wilhoit, known on WFAA as singing star Lynn Holt; George Stevens promoted to WFAA-TV local sales mgr. . . . Wes Izzard promoted to gen. mgr. of *Globe News*' KGNC-TV & AM, Amarillo, replacing Tom Krister, resigned; Aubrey Jackson, from its radio KEYS, Corpus Christi, to asst. commercial mgr.; Bud Thompson to TV station mgr. . . . Sid Tremble promoted from program director to commercial mgr. of KCMO-TV, Kansas City; Ken Heady, new program director . . . James Allen adds duties of publicity director for all 4 Crosley TV stations, plus WLW, to title of director of TV promotions . . . Harold S. Falter named gen. mgr. of Dallas branch, Forjoe rep firm . . . L. T. Steele, TV v.p., Benton & Bowles, elected to agency's board of directors . . . Robt. Marcato joins Kenyon & Eckhardt TV-radio dept. to work on RCA account.

Millard M. Garrison, 49, partner of Page, Creutz, Garrison & Waldschmitt, Washington consulting engineers, died suddenly of heart attack March 25. He was born in Stanwood, Ia., attended Minneapolis schools, was graduated from U of Minnesota in 1930. During World War II, he was responsible for work on various kinds of Navy airborne identification radar and navigation beacon equipment, headed Bureau of Aeronautics radar section, attained rank of captain in reserves. He was Washington consultant since 1931, starting with Jansky & Bailey, forming partnership with Joseph Chambers (now head of Motorola labs in Phoenix) after war, maintaining own firm from 1950 until joining latest partnership in 1953. Surviving are widow and 2 sons, 13 & 10. Military funeral will be conducted 1 p.m. March 29 at Ft. Myer Chapel, Arlington, Va.

Junius P. Fishburn, 58, publisher of the *Roanoke* (Va.) *Times* and *World-News*, operating radio WDBJ, suffered a stroke during a Washington hearing March 24 before FCC examiner J. D. Bond. Rushed to a hospital, he died a few hours later. Hearing on competitive applications of WDBJ & WROV for Ch. 7 had been in progress, off and on, since last Sept. 25 and was indefinitely postponed.

E. Finlay MacDonald, operator of CJCH, Halifax, was elected pres. of Canadian Assn. of Radio & TV Broadcasters at this week's annual meeting in Quebec City, succeeding F. E. Elphicke, CKWX, Vancouver.

Harry C. Kopf, 51, v.p.-gen. mgr. of WNBQ & WMAQ, NBC's owned-&-operated stations in Chicago, died in Chicago of heart ailment March 26.

Forjoe & Co., station rep, moves April 5 to new offices at 580 Fifth Ave., N. Y.; phone, Judson 6-3100.

How one uhf telecaster is attacking problem of good converter installations: Walter Reade Theatres' WRTV, Asbury Park, N. J. (Ch. 58) promotes "WRTV Seal of Approval" which is awarded to dealers and servicemen making quality installations at realistic prices. Those earning seal get decal for store windows, mats of seal for mailings and newspaper ads, advertising in lists of approved dealers in 4 area newspapers for which WRTV foots bill, plugs on WRTV and in trailers shown in Walter Reade theatres. To get seal, dealers apply to station, which investigates, checks quality of several installations made by dealer, who must meet these criteria: (1) Conversions must be made with money-back guarantee for satisfactory reception of WRTV. (2) Proper types of antennas, lead-ins, converters, strips, etc. must be used. (3) Prices must not be "exorbitant." Station says it's not concerned with brand or make of equipment—only with quality—and as to price, it doesn't want seal to go to "some of the firms which are charging \$70, \$80 & \$90 for conversions that belong in the \$30, \$40 or \$50 class."

Gov. Dewey signed educational TV bill March 25, opening way for establishment of privately-owned non-profit stations to be operated under supervision of State Board of Regents (Vol. 10:6). Bill gives Regents authority to incorporate any group for operation of educational station, bars use of programs "for partisan or political purposes or to influence legislation." Non-profit groups have already been organized in New York, Buffalo, Albany-Schenectady-Troy. State is allocated 10 non-commercial channels, all uhf. Board of Regents itself holds 7 CPs (see *TV Factbook No. 18*), will turn them over to privately-owned groups as they are chartered. First to get charter (and CP) probably will be New York City's Metropolitan Educational TV Assn., which expects to be chartered at Regents' next meeting at end of April.

British commercial TV was approved by House of Commons March 26 on crucial second reading, 296-269, after acrimonious debate. Deputy Labor party leader Herbert M. Morrison pledged to make TV commercialism issue in next political campaign, said if his party came into power it would block the new broadcasting service—and Conservative asst. Postmaster General L. D. Gammans suggested Labor Party adopt this election slogan: "Vote labor and lose your second program." Actually, the TV bill is very mild one, setting up safeguards against over-commercialism and "over-Americanism," and giving Govt. same censorship power it has over BBC (Vol. 10:11).

J. Fred Muggs has asked CBS for equal TV time to "refute all gestures made by the chimpanzee who aped me" on Ed Murrow's *See It Now* March 23, according to UP dispatch. Chimpanzee Muggs, featured performer on NBC-TV's *Today*, has become symbol of evils of commercial TV to Britons. Murrow's show, devoted to the British TV dispute, used film featuring rival British chimp, "J. Fred Mugggeridge," being exploited by British Laborites as weapon against commercial TV. Mugggeridge is namesake of *Punch* editor Malcom Mugggeridge, one of most persistent and outspoken advocates of commercial TV.

Barnard College's 4th annual Summer Institute of Radio & TV, jointly sponsored with NBC in N. Y., June 28-Aug. 6, will include new course in "Technical Operations Orientation" directed by RCA Institute Inc.'s Paul L. Gerhart.

Stock Shots to Order Inc., 500 Fifth Ave., N.Y., has been formed by R. A. Pheelan, ex-WOR-TV, and Edna Paul, ex-NBC, to supply TV producers with programs or commercial shots they can't get from stock film libraries.

Arizona Gov. Howard Pyle still calls himself program director of KTAR, Phoenix, and intends to return to that station when he quits politics.

**Station Accounts:** Possible trend to foreign-language specialization in some markets, as has happened in radio, is seen in announcement that newly authorized KELP-TV, El Paso (Ch. 13), city's third, will concentrate on Spanish programs, and that new KBID-TV, Fresno (Ch. 53) has set aside 3½-hour block of time each week aimed at the Latin-American audience. Recently started KGBT-TV, Harlingen, Tex. (Ch. 4), in heart of Rio Grande Valley, has even appointed a Spanish language sales specialist, Richard T. O'Connell . . . New Spanish Hour on WOR-TV, N. Y., Mon. 10:30-11:30 p.m., bi-lingual variety show, already has 3 sponsors: Albert Ehlers (Cafe Caribe coffee), thru Quinn-Lowe Inc.; Gustone (vitamins), thru Reed Adv.; Manning's (used cars) . . . Indiana Telephone Co. sponsored 1954 state high school basketball finals at Indianapolis last week, with WFBM-TV feeding to 6 other stations in basketball-wild Indiana, 3 in Kentucky; phone company guaranteed \$10,000 gate, lost deficit of about \$2500 . . . Wilbur-Ellis Co. (Southern Star Bonito) buys N. Y. news segment of WCBS-TV's new *Morning Show*, 8:25-8:30 a.m., thru West-Marquis Inc., San Francisco . . . 7-Up plans ad budget of \$4,000,000 or more, mostly in TV, pres. H. C. Grigg told St. Louis distributors meeting this week; agency is J. Walter Thompson . . . National Electrical Mfrs. Assn., 155 E. 44th St., N. Y. (O. C. Small, mgr.) making available to membership 3 new sets of 60 & 20-sec. films promoting adequate wiring in the home . . . "How TV made Jim Moran Top Hudson Dealer in the U. S." titles significant case history on buildup of \$26,000,000 Chicago business, in March 22 *Sponsor Magazine* . . . Among other advertisers reported using or preparing

to use TV: Oral B Co., San Jose, Cal. (toothbrushes), thru Long Adv. Service, San Jose; Benadco, Oakland, Cal. (Oven-Off & Vaporette), thru Elliott Goetze & Boone, San Francisco; Stokermatic Co., Salt Lake City (stokers & heaters), thru Davis W. Evans & Assoc., Salt Lake City; Lock Vent Inc., Richmond, Va. (aluminum & plastic awnings), thru Advertising Assoc., Richmond; Frozen Food Factors Inc., Atlanta (frozen foods), thru Bearden-Thompson-Frankel, Atlanta; Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), thru Kenyon & Eckhardt, N. Y.; Armour & Co., Chicago (Suds detergent), thru John W. Shaw Adv., Chicago; Long Island Duck Growers Marketing Cooperatives, New York, thru Williams Inc., N. Y.; Northern Dyeing Corp., Washington, N. J. (Nortex fabric finish), thru Bachenheimer-Lewis Inc., N. Y.; Regent Canned Food Co., div. of Safeway Stores, Oakland, Cal. (Lelani pineapple & Nip & Tuck dog food), thru Dancer-Fitzgerald-Sample, San Francisco; Standard Milling Co., N. Y. (Hecker's & Ceresota flour), thru Jamian Adv. & Publicity Inc., N. Y.; Mitchell Mfg. Co., Chicago (air conditioners), direct; Mira cloth Corp., Chicago (Mira cloth for cleaning), thru C. Wendel Muench, Chicago; Louis L. Libby Food Products, Long Island City, N. Y. (Libby frozen foods), thru Hicks & Greist, N. Y.; Perf Inc., N. Y. (solid perfume & sachet), thru C. J. Herrick Assoc., N. Y.; D. E. Sanford Co., San Francisco (Descoware utensils), thru Neale Adv. Assoc., Los Angeles; Halter's Pretzels Inc., Canton, O. (Supreme & Ten-Tee pretzels & pretzel sticks), thru Ted Witter Ad. Agency, Canton, O.; Peoples Drug Stores Inc., Washington, D. C. (chain drug stores), thru Wm. D. Murdock Adv., Washington.

