

**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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**In this issue:**

Color Firsts 'Wow' Reluctant Hollywood, page 1  
311 Stations on Air, 4 Start This Week, page 4  
Era of the Electronic Motion Picture, page 4  
5 CPs Issued, Include 3 Educational, page 5  
Uhf Set, Converter Sales at Peak Rate, page 6

Approval of Satellites & Boosters Urged, page 8  
Transmitter Shipments & Upcoming Stations, page 9  
October Inventories Show Little Change, page 11  
No Color Action from Commission This Week, page 12  
FCC Ordered to Charge License Fees, page 16

**COLOR FIRSTS 'WOW' RELUCTANT HOLLYWOOD:** Another great technical triumph for RCA -- and AT&T -- was this week's first extension into Hollywood of compatible color, live and off film, via an all-microwave closed circuit all the way from New York.

Except for first showing of color film on TV, it was much the same demonstration shown several times in New York and Washington, then in Sept. before Assn. of National Advertisers in Chicago (Vol. 9:39), and just recently to FCC (Vol. 9:42).

It was a smash hit in the film capital, however -- seeing color TV for first time and verifying with own eyes the glowing reports published about it. Even more significant than the color firsts was disclosure of RCA's new video tape recording -- said to be capable of taking down and reproducing either color or black-&-white, and so revolutionary in its implications that it certainly had tongues wagging and ulcers palpitating in an already plenty worried film colony.

We heard one man, obviously from the movie industry, remark as he shook his head ruefully while leaving the first of the 2 demonstrations in the NBC Burbank studio on Nov. 3: "This is the end." He wasn't smiling, either.

[For detailed story on magnetic tape recording, see pp. 4-5.]

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Misgivings aren't confined to film folk alone -- and their concern is quite understandable. TV receiver manufacturers, distributors and dealers aren't happy about color TV's latest blaze of publicity, fearing a further sag in receiver sales as black-&-white inventories pile up (see p. 11). Telecasters fear more new cost factors. Program folk shudder at thoughts of revolutionary new techniques.

There were 2 showings in Burbank, identical half hours, attended by total of 1000 or more showfolk, technicians, admen, newsmen. Eight production line receivers were used, RCA's first such, embracing for first time all-glass 15-in. round tubes, 3-gun, framing 12-in. color pictures and standing alongside comparable 14-in. black-&-white sets getting good-quality compatible images.

RCA shipped 12 sets from Camden factory, had local service men install them "just to show how easily it can be done"; 4 sets were held in reserve. (The 12 sets are staying in Hollywood for local placement during promised colorcasts off-the-air of Jan. 1 Tournament of Roses Parade in Pasadena.)

Pictures were clear, sharp, virtually flawless to the untrained eye. Transmission over some 4000 miles of zig-zagging microwave relays (actually 120 hops) was as good as any we've ever seen in New York, Princeton, Washington or Chicago, either off the line or off the air.

Both of the audiences, whatever the individual emotions that may have been evoked, applauded vigorously from time to time. You could hear gasps of astonishment and comments of wonderment as brilliantly clear closeups and distance shots of

Nanette Fabray, dancers, models, flowers and Burton's inevitable lovebirds were put on -- with plenty of motion to show this was all for real.

There was even applause when the show switched for 8 or 10 minutes to a 16mm British Technicolor film, flashing lovely nature shots and then pieces of a documentary detailing looms in action in a textile factory and their design fabrics. Also drawing surprising applause, to say nothing of neighbor-to-neighbor comments, were the utterly realistic shots of brand-name packages -- Chesterfield, Ipana, Dreet, Quaker Oats, Toni, Camay, etc. -- same shots that "wowed" ANA convention in Chicago.

Occasionally a slight purplish haze was noticeable, and the film sequences seemed to us to be somewhat more subdued than live. Twice, for fleeting seconds, there were apparent "breaks in the line" whose sources, as AT&T's supervising engineer James Ray remarked to a fellow technician, "we'll probably never know."

Any and all kinds of color film, including Kodachrome, could be similarly handled, it was also explained. Original Technicolor film was 35mm, reduced to 16mm for this showing; now in commercial production is the special 16mm fast pulldown projector, with flying-spot scanner, which was used in this demonstration -- and under development are 3-vidicon and continuous projectors (Vol. 9:44).

\* \* \* \*

The question-answer periods evoked much the same responses as at all the previous demonstrations in the East: Color TV will emerge slowly because mass production of receivers, even if FCC approves NTSC system by Christmas, is still a long way off because the intricate color tube presents a manufacturing bottleneck that even an intensely competitive tube industry won't overcome for several years.

Not more than 50-100,000 color sets are foreseen from all factories for all 1954, and they will cost \$800 to \$1000. Even under mass production and competitive conditions, color sets will cost 25-40% more than today's monochromes.

The prospective set buyer is foolish, therefore, if he holds off buying to "wait for color". Sarnoff emphasized: "The transition from black-&-white to color will take years. It should come normally and gradually."

NBC vice chairman Pat Weaver's theme, as at Chicago, was that color TV -- "seeing things as they are" -- will bring new stimuli to entertainment and advertising; that color will eventually prove "as potent in changing present advertising services as TV itself has been"; that the national advertising budget of \$7 billion will go up as advertisers shift their direct marketing more and more to color TV.

As for size of picture, it's by no means pegged at the 15-in. tube or 12-in. image. There's no reason why screen sizes shouldn't ultimately be as large as any in black-&-white, said Sarnoff. The 21-in. stepup involves only 2-in. longer tube.

\* \* \* \*

We kept ears cocked for remarks after each showing, asked a lot of people we know what they thought of it. Nobody was adversely critical, and the reaction of surprise and awe was pretty well epitomized by what Artur Rubinstein, the pianist, told us: "I'm absolutely thrilled. This is wonderful beyond words."

Also, by the question put to Gen. Sarnoff from the audience: "How are you going to make color any better than what we saw just now? All grins, the RCA head replied, "I gather from your question that you liked what you saw." (More applause.)

"Now watch the agencies buy up time just to hold it," said a veteran radio broadcaster. We heard another radio old timer, who had missed the TV boat, say that he'd "like to be the distributor for that product" -- pointing to the demonstration sets and opining that they would sell very readily even at that size and price.

An engineer for a rival network said, "This is terrific -- remarkable." The highly respected Klaus Landsberg, of Paramount's KTLA, an engineer as well as a production man and executive, allowed us to quote him as saying: "If we want to be very technical, we can find flaws. I'd like to know what happens to off-the-air signals when there's interference and maybe loss of sync. There's no question but that this was good; electronic color inherently ought to be better than film color because there's the facility to adjust each color individually by electronic means, which is far more adequate than adjusting by chemical or optical means."

From the trade came a noteworthy lack of jubilation, albeit an admission the color was good; rather, we detected strong currents of resentment against RCA for playing up color at this time. Some of the comments:

"Watch the trade jitters now." "Why try to sell a load of peaches not yet grown when you have a load of apples on hand to sell." "Why does Sarnoff persist in calling it the RCA system, when it's really the NTSC all-industry system?" "I don't see how 96 set manufacturers can survive the changes that this is going to force."

There were plenty of remarks more caustic, more bitter. But there were some philosophical observations, too. Said a big dept. store TV merchandiser:

"Well, at last we've seen what it's all about, and it should help us better to crystallize our thinking and to be able to present the facts to our customers. I was impressed by the one remark, which I wish would get as much publicity as color itself, and that's Sarnoff's statement that 1954 isn't going to see any avalanche of either color tubes or color sets." And a West Coast TV-radio manufacturer:

"We will have to face this sooner or later, and some day it's going to be a wonderful product to sell. We had a thriving industry when we produced and sold 3,000,000 sets in one year [1949] and maybe it's too much for us to hope and expect that we can keep on enjoying a 6-7,000,000 market each year. The adjustment is going to be tough on the trade, though."