**Network Accounts:** Largest time sale in TV history is claim of CBS-TV sales v.p. Wm. H. Hylan, in signing up Procter & Gamble for 3 more daytime shows, totaling 6¼ hours weekly. Two of the shows are being taken away from NBC-TV as of July 5—*Welcome Travelers*, Mon.-thru-Fri., 1:30-2 p.m., thru Dancer-Fitzgerald-Sample, and *On Your Account*, Mon.-thru-Fri., 4:30-5 p.m., thru Benton & Bowles. Third show, unannounced, will occupy Mon.-thru-Fri. 1:15-1:30 p.m., also starting July 5. Since P&G already sponsors 3¾ hours of daytime on CBS-TV, its total is 10 hours per week on that network (reported billings: \$9,000,000), practically filling up its day periods and requiring realignments of most other daytime schedules . . . General Foods' 25th anniversary program, featuring Rogers & Hammerstein music with big lineup of name stars, Sun., March 28, 8-9:30 p.m., was to be carried by total of 235 stations on all 4 networks (including 6 of the 7 in N. Y.)—biggest commercial hookup in TV history and costing somewhere between \$500,000 & \$750,000. Agency is Young & Rubicam . . . Vitamin Corp. of America (Rybutol) sponsors *The Goldbergs* on 160 DuMont stations, assuming Bishop Sheen's Tue. 8-8:30 p.m. period for 13 weeks from April 13, undetermined time thereafter, thru BBDO; DuMont says station lineup is biggest in TV history, involves \$5,500,000 contract . . . General Time Corp., Westclox Div., buys 13 weeks of partic. in CBS-TV Pacific Network's *Panorama Pacific*, Mon.-thru-Fri. 7-9 a.m. PST, thru BBDO; State Farm Insurance Co. buys 26 weeks on same show, thru Needham, Louis & Brorby.

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Thirty-five advertisers, reports *Billboard*, are "chomping at the bit" to buy alternate-week shows employing the so-called major-minor plan whereby 2 sponsors get every-week coverage by buying a network time period and then alternating the commercial emphasis, viz., Philco-Goodyear on NBC-TV, U. S. Steel-Motorola on ABC-TV, and, mostly recently, Block Drug-Nash Motors on CBS-TV

(*Danger*). One week one sponsor gets the "full treatment" with substantial mention of the other; next week, they shift—and rate-holding is same as standard practice in magazines whereby an advertiser buys a color page one week, a small black-&-white ad next week. Among clients ready to go major-minor, as listed by *Billboard*: Procter & Gamble, which it says "wants more TV"; Parliament, Schick, Block, Paper-Mate, Texaco, Brown & Williamson, Owens-Corning, Dow Chemical, Purex, Ronson.

What, indeed, hath TV wrought? "Displacement of the dining area of the living room and the one-a-tray meal eaten in silence before the TV set is bringing about a whole new concept of merchandising based on the snack," reports March 24 *New York Times*. Accordingly, 4 makers of snack items are getting together under the auspices of Ross-Roy Inc., N. Y. agency, to form "Snackmaster's Guild," pooling their resources for advertising, merchandising & promotion. They're Lummis & Co., Philadelphia (salted peanuts); Pretz-L Products Corp., Reading, Pa. (pretzel nuggets); Adams Corp., Beloit, Wis. (Adams Korn Kurls); Kink Kone Corp., N. Y. (Old London Cheese Sandwiches).

Skiatron Electronics & TV Corp. has signed agreement with Matthew Fox, owner of Motion Pictures for TV, giving him rights to its subscription TV development—including manufacture, operation, licensing and financing. Terms of agreement weren't disclosed. Fox has formed Skiatron TV Corp. as operating company, with Skiatron Electronic's Arthur Levey on board, says he'll file petition asking FCC to commercialize pay-as-you-see TV.

"Underground" TV station will be built by BCC beneath site of old Crystal Palace, replacing present Alexandra Palace operation. Scheduled for completion within 2 years, new station will be almost completely underground, with 640-ft. antenna tower the only important above-ground structure.

**Telecasting Notes:** Farm TV audience gets analytical attention of March 27 *Tide*, which notes at least 60 stations now telecasting programs designed for farmers and concludes that "farm TV can, and perhaps should, be reckoned with now." It studies CBS's recent county-by-county figures on TV set ownership (full text published by *Television Digest*, Feb. 27) and notes national TV set saturation is 58%. Then it takes the 2359 farm counties as defined by J. Walter Thompson Co. (i.e., those with no city of 25,000 and where majority do not live in urban areas), and finds 617 with 40% or more TV saturation, 636 with 20-40% . . . Map shows farm counties with TV are generally closely grouped, usually circle an urban county; thus an advertiser using TV in these major cities has a good chance of reaching farmers: Atlanta, Baltimore, Birmingham, Dallas, Denver, Des Moines, Ft. Worth, Grand Rapids, Houston, Jacksonville, Kansas City, Lincoln, Louisville, Memphis, Minneapolis, Nashville, New Orleans, Oklahoma City, Omaha, Philadelphia, Salt Lake City, San Francisco, Tulsa. Article, with its state-by-state breakdown of farm saturation, is excellent ammunition for station sales force . . . Howard Hughes' acquisition of RKO for \$23,489,478 (at \$6 a share) leaves up in air again whether its backlog of 700 films, carried on books at \$1, will be made available to TV; trade reports have it that MPTV's Matty Fox once offered \$12,000,000 for them, DuMont \$8,000,000 . . . 5-year rights to 10 major feature films, including 1949 Technicolor production *Tulsa* (Susan Hayward & Robt. Preston), were sold this week for \$300,000 to Samba Pictures Inc. (Jerome Hyams, pres.) for TV distribution, which will be by Hygo films; others in package are *Big Cat*, *Black Book*, *Down Memory Lane*, *Lost Honeymoon*, *Mickey*, *Port of New York*, *Man from Texas*, *The Spiritualist*, *Trapped* . . . Empire State Bldg. proposes the 7 N. Y. stations occupying its 222-ft. tower

sign 15-year leases and pay annual rental of \$85,000 each, starting April 30, as against \$70,000 they now pay; they're balking, and dispute may go to arbitration . . . U. S. Senate now has new, bigger, more modern TV-radio studio for taping and filming; it's in Capitol, run by Mr. & Mrs. Robt. Coar . . . More rate increases: WBTV, Charlotte, N. C., raises Class A hour from \$750 to \$900, special Class AA min. rate from \$175 to \$225; KWTU, Oklahoma City, base hour from \$465 to \$600, min. \$93 to \$120; KOMO-TV, Seattle, hour from \$700 to \$800; KPRC-TV, Houston, hour from \$700 to \$770; WWLP, Springfield, Mass., hour from \$250 to \$300; WAFB-TV, Baton Rouge, hour from \$200 to \$250; CFPL-TV, London, Ont., hour from \$200 to \$275 . . . W. Va. Network "package" being formed by ABC-TV, comprising new WJPB-TV, Fairmont (Ch. 45); WKNA-TV, Clarksburg (Ch. 49); WTAP-TV, Parkersburg (Ch. 15) . . . KHJ-TV replaces KTTV April 1 as DuMont Los Angeles affiliate.

To WKY-TV, Oklahoma City, goes distinction of getting first commercial color camera shipped to station other than NBC and CBS New York key outlets. Camera was received March 21; rest of chain was due March 22, while second complete chain and a spare camera were to follow shortly. Mgr. P. A. Sugg said tests would begin in April and he hoped to have regular local live schedule before May 1. Station's order has been on file for 3 years. Other stations due to get cameras soon: WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Big screen color: Skywriter Virgil E. Noble, of Venice, Cal., claims that after 12 years of experimenting he's prepared to sky-write in 4 colors—just as soon as he finds someone willing to pay for it.

**D**ETAILS OF 2 TV TAPE recorders were revealed for first time at IRE convention this week, together with novel plan for putting color TV pictures on black-&-white film and technical reports on 2 color film scanners. Engineers for both RCA and Bing Crosby Enterprises Inc. (Los Angeles) said they expect to have color TV tape recorders ready for commercial production in about 2 years—each using a different engineering approach.

RCA Labs' Harry F. Olson gave engineers technical data on RCA's color tape recorder which was demonstrated at Princeton last Dec. (Vol. 9:49), then told newsmen that in the 3½ months since demonstration, RCA engineers "have brought the tape speed down materially and have been able to reduce the width." The recorder shown by RCA and described in this week's technical paper uses ½-in. magnetic tape running at 30 ft. per second, but RCA is aiming at ⅜-in. tape at 20-ft. per second.

Bing Crosby Enterprises' chief engineer J. T. Mullin described system first demonstrated in 1951 (Vol. 7:46). Although it has been used only for monochrome recording to date, he said color model will be demonstrated in 6 months. Black-&-white model uses ½-in. wide tape running at 100 in. per second, carries about 1.7-mc of information, but apparent definition was described as much better than 1.7 mc. Unlike RCA's 5-track color recording, BCE's system uses 10 tracks to carry black-&-white information, 2 more for sync information and sound, can carry color with addition of 2 more tracks. System is based on "time division multiplexing"—recording one track at a time for intervals of 10 microseconds each. Mullin said monochrome system is "already better than the average kinescope recording," and that 16-minute program can be recorded on 17-in. reel.

When color is added, tape will probably be speeded up

to about 150 in. per second, he said, giving "more than 3-mc. definition," or about same as RCA's.

"Color film and tape aren't the only ways to store color TV images," said Iowa State College's Wm. L. Hughes in technical paper at the convention. For the small station, he believes it may be more feasible to use black-&-white film. Advantages over color film would be in cost of film itself, and in processing, which can be done at station just like any black-&-white film. Equipment cost would be less than tape, he said, and pictures could be taken with completely mechanical camera using no electronic gear. Playback would require electronic setup.

He described experimental work he's doing for Iowa State's WOI-TV with 35mm monochrome film which he said should give definition equivalent to 16mm color film. Film doesn't record 3 separate images simultaneously, instead uses switching system to provide brightness signal at 60-field rate and alternate pieces of color information at 30-field rate, giving color bandwidth of 1-1½ mc, which "meets NTSC standards." Using such a system, he said, small station can take "color" pictures or kine recordings and show them within an hour in color. He emphasizes he hasn't built complete equipment yet but said that its practicality has been proven.

Jesse H. Haines described DuMont's 16mm color film scanner as giving "better picture than the original 16mm print itself" through use of "electronic masking" which compensates electronically for deficiencies in color film. He said scanner's development is now complete and disproves theory that any color film smaller than 35mm is unsatisfactory. He added that DuMont will have 2 of the scanners in continuous operation at NARTB convention in Chicago week of May 23. Philco's color film scanner was described in paper by Joseph F. Fisher.

**H**ARD-LUCK KRGV-TV, Weslaco, Tex. (Ch. 5), delayed when its antenna fell to the ground while being raised onto 700-ft. tower in Jan. (Vol. 10:5), suffered another delay this week when its antenna bent a 3-ft. bolted section as it banged against tower while being hoisted during a high wind. New section had to be rushed from GE factory in Syracuse, and owner O. L. Taylor now hopes to get Rio Grande city's first station on air in week or so.

GE this week shipped 5-kw transmitter to KGVO-TV, Missoula, Mont. (Ch. 13), with 12-bay antenna due to go out in May. It also reported order for 5-kw from new Montpelier, Vt. Ch. 3 grantee (WCAX, Burlington), for spring delivery along with 4-bay antenna. To existing WDSM-TV, Duluth, Minn. (Ch. 6), GE this week shipped 35-kw amplifier to replace 5-kw, and got order from KCMC-TV, Texarkana, Tex. (Ch. 6), for 35-kw amplifier for delivery as soon as FCC approves power boost. Also shipped were 12-bay antennas to ABC-TV's WXYZ-TV, Detroit; WBKB, Chicago; KGO-TV, San Francisco—all Ch. 7. Also shipped was 12-bay antenna to upcoming WGAN-TV, Portland, Me. (Ch. 13).

RCA reports shipping 1-kw transmitter this week to WCET, Cincinnati (Ch. 48, educational), which reports May-June target. This week also, RCA shipped 50-kw amplifiers to WHBQ-TV, Memphis (Ch. 13) and WOOD-TV, Grand Rapids (Ch. 8); 25-kw amplifier to WFBM-TV, Indianapolis (Ch. 6); 10-kw amplifier to WIBW-TV, Topeka (Ch. 3); and bi-directional antenna to WRAY-TV, Princeton, Ind. (Ch. 52) which will up its gain to 55.

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

WBRZ, Baton Rouge, La. (Ch. 2), under construction, has 10-kw RCA scheduled for May-June delivery, writes pres. Douglas L. Manship, publisher of *Baton Rouge Advocate* and *State Times*. It has reported mid-Sept. target, will use 750-ft. Emsco tower topped by RCA antenna. Rep will be Hollingbery. It will be first competition for WAFB (Ch. 28), which began in April, 1953.

WTHS-TV, Miami (Ch. 2, educational), still waiting for WTVJ's old Ch. 4 GE transmitter and antenna, hasn't specific target, reports asst. director Vernon Bronson. WTVJ hasn't finished work on new tower & transmitter, may not be ready for switch to new equipment for another 30 days or more, he says. WTHS-TV will be ready to begin conversion as soon as it gets equipment. It will utilize FM radio tower atop Everglades Hotel, 306-ft. above ground, for TV. Transmitter will be directly below antenna, "making it one of the shortest transmission lines in the country."

WCAX Bestg. Corp., Montpelier, Vt. (Ch. 3), state's first grantee, will build GE transmitter atop Mt. Mansfield, state's highest peak, 2729-ft. above average terrain, plans debut "as fast as weather and necessary business contract arrangements will permit," reports pres. C. P. Hasbrook. Beginning with films & kine, it's signed as CBS primary affiliate, also will use programs from other 3 networks. With antenna rising 100-ft. above Mt. Mansfield, it expects to reach as far north as Montreal, as well as neighboring New York and New Hampshire. John A. Dobson named sales mgr. Weed will be rep.

KFYO-TV, Lubbock, Tex. (Ch. 5), hasn't set target yet, but has ordered 25-kw DuMont transmitter for Aug. delivery and has 785-ft. tower, to be topped by 6-bay RCA antenna, scheduled for completion in Sept., according to gen. mgr. Gordon Thompson. Grantee Globe News Publishing Co. (Parker F. Prouty) publishes *Amarillo Globe News* and operates KGNC-TV there. KFYO-TV will be third vhf in Lubbock. Rep will be Katz.

KGLO-TV, Mason City, Ia. (Ch. 3), hopes to begin test patterns early in May, plans programming as soon as possible thereafter as interconnected CBS & DuMont affiliate, reports exec. v.p.-gen. mgr. Herbert R. Ohrt. Transmitter house at Kensett (Ia.) site, 15-mi. north of city, is ready for 25-kw DuMont transmitter due in mid-April; RCA 6-bay antenna on 400-ft. Truscon tower is due to be ready early in April. Ownership interlocks with *Mason City Globe-Gazette*, KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. Hour rate will be \$200. Weed will be rep.

KQED, San Francisco (Ch. 9, educational), has changed target again, now hopes to test converted KPIX transmitter atop Mark Hopkins Hotel on April 2, begin programming early in May, according to gen. mgr. James Day. Current "sign-for-9" drive seeks 6800 dues-paying members at \$10-a-year in bay area.

WDEF-TV, Chattanooga (Ch. 12), will have downtown Volunteer Life Bldg. studios and transmitter house atop Signal Mt., 6.5 mi. N of city, completed by end of March, plans tests around April 1, according to gen. mgr. Harold E. Anderson, ex-KOLN-TV, Lincoln. It will use 10-kw RCA transmitter, 300-ft. Emsco tower, and will interconnect with NBC. Rep will be Branham. WOUC (Ch. 49) and WTVT (Ch. 43), other Chattanooga grantees, haven't reported targets.

WHO-TV, Des Moines (Ch. 13), delayed by antenna accident (Vol. 10:7), on March 21 hoisted rebuilt 12-section RCA superturnstile atop 700-ft. tower, now plans tests of 10-kw RCA transmitter April 15, programming April 25, reports v.p.-mgr. Paul A. Loyet. It will join NBC basic, has \$550 base hour rate. Ownership interlocks with WOC-TV, Davenport, Ia., & KMTV, Omaha. Rep will be Free & Peters.

KBIC-TV, Los Angeles (Ch. 22), its GE 12-kw transmitter already tested, plans to install GE antenna on Mt. Wilson during next 2 months, reports owner John Poole. Now concentrating on establishing KBID-TV, Fresno (Ch. 53), which began last Feb. 8, he writes: "When we come on the air [with KBIC-TV], it will, of necessity, be at a level of operation which can be continued indefinitely while awaiting certain solutions of the TV industry's problems."