\* \* \* \*

Particularly noteworthy was the restraint evident in Los Angeles newspapers and trade papers. There were no scare headlines, writers showed full comprehension of compatibility factors, no one is taking up the old color-in-a-hurry cry of FCC and its political protagonists of recent memory. There seemed to be complete understanding that colorcasting, however excellent on test and in demonstration, isn't springing into being full blown overnight. But they did like what they saw:

Sheilah Graham, of North American Newspaper Alliance, called it "superb". Los Angeles Times' Walter Ames stated: "All in all, it was ample proof that color TV is a reality." Examiner's Jack Lait Jr. wrote: "TV has reached virtually the same color perfection as have motion pictures."

W.R. Wilkinson's Hollywood Reporter, strangely, played story down to mere 4 paragraphs under a minor caption, conceding in its one non-press release phrase that achievement of video tape was "a bombshell in the entertainment media".

New York Times Hollywood correspondent Thomas M. Pryor filed full column. He called reception "technically perfect" and observed: "The color, in definition and consistency, was deemed the equal to anything the movie theatres had to offer."

Daily Variety's Jack Hellman said in the live portions "seemingly all the colors of the spectrum were bright and clear" but in the film portion "more warmth of color without the brilliance or sharpness of the live elements." Editorially, Daily Variety's editor Joe Schoenfeld spoke of an "emotional jolt" and "cold shiver through Hollywood's motion picture colony." Calling the color a "tremendous milestone for the electronic age we are living in," he berated Hollywood's tycoons for their failure to "take the trouble to attend what should have been a 'must' for everybody connected with the use of film for entertainment."

There was a big turnout of show people, of course, including quite a few big name actors and directors -- Dick Powell, Sarah Churchill, Dinah Shore, June Allyson, Red Skelton, Dennis Day, Barbara Britton, Jim & Marian Jordan (Fibber McGee & Molly). There were lots of technical folk. But there was a noticeable paucity of major studio executives. The invitation list included them all, and most said they'd come -- but Walt & Roy Disney, MGM's Wm. Goetz, Columbia's Jerry Wald, Republic's Herbert Yates and Hal Roach Jr. were only top executives our spotters saw.

"As and when they get their heads out of the sand," wrote Schoenfeld, "the major studio executives had best learn the nature of the 'beast' they will have to contend with on a national level in the next 2 or 3 years. We predict that it will make the competition from black-&-white TV look like a pygmy against Carnera."

Note: For newspaper critics' raves over hour-long colorcast of opera Carmen by NBC-TV Oct. 31, see p. 16.

**311 STATIONS ON AIR, 4 START THIS WEEK:** Four new uhf stations started up this week, 2 in big cities, for total of 311 TV stations now in operation. Since freeze, 100 vhf and 103 uhf stations have gone on air. St. Louis became 4-station market, Oklahoma City got third station this week, while Fort Dodge, Ia. and Lake Charles, La. got their first local TV service. Week's new starters:

KLPR-TV, Oklahoma City (Ch. 19), city's third station and second uhf, was all set Nov. 7 to turn on 12-kw GE transmitter. It goes commercial Nov. 8, beaming ABC & DuMont from 979-ft. tower built by Aerial Tower Co. City's other uhf, KTVQ (Ch. 25) went on air last week. KLPR-TV's principal owners are Byrne Ross, owner of radio KLPR, and theatreman R. Lewis Barton. Ross is pres. & gen. mgr.; Monty Wells, asst. gen. mgr.; Fred Farha, commercial mgr.; Douglas Carruth, program director; Jay Davis, chief engineer. Base hourly rate is \$400. Bolling is rep.

KACY, Festus-St. Louis, Mo. (Ch. 14) went on air with tests Oct. 31, then shut off power to make equipment changes and adjustments, was slated to resume test patterns this week end. It's third uhf in St. Louis area, others being WTVI, Belleville, Ill. (Ch. 54), and KSTM-TV, St. Louis (Ch. 36). It has 12-kw GE transmitter, which with studio and 742-ft. antenna is located near Kimmswick, some 12 miles south of St. Louis. Jack G. Garrison and Carl G. McIntyre, both formerly of KSD-TV, are pres. and v.p.-station director, respectively. Richard Dawson, with office in New York, is national sales mgr.; James Bonfils, local sales mgr.; John J. Weber, production mgr.; Leo Tevlin, chief engineer. Station has no network affiliation as yet. Base hourly rate is \$500. Raymer is rep.

KQTV, Fort Dodge, Ia. (Ch. 21) started regular tests Nov. 2 after "sneak previews" which brought reception reports from as far as Ames, 42 miles away, wires pres.-gen. mgr. Edward Breen. Programming will begin week of Nov. 23, with base rate of \$150. Station has no network as yet, is only local service in Fort Dodge. It's equipped with GE 1-kw transmitter, Workshop antenna, 625-ft. Stainless tower, has interlocking ownership with local KVFD. Max Landes is commercial mgr.; Drexel Peterson, program director; David Sinclair, chief engineer. Pearson is rep.

KTAG-TV, Lake Charles, La. (Ch. 25) opened up new TV area when it began test pattern Nov. 2. GE equipped and using Trilsch tower, first reports indicate "perfect picture as far as 40 air miles and good reception in Beaumont, Tex.," according to exec. v.p. & part owner Warren Berwick. A basic CBS affiliate, it will also carry ABC & DuMont programming when regular operation begins about Nov. 14. AT&T interconnection is expected about next June. Principal owner is Charles W. Lamar, who also owns 64% of WPFA-TV, Pensacola, Fla. (Ch. 15) and 15% of WAFB-TV, Baton Rouge, La. (Ch. 28). Berwick is temporarily serving as gen. mgr.; Quitman Henley is sales mgr.; Sam Eaton, chief engineer. Base rate is \$150. Adam Young is rep.

**ERA OF THE ELECTRONIC MOTION PICTURE:** Color TV had them gaga in Hollywood Tuesday -- but announcement of magnetic tape recording of both color and black-&-white TV pictures was even more sensational news. Does it mean the end of film? Will it reduce cost of movie production? How good is it now, and when will it be ready?

RCA's Gen. Sarnoff didn't tell all, but obviously relished sensation his totally unexpected announcement created as he made a short speech after each color demonstration. Since he has the reputation for delivering what he promises in the way of new things, the audiences of about 500 each hung on his every word.

He first recalled how, at his 45th anniversary with RCA in 1951, he had asked his company's scientists (Vol. 9:13) to "give me 3 presents to mark my half-century milestone in 1956": (1) A TV picture tape recorder. (2) An inexpensive electronic air conditioner without moving parts. (3) A true amplifier of light.

"Two years have passed. Already I have seen a tape recording of a TV program broadcast in N.Y. and simultaneously recorded on tape at the RCA Laboratories in Princeton, N.J., 45 mi. away. The recording was played back instantly. Of course, as soon as our scientists had given me this surprise in black-&-white, they knew that to bring the fiftieth anniversary present right up-to-date they would have to record and play back TV programs in color as well as in black-&-white.

"Now I will let you in on a secret: Our men already have achieved recording of color as well as black-&-white TV programs on magnetic tape!

"When I watched a demonstration a week or two ago in our laboratories, I was amazed at the results. In fact, we are so confident of the promise of this research and development work that I can announce today that on Dec. 1, this year, we will demonstrate in our Princeton Laboratories the present status of tape recording of TV pictures both in black-&-white and in color."