WMSL-TV, Decatur, Ala. (Ch. 23), expecting 1-kw RCA transmitter any day and 380-ft. RCA tower in 3 weeks, now plans April 25 tests, according to mgr. Bill Guy. It hopes to begin programming about May 1, will have \$100 base rate. Rep will be Thomas F. Clark.

WOBS-TV, Jacksonville, Fla. (Ch. 30), now plans transmitter site near that of WJHP-TV (Ch. 36), won't make April target, reports gen. mgr. Jim Macri. It will use 423-ft. Stainless tower topped with RCA antenna, has GPL transmitter scheduled for delivery next Aug. Pres. & 60% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, Thomasville, Ga., and 50% of WMIE-TV, Miami, both TV grantees; he also operates radios WLBS, Birmingham, and WGAA, Cedartown, Ga. Hour rate will be \$150. Rep will be Stars National.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter on hand, expects to meet April 15 test target, begin programming April 25 as primary CBS interconnected affiliate, according to gen. mgr. Charles E. Denny. Its 700-ft. Stainless tower, topped by 4-bay GE helical antenna, is scheduled to be ready by March 31. It will be first local competitor for pre-freeze WICU (Ch. 12). WLEU-TV (Ch. 66), other Erie grantee, hasn't yet announced target date. Rep will be Avery-Knodel.

WCET, Cincinnati (Ch. 48, educational), now completing construction, got its 1-kw RCA transmitter this week, plans test in late May or June, programming in Sept., writes gen. mgr. Uberto T. Neely. It will use RCA antenna, 350-ft. up on WLWT's tower.

**NO EXCISE TAX RELIEF FOR TV-RADIO:** The TV-radio-phonograph industry, along with the automotive, got caught in a political squeeze play on Capitol Hill this week -- and lost its valiant fight for excise tax relief by Senate vote of 64-23. This despite Senate's adoption of Capehart Amendment, the preceding day, cutting excise taxes on other household appliances from 10% to 5% as of April 1, 1954.

Whether the appliance reductions will stick, in face of Administration opposition, isn't at all certain. This may be known in few days if House-Senate conference committee shapes final tax bill in form for submission to both houses next week. Capehart Amendment would cut taxes on refrigerators, stoves, fans, water heaters, flatirons, air conditioners, electric blankets, toasters, mixers, broilers, clothes driers, dishwashers, polishers, garbage disposals, home freezers -- among main items.

After GOP Sen. Capehart's proposal to halve the appliance tax was passed, Sen. Douglas (D-Ill.) demanded it be extended to TV-radio-phonos. He argued mainly that their sales were down about 40%, employment off some 25%. But his own party's Finance Committee leadership opposed further losses of excise revenues. Chairman Millikin (R-Colo.) asserted the Treasury would lose \$80,000,000 from TV and radio alone. Ranking minority member, Sen. George (D-Ga.), 24 other Democrats and 39 Republicans voted against, 18 Democrats, 4 Republicans, 1 Independent for.

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As things stand now, it looks like a lot of luxury items (like jewelry, furs, perfumes) will get excise tax relief -- but not TV-radio, or even automobiles which Sen. Douglas also tried to get cut to 7% from present 10%. And it's not certain household appliance cut on final vote can surmount Administration opposition.

Thus despite the efforts of GOP Sen. Capehart, the Democrats can claim they tried to help the average householder but were thwarted by GOP.

Only chance left for TV-radio is possible inclusion of a cut in the broader revenue bill now before the House. But from practical standpoint, though some legislators are quite sympathetic, very little chance is seen.

So it looks now like the TV-radio industry is one of the very few consumer goods producers not getting even a modicum of relief in pending legislation -- but through no lack of effort on the part of RETMA pres. Glen McDaniel, tax committee-man Maurice Paul (Philco) and special counsel F. Cleveland Hedrick, who carried the fight in committee and called on Senators during the floor fight. Nor of the many manufacturers, distributors and dealers who wired their Senators.

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Seems that the continuing high rate of TV unit production and sales, albeit prices and profits are way down, had something to do with defeat of the TV-radio excise cut. For Sen. Millikin quoted from March Survey of Current Business, Dept. of Commerce, which stated that Jan. retail sales of TV sets were higher than a year ago and only slightly under Dec. He also said color probably was deterring TV sales.

What Sen. Millikin didn't note was that the same survey, reporting gradual easing of business this year, stated that manufacturers of hard goods like TVs and refrigerators have been suffering most. "This has resulted in large part from the continued liquidation of inventories...and a further drop in activity in the plants producing defense goods," said the Survey.

The argument against the excise cut, however, was basically the loss of revenue to the U.S. Treasury. Pro arguments, supported by labor unions and strongly espoused by Sen. Douglas, ex-professor of economics from a state pivotal to the TV-radio industry, were based on some hard statistics on individual plant employment. From a normal complement of 48,140 workers in 34 plants, Sen. Douglas noted nearly 1200 have been laid off, detailing individual plant layoffs as listed on p. 11.

TV production held steady at 118,289 units for week ended March 19, compared with 118,484 in top 1954 week ended March 12 and 113,026 week ended March 5. In same 1953 week, total was 160,683. For first 11 weeks of 1954, total output is 1,323,000 which compares with 1,944,000 same period last year.

Radio production went up to 202,893 March 19 week from 181,710 week before, and 327,322 in corresponding week of 1953. For first 11 weeks of this year, radios totaled 2,182,000 vs. 3,229,000 for same 1953 period.

**ENGINEERS MUM ON NEW COLOR TV PLANS:** Annual smorgasbord for electronic engineers, the IRE convention, usually brings some exciting and unexpected announcements about big new advances in the TV art -- either in company-arranged press conferences or in engineering papers and exhibits. Convention in New York this week, biggest ever, had plenty to offer engineers -- but no big surprises in TV field.

It was certainly most color-ful IRE convention yet -- components for color, color test and generating equipment, color tubes, even community antenna systems guaranteed for color. Yet by and large the convention exhibitors used color mainly as a traffic builder -- much as today's retailer uses color set to lure customers into his store so he can sell them black-&-white sets, and perhaps even waffle irons.

The technical papers detailed nothing radically new in TV, we were told by well-versed engineers who attended the sessions. One paper which was to describe a new color tube was even withdrawn for competitive reasons (see p. 14).

Watchful waiting is keynote of TV industry today -- particularly as regards color. "The other fellow" is the key, and everybody's waiting for him to make the first move. Nevertheless, IRE convention made plenty of news -- as it always does -- in terms of progress reports on industry's newest developments. For stories on tape & film color TV recording, color test & studio equipment, color tubes, top-power uhf transmitters, printed TV circuits, Dr. Alfred N. Goldsmith's predictions on electronic future, and other IRE highlights, see below and pp. 5, 8, 13, & 14.

**P**RINTED-CIRCUIT TV, constructed with new "3rd dimension" technique by Sanders Associates Inc., Nashua, N. H., was unveiled to TV manufacturers and engineers in New York this week in special private showings held in connection with IRE convention and show. A variation of the "tinkertoy" principle (Vol. 9:38 & 10:12), new technique uses etched plastic plate to replace conventional wiring, with small etched panels, about size of match book, attached perpendicularly to base plate and containing the various circuit components.

Sanders showed 21-in. TV, with conventional circuit, made by its new "Reliaplate" method. Circuit plate was less than 12-in. long, 6-in. wide, used 19 of the small "Reliaplate" panels, which plug into base plate, and contained adhesive-tape resistors and ceramic capacitors. Sanders spokesmen explained that conventional resistors and capacitors can also be used in this new construction. Initial cost studies, they said, indicated savings of \$5-\$10 at manufacturer's level for 21-in. set.

They see big future in color TV for new method, since compactness of new circuit method will permit color TV circuitry to fit in same size chassis as black-&-white. New design technique, says Sanders, "can be installed at a very nominal cost with full scale production within a few months using standard components, and a little over 12 months using the more economical non-conventional components." Sanders hopes not only to help manufacturers set up plants using new techniques, but to sell them tools, "Reliaplates" and components.

Ad claims for miniature indoor antennas should be toned down. N. Y. Better Business Bureau notified retailers this week. After testing several of the \$2-\$2.50 devices, which are currently getting heavy push, BBB found no justification for claims they "outperform all others" or "outperform outdoor" types.

Here's where unemployment has hit hard in the TV-radio industry, as noted by Sen. Douglas (D-Ill.) in Senate debate March 25 on proposed excise tax cut (see p. 10)—the statistics presumably coming from union sources: Philco, Philadelphia, 1000 laid off out of normal complement of 8000; another undesignated Philco plant closed, and third laid off 500 out of 1300; RCA Cincinnati, 600 out of 1800; RCA, Montreal, 370 out of 1000; Sylvania, Buffalo, 800 out of 2200; GE, Huntingburg, Ind., 230 out of 450; GE, Tell City, Ind., 59 out of 1784; International Resistance Co., 900 out of 1500; Magnetic Winding Co., 300 out of 800; Philadelphia Insulated Wire Co., 80 out of 230; Photoswitch Co., 700 out of 1000; National Co., 500 out of 1000; Clarostat, 550 out of 1000; Philharmonic Radio, 50 out of 200; Bendix Radio, 160 out of 300; Video Products Co., 150 out of 225; General Instrument Co., 1200 out of 1500; Micamold Co., 250 out of 900; Ward Lumber Co., 150 out of 1100; Leonard Electric Co., 180 out of 250 (75 recalled); American Measuring Co., 245 out of 275; Hammarlund Co., 100 out of 500; Erie Resistor Co., 380 out of 1245; Mallory, 600 out of 3000; Warwick, 300 out of 400.

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Distributor Notes: Emerson Radio appoints Biggs Kurtz Co., Grand Junction, Colo. (Clinton A. Biggs, gen. mgr.) for western Colo.; G. W. Ryan Distributing Co., Wichita (G. W. Ryan, pres.) for western Kan. . . . DuMont appoints Sampson Distributing Co., 2916 W. Marshall St., Richmond, Va. (Henry S. White, pres.) . . . Delaware Valley Distributors Inc., Philadelphia (Crosley & Bendix) appoints John J. Kelley, ex-Aveco, as v.p. & gen. mgr. . . . Schoellkoff Co., Dallas (CBS-Columbia) appoints H. W. Luker, ex-Bendix district mgr., as appliance mgr. . . . Admiral Distributing Corp., Boston, reports Alvin Brousseau has resigned as gen. sales mgr. . . . Graybar opens branch in New Brunswick, N. J. (W. G. Trometter, mgr.).

**Topics & Trends of TV Trade:** Sales of Crosley's new "Super V" models—17-in. masonite tables introduced in early Feb. (Vol. 10:7) to list at \$140 in walnut finish, \$150 mahogany, \$160 blonde—are so "hot" that v.p.-gen. mgr. Leonard F. Cramer claims, "We are now making more sets per day than anybody else in the business." Factory has added night shift, 6 days a week, to meet demand and Crosley has stopped production on all other models. By time of summer trade shows, said Cramer, an equally simplified and low-priced 21-in. will be ready.

"We're getting fantastic reaction," said Cramer, "and we haven't even opened up the entire country yet. Only 64 of our 80 distributor locations have gotten the sets, and an example of dealer demand is fact that in New York we've grown from a mere 35 to more than 400 dealers and 500 outlets. And they're all clamoring for more."

Can Crosley make money on the sets? "Absolutely," said Cramer, "and what's more were getting a position in TV marketing. This set weighs only 53 lbs. and can be moved from room to room. It's the nearest thing to a portable, and certainly the answer to the second set in the home." He said 4 manufacturers have asked Crosley for licenses to manufacture it, seeking rights to its unique vertical plane chassis and special circuitry.

The \$140 model is sold to distributor at 29% and to dealer at suggested 22% discounts, the \$150 model at 32% & 24%, the \$160 at 35% & 25%.

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**Tele King Corp.**, permitted by referee to continue operation and offering 100% settlement in installments, lists assets of \$5,201,251 and liabilities of \$4,752,970 in Chapter XI proceedings in Federal district court of N. Y. (Vol. 9:7)—assets including \$2,973,638 stock in trade, \$2,208,454 accounts receivable, \$463,053 machinery & fixtures, \$205,629 cash; liabilities consisting of \$2,973,638 unsecured claims, \$1,255,841 secured claims, \$329,731 taxes, \$31,517 wages, \$162,241 advances on govt. contracts. Big list of creditors included these with claims over \$10,000: Foster Transformer Co., \$36,899; Colonial Products Co., \$35,111; Electronic Components, \$32,936; Consolidated Molded Products Corp., \$29,405; Monroe Greenthal Co., \$28,308; Centralab, \$27,463; Hagerstown Cabinet Co., \$26,588; Laminated Cabinet Corp., \$25,344; All Star Products, Inc., \$24,816; Hall Organ Co., \$22,598; Fred Landau & Co., \$19,450; Edwin I. Gutman & Co., \$18,769; Dwight-Helm-sley, \$17,016; Hanft Electric Co., \$14,727; Industrial Hardware Mfg. Co., \$13,242; All Craft Container Corp., \$12,328; International Resistance Co., \$12,027; Industrial Fasteners Corp., \$11,035; Denion Coil Co., \$10,170.

Ulysses Sanabria's American Television Inc., Chicago, which makes own TV line and uses DeForest label, this week began distributing Wilcox-Gay's Garod models through its own outlets—a 17-in. table at \$140, 21-in. table \$160, 24-in. open console \$230, 27-in. open console \$250. Wilcox-Gay pres. Leonard Ashbach confirmed American TV's right to Garod in cities where it has branches.

Sylvania cut prices of 11 TV models this week by \$30 to \$60, at same time introducing new 21-in. tables at \$300 & \$310. All have Halo-Light. Reductions were at upper end of line, all 21-in., starting with \$400 open console cut to \$370, up to \$520 blonde console cut to \$470.

Stromberg-Carlson has added several new low-priced TVs, has also resumed output of popular-priced radios, including portables and clock models. New TV line includes 21-in. Courier table models at \$230 & \$250, Studio console in mahogany \$290.

Capehart-Farnsworth adds new 21-in. leader table model called Overture at \$200, also new AM-FM-3 speed radio-phonograph in mahogany, with doors, at \$240.

**Trade Personals:** Herman Kaye, ex-Kaye-Halbert Corp., organizes Caltech Electronics Corp., 890 Lindblade Ave., Culver City, Cal., his associates including Fred Miller, ex-Kaye-Halbert chief engineer; now working on 3-speed portable phono, company plans printed circuit hi-fi TV combination and other products . . . John J. Goldschmeding Jr., Texas div. mgr. for Philco since 1949, promoted to refrigerator sales mgr., appliance div., Philadelphia, succeeding A. J. Rosebraugh, newly named appliance div. v.p.; he's succeeded at Dallas by James T. McMurphy, transferred from Washington, where Alfred O. Tepper is now in charge . . . Donald R. Moffat elected exec. v.p., Avco of Canada Ltd., headquartering in Weston, Ont.; he's also pres. of Moffatts Ltd., another Avco subsidiary . . . H. J. Allen, ex-Admiral sales mgr. in Philadelphia and onetime v.p., RCA Victor of Brazil, named Crosley refrigerator sales mgr. . . L. W. Teegarden, RCA exec. v.p., serving as Red Cross chairman in N. Y. for TV-radio manufacturing and distributing industries . . . R. W. Westerfield, ex-Hallcrafters, joins Hoffman Radio as TV div. purchasing director; Robt. A. Gingrich named asst. secy. & asst. treas., and Joseph S. McGee named asst. secy., Hoffman Labs—latter 2 reporting to C. E. Underwood, v.p. & treas. . . Harold W. McCrae, ex-CBC and ex-Canadian-Marconi chief TV engineer, appointed mgr., DuMont development engineering dept., communications products div., reporting to div. mgr. Herbert E. Taylor Jr. . . Walter J. Roche joins DuMont as mobile equipment dept.'s eastern seaboard sales rep. . . John F. Morten, ex-Westinghouse, appointed Raytheon marketing service mgr. . . Charles E. Jacobs, ex-Burgess Battery, named Sylvania field rep for northern N. J. . . Jacob L. Miller named Capehart-Farnsworth regional sales mgr. out of Charlotte, N. C. . . Ben Z. Kaplan resigns as national sales coordinator, CBS-Columbia, is succeeded by George deRado . . . Frank J. Hogan, ex-Admiral, Emerson & DuMont, succeeds William Rider as CBS-Columbia district mgr. for Ohio, Ind., Mich. & Ky., out of Euclid, O. . . Louis W. Selsor, ex-National Video Corp. and ex-Thomas Electronics, promoted to distributor sales manager, Jensen Mfg. Co. . . Harold C. Anderson, personnel director, promoted to purchasing agent, Merit Coil & Transformer Co.; Thomas A. Joyce now personnel chief . . . Wm. V. Ryan appointed to newly created post of military electronics representative, Stewart-Warner Electric; Graeme W. Stewart, ex-Cincinnati mgr., named adv. & sales promotion mgr., succeeding Burton P. Gale, and succeeded at Cincinnati by Joe Nauer Jr., ex-RCA . . . Jerome F. Swartsberg, v.p. in charge of basement marketing operations, takes over management of sales promotion dept., Allied Purchasing Corp., with retirement April 1 of v.p. Russell A. Brown . . . Morgan A. Gunst Jr. named product mgr., Chromatic TV Laboratories Inc.; Earl Sargent named head of mfg. at Emeryville, Cal. plant; Louis Silverman, chief mfg. engineer; Edward J. Davenport, ex-National Union, chief commercial engineer . . . R. B. Sayre named Graybar director and member of exec. committee . . . John M. Kellie, onetime controller, old Colonial Radio Corp., appointed treas., National Union Radio Corp.

Sylvania began producing TV sets on first of 4 TV assembly lines March 22 in new 422,000-sq. ft. plant in Batavia, N. Y. Plant now employs 230, will have 1500 when all 4 lines are in operation by June, according to Ned J. Maradino, mgr.