"We consider it vital for the future of the TV art to move rapidly toward perfection of video tape recording in order to provide the TV industry with a practical, low-cost solution of program recording, immediate playback and rapid distribution. Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital."

Dec. 1 demonstration will provide technical details, he promised, disclosing only that the tape has plastic base coated with iron oxide; it's half-in. wide and moves at 200 ft. per second, whereas the magnetic tape being developed by Bing Crosby Enterprises is 1-in. wide and rolls at 100 ft. per second.

"Here is an electronic development," Gen. Sarnoff said, pointing his remarks directly at the awed and spellbound audience, many of them high film industry technical executives, "endowed with a far wider horizon than its immediate purpose in TV broadcasting. It obviously holds great promise for the motion picture industry as well as for the TV industry." He explained:

"It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or day's to see the 'rushes'."

"The process is electronic for the camera, for the making of the tape record and for playing the tape. And there is the added advantage that the tape may be 'wiped off' and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribution to TV stations [and theatres?] throughout the country and eventually throughout the world."

There was only a hint that it's not a cheap process in present stage. "I believe," the RCA-NBC chairman said, "that further technical progress, which is certain to continue, will make the magnetic tape process inexpensive and economical."

Another gimmick: A set owner can make recordings of TV pictures in the home, just as he can now record sound, and then play them back at will, same as phonograph records, with no need to send the tape away for processing.

Note: It was manifest to oldtimers in the business that the head of RCA hugely enjoyed the sensation he evoked, particularly because some 20 years or so ago, when radio was riding high, he and his company were taken for the proverbial ride by Hollywood in an ill-starred financial foray into the movie business (RKO).

**5 CPs ISSUED, INCLUDE 3 EDUCATIONAL:** Educators had big week at FCC, garnering 3 CPs, while Commission issued 2 commercial grants and one initial decision. At same time, 3 uhf CP-holders relinquished their permits: WBGT, Richmond, Ky., Ch. 60; WSEE-TV, Fall River, Mass., Ch. 46; WHKP-TV, Hendersonville, N.C., Ch. 27. For their reasons for pulling out, as given to Commission, see p. 16. This week's grants:

Educational: Champaign, Ill., U of Illinois (WILL), Ch. 12; Chicago, Ill., Chicago Educational TV Assn., Ch. 11; Ann Arbor, Mich., U of Michigan (WUOM-FM), Ch. 26. Commercial: W. Palm Beach, Fla., Palm Beach TV Inc., Ch. 5; Topeka, Kan., WREN, Ch. 42. Last came from final decision. In Wichita initial decision, KAKE was favored over Mid-Continent TV Inc.

West Palm Beach grant is result of merger, WJNO dropping out of competition in return for 50%. Chairman and 20.5% owner of grantee is Ted Granik, moderator of American Forum of the Air.

Hoping to obviate many uhf hearings, Commission this week finalized addition of 36 channels to 35 cities. Allocation was precisely as proposed (Vol. 9:37)

except that Lexington, Ky. also got Ch. 18, and Ch. 72 was substituted for Ch. 18 in Gallipolis, O. In other allocations actions, Commission moved Ch. 8 from West Point, Miss. to Selma, Ala., assigned Ch. 4 to Columbus, Miss., denied WSAL's petition for addition of Ch. 6 to Logansport, Ind.

Hopes for early vhf hearings in Pittsburgh area were squelched when Commission denied petitions for immediate hearing filed by applicants KDKA and KQV.

In another action, Commission extended TV station licenses to 3 years, the same as for AM & FM, effective 30 days after publication in Federal Register.

Wichita initial decision, issued by examiner Hugh B. Hutchinson, gave nod to KAKE over Mid-Continent TV because its ownership-management is "much more deeply rooted in the life of the community" through long residence, "outstanding" record of civic activities and 6 years' experience programming radio for Wichita. These factors, he said, more than offset the considerable TV experience of Mid-Continent's key employes, its superior facilities, its plans to employ 100 vs. KAKE's 54.

Hutchinson also ruled that KAKE's deviations from its original programming promises when it first applied for AM were not serious and that "rigid adherence to such proposals is not always feasible or desirable in the light of knowledge gained by station licensees of the needs and interests of listeners served in a particular area as result of the actual operation of the station therein." In addition, he said, though Mid-Continent has an advantage in that it has no radio interests, this is offset by KAKE's other qualifications and fact that Wichita already has considerable AM-FM-newspaper competition.

**UHF SET, CONVERTER SALES AT PEAK RATE:** Uhf is finally going to town -- in a quiet sort of way. With more than 100 uhf stations on air, there are over 1,500,000 uhf-equipped sets in use, another 1,000,000 sets and converters in various stages of distribution pipelines -- and both demand and production are at record highs.

"The one bright spot in the whole trade picture" is how one big manufacturer described demand for his uhf-equipped sets -- and other receiver makers tell same story. Demand for converters and strips is at all-time high, too. And there is little doubt that uhf sets will continue to account for increasing share of market.

Pickup began just after Labor Day -- a pickup which went far beyond the fall increase in sales of vhf sets. Rising demand is illustrated by RETMA figures on production of receivers factory-equipped with uhf tuners. They accounted for 15% of total industry TV output first 7 months of 1953. For month of August figure rose slightly to 15.6%. Then, in newly released Sept. figures, uhf share of production jumped to more than 25% -- or 193,212 sets out of total 770,085. For first 9 months of year, 919,902 sets were made with built-in uhf, of total output of 5,524,370.

This means some 2,500,000 uhf sets and "conversion units" (converters and sets of uhf strips) have been turned out since birth of commercial uhf -- based on estimated 3 sets converted in field to every 2 sets coming off production line with uhf tuners. That this figure may be on conservative side is indicated by fact that Standard Coil Products Co. has already turned out nearly 1,500,000 strips. (Average number of uhf strips per set is probably between 2 and 2.5.)

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We talked with a number of leading set makers this week -- who together make considerably more than half of the industry's total output of TV sets. While they rarely all agree on any aspects of trade picture, their comments on movement of uhf sets were so similar as to give indisputable evidence of very strong trend.

Demand for sets with continuous uhf tuners is greater than they can supply at the present time, they unanimously reported. As one commented: "After Portland, we misjudged, made too many and were stung. Then we lowered our sights -- and suddenly, this fall, we were swamped. Demand isn't as high as we once thought it was going to be, but it's increasing steadily, and we hope to catch up with it soon."

It's not only the newer big-city uhf areas where sales are good. They're holding up well in "older" uhf cities, too -- where folks who held off at first have finally decided that uhf must be here to stay.

These are today's "hottest" uhf cities, according to records of one of biggest TV set manufacturers: Milwaukee, Buffalo, Pittsburgh, St. Louis, Kansas City, Peoria, Rockford (Ill.), New Orleans, Monroe (La.), Boston, Bridgeport, Springfield, Houston, Knoxville, Henderson (Ky.), Louisville, Wichita, Fresno.

One of largest set makers says uhf-equipped sets now represent 50% of his output; another says they're "far higher" than the 22% he predicted last June. In fact, every manufacturer we queried this week was producing uhf sets at greater rate than he himself had estimated for second-half 1953 in confidential questionnaire we circulated to 17 top set makers last spring (Vol. 9:27).

Converter sales are going along at record clip, too, although most TV set manufacturers have never cut much ice in that field, which is dominated by parts makers. More than 2 dozen manufacturers have all-channel converters on the market, priced from \$19.95 to \$75. It's a highly competitive field, and list prices of some makes were lowered recently -- and there's been price-cutting on some others.