Month-long strike at Crosley plant in Richmond, Ind. ended March 22 when more than 2200 workers returned to jobs after ratifying new contract.

Emerson Radio licenses S.I.C.A.R.T., Florence, Italy (Aldobrando Saccardi, pres.) to manufacture electronic products under its name.



**Electronics Reports:** The virtually limitless horizons of electronics—from cooking and air conditioning to interplanetary travel — were scanned briefly by TV-radio pioneer Dr. Alfred N. Goldsmith in address at March 24 IRE banquet in New York. Accepting IRE Founders Award upon his retirement after 41 years as editor of *Proceedings of the IRE*, he speculated thus on an electronic tomorrow:

“The role of electronics in industry will steadily widen. Manufacturing and production, handling, storing, retailing, accounting and billing will all draw heavily on electronics. Mass communication to the home and to vehicles will expand until tomorrow’s color TV will be only the foreshadowing of some even more comprehensive system of the future . . . Electronics will be applied to home cooking, refrigeration, air conditioning, cleaning, advanced lighting and heating. And perhaps even acoustic silencing may be based on electronics. There is also a reasonable prospect that the atomic battery will evolve into a large-scale and highly effective device both in the home and elsewhere . . .

“Perhaps radio astronomy will serve ultimately as a means of interplanetary guidance and protection for the intrepid space travelers of the distant day. In a more mundane field, economic studies and other analyses of the ordered or random behavior of man will be carried out by elaborate computers, which might equally well be applied to the precise prediction of the weather . . .

“It may be that the greatest triumphs of electronics in a human sense will come in the field of medicine where electron microscopy and its successors—namely, exquisitely delicate and informative instrumentation, accurate diagnostic devices and appropriate methods of electronic physiotherapy—may contribute greatly to the health, comfort and length of life of man.”

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Robert C. Sprague, pres. of Sprague Electric Co. and former RETMA chairman & pres., drew high praise March 25 from members of Senate Armed Services Committee after he briefed them on top-secret investigation which showed nation is following “sound” program for continental air defense. Committee last fall assigned Sprague task of probing adequacy of the program. Chairman Saltonstall (R-Mass.) termed the appraisal a “thorough and searching investigation” and other Senators told UP it was “best briefing they had ever heard.” Accompanied by Senatorial delegation, Sprague will present report to President Eisenhower March 30.

Dage Electronics Corp., Beech Grove, Ind., maker of vidicon cameras and equipment, has been purchased by Thompson Products Inc., big Cleveland manufacturer of automotive, aircraft & electronics parts—marking Thompson’s first entry into TV equipment field. Thompson entered high-fidelity field last year with acquisition of Bell Sound Systems, said then it plans to make its electronic activities “as big as any division the company has today” (Vol. 9:46).

“Inditron” is name National Union gives to new tube whose filament can show numbers and letters. Tube, about 2-in. long, is designed for devices that tabulate information—such as electronic computers, adding machines, pin-ball machines, etc.

RETMA has reprinted and is distributing text of speech on “Research and the Electronics Industry” delivered at its N. Y. electronic merchandising rally March 21 by Rear Admiral F. R. Furth, chief of Naval Research, first electronics specialist to reach that high rank in the Navy.

Olympic Radio has set up new subsidiary, Multra Corp., Stamford, Conn., to develop new machine tools.

IRE Miscellany: Vest-pocket radio, weighing about 5 oz., worn like hearing aid, using transistors and diodes in place of tubes and powered by 2 penlite batteries, was demonstrated by GE engineers as potential civil defense tool . . . Cathode ray tube which can be viewed in brilliant sunlight and retains image for several minutes was described by RCA engineers, who developed it for direct daylight viewing of radar displays; it can also be used for airborne facsimile systems, oscilloscopes, etc., and may have TV uses . . . Nearly 30% of tubes discarded from military electronic equipment have been found to operate satisfactorily, according to studies made by Aeronautical Radio Inc.; report was based on examination of 80,000 discarded tubes, blamed waste on military servicing methods . . . Color x-ray photography and fluoroscopy were described as advanced tool for studying human body by U of California’s R. Stuart Mackay—with presentation by color TV seen as definite possibility as aid in diagnosing ailments . . . “Electronic ear” that can dissect sounds into 84,000 bits of information per second was displayed by Raytheon; called a “spectrum analyzer,” it can instantaneously and simultaneously recognize almost infinite variety of sound characteristics such as pitch, tone, timbre, resonance, intensity, volume, range, etc. . . . One of radio show’s most popular displays was GE’s elaborate model train setup demonstrating germanium devices in electronic control circuits; automatic system had 3 trains traveling about same track layout in opposite directions at varying speeds, without colliding.

New industrial TV systems shown at IRE convention ranged from extremely simple to very elaborate—and in price from \$975 to \$7200 and up, all using vidicon tube. One traffic-stopper was tiny Kay Lab camera (9½ x 3½ x 5¼-in.) introduced by Kalbfell Laboratories Inc., San Diego, Cal., for studio or industrial use. Basic camera with control unit and lens sells for about \$2000. Capehart-Farnsworth (IT&T) introduced new Farnsworth “Eye” TV, deluxe job with remote focusing and control, at \$7200 installed. DuMont showed “completely remodeled and simplified” miniaturized Tel-Eye self-contained camera system at new low price of \$975.

Pre-recorded tapes for use as background music in hotels, restaurants, banks, offices, etc., will be distributed by Graybar under new arrangement with Magne-Tronics Inc., N.Y., which has acquired tape rights to Capitol program service and several other music libraries. Magne-Tronics is headed by Percy L. Deutsch, formerly of Audio & Video Products Corp. and World Broadcasting Co. (transcriptions).

Portable TV dolly-tripod, shown by DuMont at IRE convention this week, is full-sized adjustable dolly, from which superstructure can be removed and used separately as folding portable tripod, weighing less than 40 lbs. Called Porta-Dolly & Porta-Tripod, it hasn’t yet been priced.

New single-lens “Telejector,” which can project 2 x 2 transparencies in uninterrupted sequence, automatically changing through series of 12 slides in one loading, was shown for first time at IRE convention by Gray Research & Development Co., Manchester, Conn. It’s priced at \$695.

Psychology of color in advertising seems to be both important and complex. March 27 *Tide* carries interview with Dr. Ernest Dichter, of Institute of Mass Motivation Research, who gives several examples of how people react to colors. “You can make color work for you, not against you,” he says, “by understanding your product’s emotional value and using color as the correct carrier. The wrong color can destroy not only the effectiveness of a product appeal, but actually hurt sales.”

**P**LENTY of developmental big-screen color tubes were displayed at IRE Radio Engineering Show in New York this week—though none was demonstrated with a color picture. Nothing was shown which hadn't previously been announced, and spokesmen for most manufacturers were vague on their future color tube plans (see also pp. 1 & 11).

There were even more rumors than displays. For example, there was talk of a tube, reportedly in Philco labs, identified by code name of "apple." Device was said to be simpler than shadow-mask types but requiring far more complicated receiver circuitry. No comment on it could be obtained from Philco.

Only tube types displayed were 15 & 19-in. CBS & RCA-type 3-gun shadow-mask tubes and 21, 22 & 24-in. Lawrence-type single-gun grid focus tubes — but only operating tubes at show were RCA-type 15-in. The 3 tube makers which are rumored to have "something different" in color tubes—Philco, GE & DuMont—didn't commit themselves. Philco showed no color tubes; GE showed 15 & 19-in. RCA-type models, while spokesmen promised bigger, brighter rectangular tubes; and only color tubes at DuMont booth were 15-in. used in receiver and monitor for color slide scanner demonstration.

For what it's worth, one incident at IRE convention caused some raised eyebrows. Convention program, printed long in advance of actual sessions, listed paper on "the GE post acceleration color tube" by GE's C. G. Lob—but it was never delivered. Questioned about this, GE's electronics v.p. Dr. W. R. G. Baker said: "We didn't want the whole industry to know what we're doing." He added that GE's color tube design isn't yet frozen.

**Color Trends & Briefs:** Equipment to produce color TV signals—for stations, manufacturers, laboratories and servicemen—was shown by at least 8 manufacturers at IRE Radio Engineering Show in New York this week, and drew big crowds to the vividly colored monitors displaying slides, color bars and test patterns. Much of the equipment was new and shown for first time, some of it by manufacturers new to color field.

Tel-Instrument Co., 728 Garden St., Carlstadt, N. J. showed new line of complete station equipment, at "economy prices"—everything but the camera, which company promises to produce next year. Prices quoted for the gear, including colorplexing equipment and power supplies: color monoscope \$4200, sync generator \$3922, bar & gamma generator \$4505, color monitor \$2100.

Telechrome Inc., Amityville, L. I. showed its complete station gear, and DuMont showed flying-spot scanner using color slides, as well as other color station equipment. Wickes Engineering & Construction Co., Camden, N. J., showed "color conversion package," including interlace signal generator, bar generator, color coder for stations or laboratories, as well as vector display monitoring and test instruments.