Biggest converter maker P.R. Mallory & Co. says sales now are better than at any time in past -- but still not at the racetrack pace once anticipated. Exec. v.p. Ray F. Sparrow calls today's demand "real" -- by the public -- replacing the movement of converters mainly to fill trade pipelines, which formerly was the rule as the new uhf areas opened up.

Orders by set makers for uhf tuners are continuing at good pace, says Mr. Sparrow, who expects uhf sets to continue for some time at 25% of TV output.

"They're screaming for strips", Standard Coil pres. Glen E. Swanson told us. He said upsurge in demand began immediately after Labor Day, first in midwest, then in east. Then another big pickup began last week in Oct., and "now we're supplying strips on an expedited basis".

Biggest manufacturer of TV tuners, Standard is now turning out its new 82-channel detent-type vhf-uhf tuning unit (Vol. 9:9,21) at well over 1000-a-day rate in its Los Angeles and Chicago plants. Though few of the new "automatic" tuners have thus far appeared on sets in marketplace, Mr. Swanson says 50-60 set makers are now getting shipment, with bigger quantities to come as soon as output can be upped.

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**Personal Notes:** Howard L. Chernoff, resigns Nov. 6 as gen. mgr. of KFMB-TV & KFMB, San Diego, succeeded by George Whitney, ex-KHJ-TV, Los Angeles, recently with General Teleradio, N. Y. . . . Ruddick C. Lawrence, ex-NBC director, promotion, planning & development, named v.p. of N. Y. Stock Exchange, in charge of coordinating market research, adv. & public relations . . . Murray Grabhorn, ex-Edward W. Petry Co. & onetime ABC v.p., appointed sales director of WATV & WAAT, Newark . . . John Peffer, operations mgr., named asst. gen. mgr., WTAR-TV & WTAR, Norfolk . . . Robert Bordley promoted to gen. sales mgr., WTOP-TV, Washington, replacing Richard B. Wheeler, now gen. mgr. of upcoming WTRI, Schenectady (Ch. 35) . . . Richard C. Dawson named national sales mgr. of new KACY, Festus-St. Louis (Ch. 14) . . . Mike Nidorf, v.p., elected chairman of Official Films, succeeding founder Isaac D. Levy, who continues on board; Herman Rush, sales mgr., elected v.p. . . . Harry R. Lipson promoted from sales rep to new post of asst. managing director for Storer Broadcasting Co.'s WJBK-TV & WJBK, Detroit . . . George Tichenor, ex-*Television Magazine*, joins Forjoe in charge of sales promotion & research . . . Thomas P. Robinson, ex-business mgr. of ABC Sales & lately exec. v.p. of Fairmont & Clarksburg TV Cable Corps., appointed asst. sales mgr., WPIX, N. Y. . . . Roy J. Johnson, ex-WETV, Macon, named production director of upcoming WRBL-TV, Columbus, Ga. (Ch. 4) . . . Herbert Robinson, ex-*Seattle Times*, named news editor of upcoming KOMO-TV, Seattle (Ch. 4), due in latter Nov. . . . John B. Burns appointed supervisor of Chicago sales office, ABC film syndication div.; Frank Freeman named administrative asst. to syndication v.p. George T. Shupert, Joseph Greene

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named traffic mgr. . . . Arthur Hamilton appointed controller of WNBT & WNBC, New York, succeeded by John A. Lavan as controller of WNBW & WRC, Washington . . . Edward W. Pearson named program director of upcoming WMGT, Adams, Mass. (Ch. 74), due in Dec. . . . James O. Juntilla, resigned recently from FCC hearing div., joins Washington law firm of Dempsey & Koplovitz on temporary assignment . . . Norman S. Livingston, onetime member of planning board of General Teleradio & director of program operations for its WOR-TV & WOR, resigns as v.p. for TV-radio & motion pictures, Edward Kletter Assoc., N. Y. (Serutan, Geritol), effective Jan. 1.

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Homer Fickett, 55, director of U. S. Steel *Theatre Guild on the Air* for last 8 years, died Nov. 2 in New York. Previously associated with such productions as *Cavalcade of America*, *This Is My Best* and *March of Time*, Fickett had been newsman in Rochester and Buffalo, then worked for Young & Rubicam, BBDO, J. Walter Thompson.

Belgium got its first TV stations Oct. 31. Two low-power stations initiated programming in Brussels. Govt.-controlled, one uses the French 819-kine system with French language programming, other is on 625-lines with Flemish spoken. Receivers are compatible with both systems, equipped with switch to change from one to the other. Some 4000-5000 sets are already in use in country where France's 819-line picture and Holland's 625-line picture can be received.

Portugal gets first look at TV—for doctors only—with order for RCA closed-circuit equipment for surgical operation theatres in Lisbon's New University Hospital.

**S**ATELLITES AND BOOSTERS arose again this week when WSM-TV, Nashville, petitioned FCC to commercialize both kinds of stations and Jerrold Electronics Corp. applied for permission to conduct 5-day test of satellite equipment to be delivered to Mexico's TV-movie tycoon Emilio Azcarraga.

WSM-TV's petition, based on considerable experience with experimental booster KI2XCI, Lawrenceburg, Tenn. (Vol. 9:18), differs somewhat from request filed by Sylvania (Vol. 9:38). Specifically, WSM-TV asks that following rules be set up for boosters (which operate on same channel as "mother" originating station) and satellites (which use different channel):

(1) Licenses limited solely to operators of originating stations.

(2) Vertical polarization for both kinds of stations.

(3) ERP limited to 10 watts for Ch. 2-6 stations, 31.6 watts for Ch. 7-13, 100 watts for uhf—all limited to 300 ft. above average terrain—or the equivalent in different combinations of powers and heights.

(4) "Operation of such stations shall not cause interference to existing stations determined in accordance with the field strengths and interference ratios for co-channels and adjacent channels as set forth in Para. 97 of the Commission's Sixth Report and Order."

(5) Unattended operation, aural identification.

(6) Field intensities for regular stations inapplicable; same goes for present multiple ownership rules.

(7) Minimum hours same as for regular stations.

To illustrate potential value of boosters & satellites, WSM-TV says that within 150-200 mi. of Nashville there are 48 towns with 294,500 people who now get less than Grade B service. It points to economic surveys indicating lack of support for regular stations in small towns. Station notes that of all grants and applications to date, only 22 are from cities 10,000 or less—and all but 3 of these are near larger cities. Furthermore, it says, there are no grants or applications in 898 of the 1283 cities to which FCC assigned channels. Of the 898, 114 have over 20,000 pop., 253 have 10-20,000, 531 under 10,000.

New programming arrangement which may benefit several uhf stations as well as *New York Daily News'* WPIX was announced this week by the New York station. Two Pennsylvania uhf stations—Scranton's WTVU and Bethlehem's WLEV-TV — will pick up and retelecast WPIX's Madison Sq. Garden sports programs, the latter taking programs directly off air and the former picking them up on receiving antenna in Pocono mountains, microwaving them rest of way. WTVU begins service Nov. 10, WLEV-TV a week later. WPIX v.p. Fred M. Thrower said negotiations are underway with other uhf stations, including upcoming WMGT, Adams, Mass. & WKNY-TV, Kingston, N. Y., station in Troy, N. Y. area and 2 in Connecticut. He said stations would pay "small service charge" to WPIX and Madison Sq. Garden, can sell programs and insert own commercials. He added setup would provide uhf stations with "top-flight programming at low cost" and enable WPIX "to present more attractive programs to its own audience by increasing the base over which the cost of local programming can be spread." Off-the-air pickups aren't new—a few stations have been picking up network programming directly from New York for some time, thereby saving line charges.

Microwave to serve Casper, Wyo. community antenna system with Denver TV signals (Vol. 9:7) was granted to phone company this week, but proposal is so novel that FCC said authorization is without prejudice to further action on problems raised by contract between phone company and community operator. Commission said it's making grant to bring TV to area promptly.

The "whistling posts" can be built for about \$10,000 each and operated at negligible cost, petition says, compared with about \$100,000 for minimum regular station.

Station summarizes by saying that it has proved technical practicability of such stations. Probably most controversial recommendation is ownership solely by "mother" station. Such ownership, petition says, "will enable the licensee of the booster or satellite to maintain full and complete control over the programs to be broadcast and will also assure uninterrupted programming. [Otherwise], the booster or satellite would be entirely dependent for programming upon its ability to obtain the consent of originating station and would have no control whatever over the programs broadcast."

Another advantage, it says, is that proposal "will permit a choice of programs in any given small community without having the same licensee install one or more booster stations in the same community."

Previously pushing only boosters, station says that its experiments prove that satellites using vertical polarization don't require additional spectrum space.

\* \* \* \*

Since Jerrold is leading manufacturer of equipment for community antenna operations, to which satellites & boosters are potentially poison, it makes abundantly clear its belief that such stations don't have a chance in U. S.

Reasons, it says, are that U. S. public wants more than one signal and that there just aren't enough channels to supply towns with several satellites each. In neighboring countries, it says, there are plenty of channels, public would be satisfied with one signal and Govts. may even help finance such stations.

For tests in Clinton, Jerrold will use 10-watt Ch. 3 transmitter radiating 5 watts ERP. It will rebroadcast signals of WTOP-TV, Washington (Ch. 9) during hours when it won't interfere with Ch. 4 signals of WNBW. Purpose of tests is to study field intensities, determine whether gas-powered generator produces interference, see whether there's any interaction between transmitting and receiving antennas.

Application for theatre-TV service will be submitted soon to FCC, if National Exhibitors Theatre TV Committee (NETCC) follows up resolution it adopted at meeting this week in Chicago. NETTC, which with Motion Picture Assn. of America prosecuted case for theatre-TV frequencies before FCC and got ruling that theatre-TV service qualifies as "specialized common carrier" (Vol. 9:26), voted to apply for inter-city and/or intra-city theatre-TV service. It may apply to become common carrier itself or set up new group to make application, or unite with some group which already has some facilities and know-how, such as Western Union. Marcus Cohn, NETTC attorney, said application will be filed "sometime before the end of the year or shortly thereafter." NETTC also voted to urge manufacturers to develop theatre TV in color and with wide-screen aspect ratio. Meanwhile, annual convention of Theatre Owners of America, held simultaneously in Chicago, expressed greatest interest to date in theatre TV. Both NETTC chairman S. H. Fabian, head of Fabian-Warner Theatres & Cinerama, and telecaster-theatre owner Mitchell Wolfson (WTVJ-Wometco Theatres, Miami) flayed subscription TV at TOA panel session, urged that box office TV be confined to theatres. Making rounds at convention was report that 2 of the biggest shows in theatre-TV history—neither of them sporting events—will be announced in next few weeks.

Start of coinbox pay-as-you-look TV over community antenna system in Palm Springs, Cal. is set for Nov. 28, according to International Telemeter Corp.

**F**IVE TRANSMITTERS WERE SHIPPED to upcoming stations this week by GE—all uhf: 1-kw units to WBLN, Bloomington, Ill. (Ch. 15) and WMAC-TV, Massillon, O. (Ch. 23) Nov. 7, and 100-watt drivers to WTRI, Schenectady, N. Y. (Ch. 35) and KXYZ-TV, Houston, Tex. (Ch. 29) Nov. 6. It also shipped 5-bay Ch. 41 antenna Nov. 7 to WROW-TV, Albany, now on air with temporary antenna.

Federal Nov. 6 shipped 1-kw transmitter, antenna and complete studio equipment to WAIM-TV, Anderson, S. C. (Ch. 40).

RCA's only new-station shipment this week was 10-kw driver to KOA-TV, Denver (Ch. 4) on Nov. 6, to be followed later by 25-kw transmitter.

\* \* \* \*

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

WKBH-TV, La Crosse, Wis. (Ch. 8), granted last week, has ordered RCA equipment, plans start next summer, according to pres. Howard Dahl. Rep not yet chosen.

KQED, San Francisco educational grantee (Ch. 9) will convert KPIX's old RCA transmitter to Ch. 9 this month, is now replacing KPIX antenna atop Mark Hopkins Hotel with RCA unit that will rise 354-ft. above ground, may get on air with test pattern late Nov.-early Dec., hopes to begin programming in Jan., according to gen. mgr. James Day. Studio space has been leased at U of California Berkeley campus, but negotiations are underway for space in San Francisco to permit easier operation. Fund drive to raise \$234,000 begins shortly. Jonathan C. Rice has been named program mgr.; Renee Peterson, community relations director.

WSTV-TV, Steubenville, O. (Ch. 9), 10-kw RCA transmitter on hand, now plans Dec. 1 tests, according to exec. v.p. & gen. mgr. John Laux. It will be basic CBS-TV affiliate. Ownership interlocks with WFPG-TV, Atlantic City and Dixie TV Corp. applicant for Ch. 29 in Richmond, Va. Rep will be Avery-Knodel.

KSLA, Shreveport, La. (Ch. 12) has about 75% of RCA equipment on hand, is building studio-offices in downtown Washington-Youree Hotel and begins tower-transmitter work at Cotton St. site in few weeks. Station is shooting for Dec. target, according to assoc. mgr. Deane R. Flett. It will be NBC primary affiliate. Grantee Interim TV Corp. was set up by 3 competing applicants in order to go ahead with construction pending outcome of FCC hearing (Vol. 9:38). KRMD, KCIF & Shreveport TV Co. share

costs equally; winner will pay the losers for their actual expenses and take over operation within 10 days after final decision. Rep not yet chosen.

WJRE, Indianapolis (Ch. 26) has ordered RCA equipment, awaits zoning approval of new site outside city limits before beginning construction, now plans January debut, according to owner John L. Ramp, auto dealer and also owner of radio WEAT, Marion, Ind. Rep not yet chosen.

KVIE, San Jose, Cal. (Ch. 48), granted last June, probably will not build, according to owner John A. Vietor Jr., who writes that after investigating possibilities of successful uhf station in Bay area, "I have come to the conclusion that without basic network affiliations which seem virtually impossible to obtain, it would be difficult to make such an undertaking profitable." Consequently, he adds, "unless I can find others who are willing to share the risk of operation with me, I will relinquish my permit by the first of January." Vietor is also part owner of KFSD-TV, San Diego (Ch. 10).

WSBM-TV, Saginaw, Mich. (Ch. 51), granted last week, hasn't "firmed" construction plans but, with RCA and DuMont equipment ordered, plans June 1954 start, according to pres. John L. Booth who also operates WBKZ-TV, Battle Creek. WSBM call letters were chosen to indicate station's coverage of Saginaw-Bay City-Midland area. Pearson will be rep.

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CBUT, Vancouver, B. C. (Ch. 2), now plans early Dec. tests with Canadian Marconi equipment. It will begin with 2.5-kw visual, 1.25-kw aural ERP, later goes to 100-kw visual, 55-kw aural. Studios and offices are at 701 Hornby St. Chalet-type transmitter house is on Mt. Seymour, 2400-ft. above av. terrain. Hour rate will be \$175.