Polarad Electronics Corp., 100 Metropolitan Ave., Brooklyn, displayed its first color generating equipment: sync generator \$3050, bar generator \$3850, 15-in. monitor \$2850. Industrial Television Inc., Clifton, N. J., showed new color monitor with self-contained dot generator at \$2750, production to begin in June. It also plans to produce complete color test equipment for stations and manufacturers. Color servicing equipment introduced at IRE show included new Philco portable color bar generator, to sell at about \$300. Kay Electric Co., Pine Brook, N. J., showed "Chromabar" multiple color bar generator at \$990, single color generator at \$395.

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Chromatic pres. Richard Hodgson announced this week that new plant at Emeryville, Cal. began production March

Official abstract of undelivered paper, printed in convention program: "The tube to be described is a high brightness, high-definition color tube using 3 electron guns and a viewing screen consisting of vertical phosphor stripes alternating red-green-blue, red-green-blue, etc. Performance data obtained from developmental models of this tube will be presented and many of the advantages of such a device pointed out." Other GE engineers delivered paper on single-gun tubes as used in color TV.

Biggest variety of color tube sizes and shapes was shown by Thomas Electronics Inc., licensee of both Chromatic (Lawrence tube) and of RCA. Samples of these Chromatic types were displayed: 22-in. round metal, giving 18-in. picture, said to be in pilot production now; 21-in. glass rectangular, 18-in. picture, pilot production to begin in late spring or summer; 24-in. glass rectangular, 21-in. picture, plans undisclosed. Thomas also showed 15-in. RCA-type, now in pilot production.

Only other Lawrence-type tube shown was 24-in. developmental model by Westinghouse, which isn't a Chromatic licensee. CBS-Hytron showed non-operating 15-in. round tube, and a spokesman said it plans to start production of 19-in. round this spring. Tung-Sol, showing only 15-in. RCA-type tube, promised 19-in. samples "soon." RCA, Sylvania and Raytheon showed developmental 19-in. round tubes.

Corning Glass display was geared to color tube bulbs, with production models of 15 & 19-in. round blanks for both CBS & RCA types, and developmental models of 21 & 24-in. Lawrence-type bulbs. Kimble Glass showed 15 & 19-in. RCA-type bulbs, both now in production, and developmental Lawrence-type 21-in.

15 of grids for sale to its licensees. "Originally, we had planned to produce 25,000 units before the end of the year, but we have recently upped that goal drastically," he said. He added that Chromatic's licensees (currently only Crosley & Thomas) were making significant progress toward mass-production of 21 & 24-in. sets using Lawrence tubes, and that "we have pushed our development of the 24-in. grid ahead by 3 months so that Emeryville production can keep up with the demand of Chromatic's licensees and other manufacturers who we believe will be adopting the tube design shortly."

When will color be "here?" H. L. Hoffman, pres. of Hoffman Radio Corp., gave following definition in March 19 speech and color demonstration before Los Angeles Rotary Club: When regular color shows are telecast at least one hour daily between 7 & 10 p.m., and a color set simple to operate and service sells for less than \$1000. He expects this status to be reached in fall of 1956, though he stated: "It is highly possible that the stimulus created by certain special events being telecast in color, or an engineering development which we do not know about as yet, might change this picture."

Color is keynote of Jerrold Electronics Corp.'s pitch for its TV distribution systems, as displayed at IRE convention. Exhibit was aimed at demonstrating "ability of Jerrold systems to pass the full spectrum of broadcast color programs with no distortion or degradation."

More than 27,000 servicemen have attended the first 35 of its color clinics, reports RCA Service Co. Sessions are being conducted in 65 major cities. Company has distributed more than 80,000 copies of textbook *Practical Color TV for the Service Industry*.

Test of 3 color film processes is being conducted by Screen Gems, which is shooting Pall Mall commercials in Eastman, Technicolor and Kodachrome to determine which is best for color TV. It's one of most elaborate tests to date; end product will be tested on closed circuit by NBC.

**Financial & Trade Notes:** ABC Div. of American Broadcasting-Paramount Theatres Inc. increased gross income from \$49,734,000 in 1952 to \$54,758,000 in 1953, year of ABC's merger with UPT (Feb. 9, 1953), but it did not show profit for 1953 due to "high costs of program development, increased advertising, improvement of physical facilities and the difficulty of clearing stations to carry network programs." Annual AB-PT report, released this week, does not break down ABC Div. profit-&-loss, does show consolidated net profit of \$8,996,000 (\$4,480,000 from all operations, \$4,516,000 from capital gains, latter principally from \$6,000,000 sale of WBKB, Chicago, to CBS). Profit compares with \$4,548,000 from operations and \$1,379,000 from capital gains in 1952, when company operated theatres only.

Total income in 1953 was \$172,196,000 compared (proforma) with \$167,417,000 in 1952. Pres. Leonard Goldenson states that theatre operating income and earnings for 1953 were higher on a theatre-by-theatre basis than in 1952, though operating income of \$114,926,000 was down slightly from 1952 due to fewer theatres and fiscal 1953's one week less of operations. During the year, AB-PT disposed of its interests in 39 theatres; it is required to divest itself of 65 more by Sept. 9, 1954 under Dept. of Justice consent decree. At end of 1953, it owned 669 in whole or part.

Goldenson estimated \$6,000,000 will have been spent by end of this year to equip about 260 theatres for 3-D and wide screen. ABC capital expenditures of \$1,344,000 represented improved physical facilities, including outlays for power increases for its own 5 TV stations. "Rebound" in theatre business in certain of the larger TV-saturated markets was noted. But, Goldenson states: "A number of theatres in the smaller towns, particularly in the South, are now feeling the effects of TV for the first time and the grosses are being adversely affected. Based on our experience in other areas, we feel that, as the novelty of TV wears off, a like upward trend will take place in these areas as well.

Company's working capital at Jan. 2, 1954 was \$25,462,000, down from \$27,034,000 Jan. 3, 1953. During year, \$9,988,000 was applied to retirement of term debt, including \$8,201,000 of the total ABC debt of \$10,567,000. Long-term debt at end of year amounted to \$40,512,000.

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Steady growth of Hazeltine Corp. is again reflected in annual report for 1953, released March 19, showing net income of \$2,232,105 (\$3.17 per share on 700,000 shares of common outstanding) on gross income of \$10,057,032 from sales, less costs, royalties, engineering services and miscellaneous items. This compares with net of \$2,006,790 (\$2.86) on income of \$9,273,189 in 1952, \$1,459,490 (\$2.08 on 350,000 shares) on \$5,090,090 in 1951, \$1,428,431 (\$2.04 on 350,000 shares) on \$2,783,741 in 1950. Total sales volume isn't shown. Consolidated earned surplus at end of 1953 was \$9,053,106 vs. \$8,017,400 in 1952.

Sprague Electric Co. reports 1953 sales of \$46,778,633, new record, and net profit of \$2,888,281 (\$3.75 a share) vs. \$44,449,891 & \$3,136,853 (\$4.18) in 1952. Report notes military volume somewhat lower, industrial electronics up, TV-radio markets modestly gaining—and states company does not expect color TV sales will be much of a factor in its business this year.

Weston Electrical Instrument Corp. reports net income of \$1,025,930 (\$2.40 a share) on \$32,409,838 sales in 1953 vs. \$930,372 (\$2.71) on \$27,881,458 in 1952.

Sign of the booming record trade: Capitol Records Inc. jumped to \$16,914,230 sales & \$690,154 earnings (\$1.43 a share) in 1953 from \$14,738,341 & \$500,993 (\$1.01) in 1952.

RCA and GE have entered agreement whereby RCA continues to have right, until Dec. 31, 1962, to grant licenses to others for manufacture of TV-radio apparatus under GE inventions made on or before Dec. 31, 1954. These include patents on inventions useful in radio, black-&-white and color TV, transistors. Said GE: "This, in effect, establishes a cutoff date for sublicensing rights on GE inventions made before Dec. 31, 1954, provided RCA by a 1932 agreement known as the A-1 agreement. A recent interpretation by the Federal court of Wilmington, Del. concluded that under the A-1 agreement, RCA's rights to use sublicenses on the GE patents involved would continue for the life of each patent. In some cases this could have continued the sublicensing right for 20 years or possibly longer. The new agreement limits the sublicensing rights and the sublicenses themselves to 8 years beyond Dec. 31, 1954."

Capper Publications Inc. filed application with SEC March 24 to register \$4,000,000 in 5 & 10-year bonds, money to be used to pay off other bonds, for working capital and "to complete a TV station"—presumably its WIBW-TV, Topeka (Ch. 13), which went on air last Nov. 10. Founded by late Sen. Capper, company publishes various farm journals, the dailies *Topeka Capital* and *Kansan & Kansas City Kansan*, owns radios WIBW, Topeka, and KCKN, Kansas City, Kan.