CFCM-TV, Quebec City, Que. (Ch. 4), first reporting Nov. debut with DuMont equipment (Vol. 9:26), now hasn't specific target date because of delays in finding acceptable transmitter site, according to gen mgr. Henri Lepage. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. E. W. Miller is technical director, Claude Garneau program mgr. U. S. sales rep will be Weed; Canadian, Jos. Hardy & Co.

CHSJ-TV, St. John, N. B. (Ch. 4), with transmitter building ready about Nov. 30 and Canadian GE equipment ordered for Jan. 1954 delivery, plans Feb. tests, reports gen. mgr. G. A. Cromwell. Hour rate will be \$165. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

**Network Accounts:** One TV-satisfied sponsor is Schick Inc. (electric razors), whose pres. Chester G. Gifford said TV was a major factor in 41% sales increase recorded by company in first 9 months over same period last year. Schick is co-sponsor of *Jackie Gleason Show* (CBS-TV, Sat. 8-9 p.m.) and *This Is Show Business* (CBS-TV, Tue. 9-9:30 p.m.) thru Kudner. Says Gifford: "TV has been extremely effective in showing the public the advantages of electric shaving because of its visual and demonstration facilities." . . . Revlon Products (cosmetics) drops *Mirror Theatre* film series on CBS-TV, Sat. 10:30-11 p.m., effective Dec. 12, will sponsor *Mr. and Mrs. North* series on NBC-TV, starting Jan. 26, Tue. 10:30-11 p.m., thru Wm. H. Weintraub . . . Procter & Gamble (Duz soap powder) buys *Three Steps to Heaven*, on NBC-TV, starting Dec. 1, Mon.-thru-Fri. 11:15-11:30 a.m., on alternating schedule: first week Tue., Wed. & Fri., following week Tue. & Fri., thru Compton Adv. . . . Parker Pen Co. buys *Hallmark Theatre* time Sun. 5-6 p.m. Dec. 6, on NBC-TV, for special show in conjunction with *Time Magazine* to publicize latter's Man of the Year nominees; Parker also buys, as one shots, *Welcome Travelers*, Mon. 4-4:15 p.m. Dec. 7 & 14, and *Meet the Press*, Sun. 6-6:30 p.m. Dec. 20,

both NBC-TV, thru J. Walter Thompson . . . Walter H. Johnson Candy Co. (Power House candy) to sponsor Thu. portion of *Captain Video*, on DuMont, starting Jan. 7, Mon.-thru-Fri. 7-7:15 p.m., thru Franklin Bruck Adv. . . . General Motors to sponsor Army-Navy football game, in addition to its regular NCAA schedule, on NBC-TV Nov. 28 . . . Swift meat products buys Wed. 1:30-1:45 p.m. segment of *Garry Moore Show*, in addition to the Thu. 1:30-1:45 portion it already sponsors, on CBS-TV, starting Dec. 2, Mon.-thru-Fri. 1:30-2, thru J. Walter Thompson; Pacific Mills (linens) to be alt.-week sponsor (with Masland carpets) of Mon. 1:30-1:45 segment, thru J. Walter Thompson . . . 2 more sponsors for *Kate Smith Hour*, on NBC-TV, Mon.-thru-Fri. 3-4 p.m.: Borden's instant coffee, Wed. 3:30-3:34, starting Jan. 6, thru Doherty, Clifford, Steers & Shenfield, and Luden's cough drops, 7½ min. of Thu. 3:15-3:30 portion, starting Nov. 5, thru J. M. Mathes . . . Wesson Oil buys Wed. & Fri. portions of *Hawkins Falls*, on NBC-TV, starting Jan. 6, Mon.-thru-Fri., 11-11:15 a.m., thru Fitzgerald Adv., New Orleans . . . Sheaffer Pen Co. renews co-sponsorship of *Jackie Gleason Show* for 26 weeks, on CBS-TV, starting Dec. 19, Sat. 8-9 p.m., thru Russell M. Seeds Co.

**Telecasting Notes:** "Telepix Producers Singing Blues as Companies, Programs Fold," headlines story in Nov. 4 *Variety*, which reports increased competition in TV film field is bringing "demand from sponsors and agencies for increased quality in product." Article says Key Productions, organized chiefly to produce Red Skelton TV films, has folded (CBS-TV insisting Skelton show be telecast live), and Sovereign Productions, Interstate TV (Allied Artists subsidiary) & Bing Crosby Enterprises have suspended production indefinitely, although latter will temporarily reopen to film Bing Crosby's TV debut. Two TV film series—*Revlon Mirror Theatre* and *Chevron Theatre* (Standard Oil of Calif.) have been dropped, says *Variety* . . . Widely acclaimed by critics as top-notch drama, *P.O.W.*, first play on ABC-TV's *United States Steel Hour* (Oct. 27, 9:30-10:30 p.m.), will be used as training film for men in armed forces handling problems posed by GIs repatriated from Korea; network is forwarding film of live telecast in response to request by Defense Dept. . . . "Sabotage" was cried by angry Detroit viewers when equipment failure blacked out *P.O.W.* show on WXYZ-TV; in response to "unprecedented reaction," station reran show Nov. 3 via kine, with permission of unions involved . . . First time in 12 months, CBS's *I Love Lucy* was toppled from first place in ARB national ratings during week of Oct. 8-14, NBC's *Dragnet* copping No. 1 spot with 64.2 rating vs. *Lucy*'s 60.2; *Lucy*, however, still had biggest audience—43,750,000 viewers on 102 stations compared with *Dragnet*'s 41,520,000 on 81 . . . Hit records of *Dragnet* theme and Stan Freberg's parody on show credited with boosting audience for TV program, Nov. 7 *Billboard* noting that *Dragnet*'s "city-by-city rating seems to match up solidly with the sales picture of the recordings in the same areas" . . . Cameras will be permitted in Canada's House of Commons for first time to televise

President Eisenhower's Nov. 14 address to Parliament; address will be offered by CBC to U. S. stations . . . ABC advising TV & radio affiliates on local advertising, promotion and publicity in series of 7 regional meetings; first was Nov. 6 in N. Y., to be followed by Nov. 9 meet in Cleveland, Nov. 11 Atlanta, Nov. 13 Fort Worth, Nov. 16 Denver, Nov. 18 San Francisco, Nov. 23 Minneapolis . . . No more telethons on network hookups, say talent unions; AFTRA exec. secy. George Heller revealed unions have jointly agreed to forbid appearances by their members on future network telethons, which many in show business see as unfair competition to night clubs, theatres as well as other TV shows . . . Drew Pearson to make 26-week series of 15-min. TV films, produced and released by Motion Pictures for TV Inc., available for Jan. 8 starting date . . . "Films for TV" is new service by Standard Rate & Data Service, providing basic information on film and slide requirements of all U. S. TV stations . . . Following complaint by American Medical Assn., NARTB calls on all members to designate as "dramatized" any TV commercials featuring endorsements made by actors portraying members of medical profession . . . CBS Television City's first anniversary will be celebrated on special program Nov. 15 7-7:30 p.m. with Edward R. Murrow taking viewers on "tour" of mammoth Hollywood TV production center . . . A permit for use of streets in Los Angeles for telecasts, to minimize traffic tieups, is proposed by city council; permits are now required of film industry . . . WSYR-TV, Syracuse, Nov. 1 increased Class A hour rate from \$550 to \$660, min. from \$110 to \$132 . . . WBES-TV, Buffalo, releases Rate Card No. 2, effective Nov. 15, reducing Class A hourly rate from \$350 to \$300, min. from \$70 to \$60 . . . WICU, Erie, Pa., in Rate Card No. 9, effective Nov. 15, raises Class A hour from \$600 to \$760, min. \$60 to \$70.

**Station Accounts:** Average of 70 national & regional spot TV accounts was carried on each of 156 reporting TV stations during first 9 months of this year, according to quarterly *Rorabaugh Report on Spot TV Advertising* released Oct. 25. Reporting stations showed total schedules up from 8294 in first quarter to 10,962 in second and then down to 10,088 in third. Individual stations varied from 2 such accounts on a new outlet to 174 on an established station. For 9 months in top 8 markets: New York, 7 stations reported average of 73 accounts; Chicago, 4 av. 101; Los Angeles, 7 av. 90; Philadelphia, 3 av. 109; Detroit, 3 av. 92; Boston, 2 av. 111; San Francisco, 3 av. 111; Pittsburgh, 1 reporting 149. *Rorabaugh Report* lists all accounts cumulatively by cities . . . Heavier spot schedules from auto makers heralded as Chrysler uses TV with other media in introducing new 1954 models last week, thru McCann-Erickson . . . Kent Cigarettes has bought series of Ziv half-hour films, to be billed in major markets as *Kent Theatre*, thru Young & Rubicam . . . Charles Antell Inc. (lanolin hair lotion) has bought *Badge 714*, re-run of *Dragnet*, for 8 more cities, making 78 total, thru Television Adv. Assoc., Baltimore . . . Lambert Pharmacal Co. (Listerine Antizyme Toothpaste) sponsoring new *Les Paul-Mary Ford Show* on WABC-TV, Mon.-Fri., 6:40-6:45 p.m., thru Lambert & Feasley . . . Falstaff Brewing Co. buys MCA-TV's *City Detective* series for 118 stations, one of largest regional spot sales in film annals . . . Peter Paul Inc. (Mounds candy) spending its entire ad budget of \$1,500,000 this year on TV-radio, using 14 top TV markets, 135 radio, thru Maxon Inc. . . . Esso launches 2-mo. campaign, most extensive in its history, for new Total Power Esso Extra gasoline, using 1500 TV & radio spots, thru Marschalk & Pratt . . . Trans World Airlines planning to double TV expenditure next year, with \$300,000 set aside for spots . . . Two more sponsors sign for WOR-TV's

Broadway TV Theatre, Mon.-thru-Fri. 7:30-8:55 p.m.: Seeman Bros. (White Rose tea) and Block Drug Co. (Polident tooth powder), both for 13 weeks, thru Cecil & Presbrey . . . National Brewing Co. (National Bohemian beer) to sponsor TV-radio of new Baltimore Orioles, in addition to Washington Senators, thru Kenyon & Eckhardt . . . Alliance Mfg. Co., one of nation's biggest users of TV spot, placing films on all 3 Milwaukee stations featuring Braves baseball players' endorsements of its uhf converters and antenna rotators, thru Foster & Davies, Cleveland; Alliance now using more than 130 stations in 100 markets . . . Among other advertisers reported using or preparing to use TV: Standard Brands Inc. (Fleischmann's yeast), thru J. Walter Thompson, N. Y.; National Selected Products Inc. (7-Minit cake frosting), thru Duane Jones, N. Y.; Nestle Co. (Decaf, coffee without caffeine), thru Dancer-Fitzgerald-Sample, N. Y.; Pierce & Stevens Inc., Buffalo (Fabulon floor finish), thru John Harder Fenstermacher Adv., Corry, Pa.; Heet Div. of Demert & Dougherty (Heet gas line anti-freeze), thru Arthur Meyerhoff & Co., Chicago; Deering, Milliken & Co. (cotton, woolen, rayon fabrics), thru Sterling Adv., N. Y.; FR Corp. (photographic & X-ray chemicals), thru Wexton Co., N. Y.; Orkin Exterminating Co., Atlanta (termite & pest control), thru Bearden-Thompson-Frankel Adv., Atlanta; Centlivre Brewing Co., St. Louis (Old Crown ale & beer), thru Westheimer & Block, St. Louis; Duncan Coffee Co., Houston (Maryland Club coffee), thru Tracy-Locke Co., Dallas; Griesedieck Bros. Brewery Co., thru Krupnick & Assoc., St. Louis; Mechanical Products Inc., Jackson, Mich. (Mini fuse permanent circuit protector), thru E. C. Watkins Co., Detroit; House of Huston, Miami (pet products), thru Harris & White Adv., Miami; Burton-Dixie Corp. (mattresses & pillows), thru Robert Wesley & Assoc., Chicago.

**OCTOBER INVENTORIES SHOW LITTLE CHANGE:** TV inventories totaled about 2,350,000 in all pipelines at end of October, very little altered since end of September, and that's what worries many in the industry. One marketing expert pointed out that inventories (about 520,000 factory, 825,000 distributor, 1,000,000 dealer at end of October) should have declined last month, in keeping with traditional pattern. Even allowing for fact there are about 1500 more TV dealers in country today than year ago, he opined comfortable inventory now should be about 1,800,000 for all levels.

High inventories spread feeling of uneasiness throughout trade, now entering Christmas season with overlay of anxiety. RCA Victor laid off some 500 employes at Indianapolis TV receiver plant, planned another cut at its Bloomington TV factory, spokesman telling us company wanted to make sure its inventory and that of its distributors was in balance at year's end, adding he felt RCA's was in good shape now.

GE, Crosley, Raytheon and Arvin were among other set manufacturers who also put layoffs and furloughs into effect this week, all indicating output cutbacks would follow unless sales cut more deeply into inventories in next few weeks.

Color contributed to concern, of course. How much was anybody's guess, as few would speak up publicly, perhaps in fear of upsetting an already precarious sales picture. One who did speak up was Mort Farr, ex-president of NARDA and now chairman of its govt. relations committee, who asked the FCC to delay its decision on color until as close to Christmas as possible so as not to spoil business in 4th quarter, when dealers normally do 36% of volume. (For status of color at FCC, see p. 12).

Picture wasn't all gloomy, however. Several manufacturers, acknowledging that Oct. was a bad month, reiterated they planned no cutbacks or layoffs -- at least for present. Counseled one: "We should wait about 2 more weeks before taking any drastic action. If sales don't show any improvement in November, then I would say industry was headed for trouble -- but I would wait until then." Source of encouragement: increasingly high level of uhf sales (see p. 6).

Those usually accurate barometers of trade, the parts makers, told us they sensed a premonition of some braking of TV production as early as 2 months ago. Said one of largest component manufacturers:

"Parts sales were at a low ebb in September and October. We're confronted with a lack of new orders and holdups of some orders already placed. The TV fellows who produced at a good rate all summer are now slackening off in the fall.

"I believe caution by manufacturers is a good thing. By cutting back now, they could prevent a depression which might be caused by overproduction. Manufacturers are consolidating their position, balancing production with inventory. There's a minimum of gambling -- and that's good."

Another parts maker expressed it this way: "There actually have been very few cancellations of orders at my place but a lot of 'hold for delivery'. One day a manufacturer will place a big rush order and the next few days order it held up." He felt most set makers were "playing it by ear" from one day to the next.

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TV production for 9 months totaled 5,524,370, of which 919,902 receivers were uhf-equipped, according to RETMA's revised statistics released this week. As expected, it set record for any such period, comparing with 3,670,590 TVs produced in first 9 months last year. For Sept. alone, TV production was 770,085, of which 193,212 were uhf-equipped. (For month-by-month TV production table, see p. 13.)

Radio production totaled 10,149,163 in first 9 months, highest since 1950's 10,638,800 in that period, and up from 7,528,412 produced in 9 months last year. September radio production was 1,216,525, compared to 970,109 in Sept. 1952.