Avco Mfg. Corp. net income for 3 months ended Feb. 28 fell to \$1,612,199 (17¢ a common share) from \$2,860,241 (31¢) same period year ago. Consolidated net sales were \$94,642,406 vs. \$116,666,203. "Unsettled" conditions in appliance field were blamed, though chairman-pres. Victor Emanuel said electronic business has been stimulated by new Crosley Super V table set at \$140, \$150 & \$160 (see Topics & Trends).

Chesapeake Industries, Inc. parent of Pathe Laboratories, major film processing concern which owns Pathecolor, earned net profit of \$1,031,080 on sales of \$20,307,732 during 1953, with film processing accounting for sales of \$7,926,896. Chesapeake sold Eagle Lion Studio in Hollywood last Dec. for \$1,100,000.

TV will never hurt magazines and newspapers seriously, according to David P. Crane, director of media coordination for Benton & Bowles. Speaking at this week's convention of Assn. of National Advertisers in Hot Springs, Va., he gave these reasons: (1) Printed media's "long life in the home." (2) The magazine is "a package of carefully edited, thoughtfully-balanced editorial material, plus advertising," as contrasted with "bits and pieces" of TV fare that viewer elects. He conceded, nevertheless, that TV is "a dramatic sales medium" and that expenditures for other media will be tailored to make adequate use of TV.

Really, comrade, it's not that bad. Moscow Radio describes "a typical scene in an American home" as follows: "Lights are out. The whole family is gathered around a TV set. They are watching a usual show — a drama at the 99th floor of a New York skyscraper. A maniac murders a woman and throws her body through the window. A sadistic laugh of the maniac is heard . . . There is commotion among the viewers. The lady of the house faints, her husband calls a doctor. Children are crying . . . Blood, blood and more blood—this is the U. S. daily TV program."

French radio tax was raised from \$3.65 to \$4.15 a year by National Assembly to help finance 4-year plan for construction of 38 new TV stations. TV receivers are taxed \$8.50 a year.

Licensed TV sets in Britain totaled 3,105,644 as of Jan. 31, increase of 148,798 in Jan.—largest monthly rise in history of British TV.

Radio station sales, many related to TV acquisitions, continue to crowd FCC agenda. This week, Commission authorized C. Arnholt Smith, chairman of U. S. National Bank, San Diego, to acquire another 50% of KSDO there (5-kw day, 1-kw night on 1130 kc) for \$50,000 from Copley Press, which recently bought KLAC-TV, Los Angeles (now KCOP) for \$1,375,000 from *New York Post* publisher Mrs. Dorothy Schiff Sonneborn (Vol. 9:46, 49, 52). This week, too, WLCS, Baton Rouge, La. (1-kw on 910 kc, ABC) was sold for \$135,000 to permit present owners to participate in recently granted CP for WBRZ there (Ch. 2) due on air in Sept.; 10 AM buyers hold 10% each, including Lamar Simmons, commercial mgr. who becomes gen. mgr. Unrelated to TV was *Boston Post's* purchase this week of WCOP (5-kw on 1150 kc) for unnamed sum from A. C. Beaman & T. B. Baker, of Nashville, and Roy V. Whisnand, who continues as mgr. Control of KHON, Honolulu (5-kw on 1380 kc) was sold this week to Bryson Ross Gardner, formerly of Tacoma, by Ralph Fitkin & L. Roy Turner for about \$5000, buyer also paying Wiramel Corp. \$5550 for all preferred stock and assuming note for \$27,000.

New microwave relay route from Jackson, Miss. to Dallas via Shreveport, La., initially carrying one west-bound TV channel, is planned for completion in about a year, according to petition filed with FCC by AT&T this week. Commission this week gave AT&T permission to construct new TV microwave routes from Amarillo, Tex. to Albuquerque, N.M. and from Minneapolis to Duluth, bringing first network service to Albuquerque and Duluth. Last weekend, AT&T linked WSJV, Elkhart, Ind. and KHQA, Hannibal, Mo. to network circuits, and WTRI, Schenectady, was slated for hookup this week end. Due April 1 are KFBC-TV, Cheyenne, Wyo.; KVAL-TV, Eugene, Ore.; WJHL-TV, Johnson City, Tenn.

Time Inc.'s basic reason for buying TV-radio stations is investment—and it's only a happenstance that the stations thus far purchased (KOB-TV & KOB, Albuquerque; KDYL-TV & KDYL, Salt Lake City; KLZ-TV & KLZ, Denver) lie within a 340-mi. radius. This was explanation of *Time's* Wes Pullen to *Tide Magazine* interviewer. Though not significant, selection of the 3 cities has been fortunate, said Pullen, for they're "live, dynamic markets." Big magazine firm, which has just revealed record 1953 earnings of \$16,259,000, net profit of \$8,144,000 on revenues of \$170,449,000, is interested in TV-radio because "we're in the communications business," said Pullen, and very likely will acquire some more outlets.

Westinghouse asked FCC to give it until April 1, 1955, to comply with decision holding that minority interests of 3 of its directors should be counted under multiple ownership rules (Vol. 10:3, 7). Westinghouse argued that holdings of director John M. Schiff shouldn't be counted, because he has no voting rights in his 15% of Transcontinental Properties, which controls 4 stations. It also reported that director John L. Hall has resigned as v.p.-director of Boston Herald-Traveler Corp., which controls WHDH, Boston, removing him from picture. Third director, Dillon Anderson, owns less than 3% of Houston Ch. 13 applicant.

FCC approved purchase of KFOR-TV, Lincoln, Neb. (Ch. 10), this week for \$300,000. Buyers are Mr. & Mrs. John E. Fetzer, who own WKZO-TV, Kalamazoo, and who last year bought KOLN-TV, Lincoln (Ch. 12) with radio KOLN at distress sale (Vol. 9:30). Seller of KFOR-TV was James Stuart, who continues KFOR. Fetzers will move KFOR-TV to KOLN-TV transmitter site, retaining former's channel but latter's call letters, were authorized to increase power to 316-kw. "Economic distress" dictated virtual merger, which eliminates Ch. 12 from Lincoln, only 50 mi. from Omaha.

Three new TV applications this week, and week's 2 grants and 2 applications dismissed, brought total pending to 274, of which 45 are for uhf stations. Applications were for Boston, Ch. 5, by DuMont Network; for Toledo, Ch. 11, by group of manufacturers and professional men including Harold F. Gross, owner of WJIM-TV, Lansing, Mich.; for Washington, N. C., Ch. 7, by local radio WRRF, whose ownership interlocks with upcoming WTIK-TV & WTIK, Durham, and other N. C. AMs, with ex-Army Secy. Kenneth C. Royal as 7.6% stockholder. [For further details about these applications, see *TV Addenda 17-L* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

The 1953 Alfred I. duPont Awards, presented in Washington March 26, went to: (1) WBZ-TV & WBZ, Boston, for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship." (2) WOI-TV, Ames, Ia., for "leadership in development of programs of practical and cultural value." (3) NBC commentator Pauline Frederick, for "thoughtful, original, objective and responsible reporting and interpretation." Awards comprise plaque and \$1000. Awards committee also gave special commendation to WBAL-TV, Baltimore; KNXT, Los Angeles; WHAS-TV, Louisville; KFXJ, Grand Junction, Colo.; ABC newsman Martin Agronsky.

New TV film chain has been announced by Federal Telecommunication Laboratories (IT&T), Nutley, N. J. Claiming low initial and operating cost, manufacturer says camera chain FTL-105A uses photoconductive tube, has small camera head weighing only 7½ lbs., control monitor and rack-mounted power supply. Also available is optical multiplexer FTL-287A, which can be used with new camera to provide pictures from 2 film projectors, one slide and one opaque projector, automatically controlled.

Edward Lamb's request that FCC identify those who allege he sought to conceal former Communist affiliations (Vol. 10:11) was turned down by Commission this week. Lamb, owner of WICU, Erie, Pa., et al, had told Commission he believed Communications Act requires such identification. FCC said it didn't have to because it conducted the investigation itself. Furthermore, it added, if case goes to hearing Lamb will get full opportunity to protect himself by cross-examining witnesses, etc.

Newly merged Peoria, Ill. newspapers—*Star* (a.m.) & *Journal* (p.m.)—are actively negotiating to buy out WTVH-TV, Peoria (Ch. 19) with its radio WTVH (1-kw on 1590 kc). TV station, which started last Aug., is 52% owned by gen. mgr. Hugh R. Norman, who also controls radio KSTT, Davenport, Ia. City has one other station: WEEK-TV (Ch. 43).

Three amendments to Communications Act, requested by FCC, were signed into law this week by President Eisenhower: HR-4557, waiving CPs for govt., amateur & mobile stations; HR-4558, giving FCC 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act from felonies to misdemeanors.

Bill to exempt from FCC regulation carriers whose communications between stations in same state are classified as "interstate" only because they use radio (HR-6436) was approved this week by Senate Commerce Committee. It had previously been passed by House.

Talent walkout on ABC-TV & ABC radio networks was averted March 25 when AFTRA and AFM settled jurisdictional dispute over employment of 3 musicians by ABC's Chicago studios.