TV production totaled 158,052 week ended Oct. 30, down from 173,114 in pre-

ceding week and 173,663 week ended Oct. 16. It was year's 43rd week and brought October production to about 680,000 and for year to about 6,200,000. Production for all of 1952 was 6,096,279.

Radio production totaled 261,614, down from 273,882 week ended Oct. 23 but up from 234,705 week before. It brought Oct. production to about 1,200,000 and for year to date to about 11,350,000.

**N**O COLOR ACTION from FCC this week, and possibility of a meeting on it next week is uncertain. From here on out, it's a week-to-week affair, with approval of compatible system coming almost any time, but our own current guess is last week of this month or first week in Dec. And chances are Commission will make "effective date" of action, meaning commercial go-ahead, come the customary 30 days after publication in *Federal Register*. Thus, it seems that all wraps should be off around end of year.

This schedule ought to hearten NARDA, whose gov't. relations committee chairman Mort Farr wrote Commission and frankly stated hope color approval will come no sooner than Christmas. This request and pressures from exactly opposite direction appear to cut little ice with Commission, whose members tell us they're studying matter individually until they're satisfied. Excerpts from Farr's letter:

"With the advent of color TV almost upon us, we have that good expectant feeling of an already-great service expanding in its scope and effectiveness, and we look forward to it with interest and enthusiasm and the determination to do an even better job with its introduction than we did with black-&-white TV . . .

"It seems that production of color TV will be most moderate during 1954, with the industry probably not producing more than one color TV receiver for each of the 105,000 TV dealers in the country that year. This, in units, would be only around 1/24th of the present number of TV receivers in dealers', distributors' and manufacturers' inventories.

"The day your decision is made and published by the newspapers, we can expect a marked decline in demand for black-&-white sets in many, if not most, of our principal markets, no matter how ably we present facts about higher cost, smaller images, limited availability and few programs. The effect could mean a sharp decline in employment and serious economic problems. Traditionally, we sell 36% of the year's volume during the fourth quarter of the year.

"If your decision were announced around Dec. 24, unemployment in our industry based on the advent of color would be minimized, the economic penalty of the announcement from (probably) the manufacturers' and distributors', and certainly from dealers' viewpoint would be minimized, and the start of color would in no way be delayed."

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Meanwhile, industry is boiling with color activity in addition to RCA-NBC's powerful drive (see p. 1). Items:

(1) Crosley this week became first picture tube maker to take license from Chromatic TV Labs to manufacture Lawrence "Chromatron" color tube. Announcing action, Crosley's TV-radio gen. mgr. Leonard Cramer said: "The Chromatron is recognized as the only color tube at this time which permits large picture size, rectangular in shape, to which the public has become accustomed . . . It can be more readily mass-produced, and its design allows it to be manufactured [in] such sizes as 21 & 24-in. or even larger."

Tube will be made in Batavia, Ill. plant purchased last year from Sarkes Tarzian (Vol. 8:43) where, Cramer said, pilot line has been in operation for some time. How-

ever, echoing other manufacturers, he added that "color broadcasting as a widely-used household reality is a long time away."

Chromatic Labs' pres. Richard Hodgson said that Crosley is concentrating on one-gun tube, though others prefer 3-gun. Asked about "excessive radiation" bugaboo of tube, referred to by proponents of competing color tubes, Hodgson said radiation is now below FCC specifications—50 uv/m at 100 ft. for Ch. 2-6, 150 uv/m for Ch. 7-13.

Furthermore, he said, company is working on new grid structure which will vastly improve situation. Present radiation, he added, is produced by frame which holds grid; aluminized face-plate blocks grid radiation. A glass frame is in the works. Purpose of new grid, he stated, is to produce more usable picture area.

Hodgson expects more tube makers to take licenses shortly. He didn't disclose royalty rate.

Another excited convert to color is Glen Swanson, pres. of Standard Coil Products, major manufacturer of TV tuners. After seeing RCA-NBC's New York-Los Angeles closed-circuit demonstration this week, he told us:

"I'm sure it's going to sell and I want to be right in there." He sees color catching on like wildfire, bringing tremendous new demand for parts and components. He says Standard is giving "serious thought" to putting on market a color decoder, selling it to set makers as it does tuners—saving small manufacturers expensive and difficult job of setting up own facilities.

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Trade Miscellany: Westinghouse electric appliance div. will spend more than \$4,000,000 in next year as first step in large-scale expansion of plant at Springfield, Mass., reports plant mgr. J. R. Weaver, with entire sum to be spent for retooling and rearranging of facilities to increase production of appliances currently made there (kitchen items) and "additional products and components that were formerly bought from other companies because of a lack of production space." To make room for new items, refrigerator manufacture will be transferred to Columbus, O. plant, starting late next summer . . . Tips for servicemen are contained in new monthly magazine, *Motorola Service News*, sent free to 19,000 service contractors and distributor servicemen, edited by Russell C. Hansen, Motorola service contract mgr. . . . Western Furniture Mart, San Francisco, sets annual market Jan. 31-Feb. 10 . . . Emerson delays until next spring projected fall move into new headquarters at 524 West 23rd St., N. Y. . . . Thias Research Div., newly formed research branch of Standard Coil Products Co. (Vol. 9:42), Dec. 15 occupies new Los Angeles plant now being rushed to completion . . . Aerovox dedicates new \$500,000 plant at Myrtle Beach, S. C., housing Hi-Q div. (condensers).

Parts for color tube guns are now available in production quantities, according to John Volkert Metal Stampings Inc., Queens Village, L. I., N. Y., which says it has made about 35% of all metal parts for black-&-white tubes.

Emerson Radio enjoyed higher sales in fiscal year ended Oct. 31 than in any previous year in its history, announced pres. Benjamin Abrams, adding current capacity production is planned well into first quarter next year.

**Topics & Trends of TV Trade:** TV sets and automobiles, sometimes referred to as "production brothers," look more like production twins this year—their output curves showing remarkable parallel so far, with every indication their total production for year will be roughly the same.

Motor vehicle industry, operating free of govt. restrictions this year for first time since Korean War started, produced 5,772,071 passenger autos and trucks in first 9 months, compared to 5,524,370 TVs in that period. A further comparison:

Auto industry expects to produce about 7,300,000 units this year, which would be second only to the approximately 8,000,000 units turned out in 1950, its best production year. It's generally expected TV industry will also turn out about 7,300,000 sets this year, which would place it second to 1950's record of nearly 7,500,000.

Compared to last year, parallels are even more striking and show how both industries have expanded apace, despite wide difference in average price of their products. Auto industry had produced 3,879,734 units at end of 9 months last year, compared to 3,670,591 TVs. Govt. mandate limited auto production last year to 4,500,000; it actually produced 4,336,477 units, compared to 6,096,279 TVs.

We're not offering the comparison as proving anything more than perhaps another indication of the vitality of the American economy—plus the growing feeling that TV has become as essential to the American family as an automobile—some think even more essential. There's also the added consideration that second TV sets in the home are bound to become much more common than 2 automobiles. Here's latest month-by-month breakdown of both—the TV figures from RETMA, the automobile from Automobile Manufacturers Assn.:

	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	615,386
September .....	770,085	573,684

Picture tube sales in first 9 months of year totaled 7,522,862 valued at \$179,133,671, compared to 3,908,745 worth \$85,526,225 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 72% of sales. Sept. picture tube sales totaled 875,712 worth \$20,524,677, compared to 879,169 at \$21,736,186 in Aug. and 788,107 at \$17,232,438 in Sept. 1952.

Receiving tube sales in first 9 months totaled 347,152,450 valued at \$237,934,820, compared to 245,689,629 at \$176,938,899 in same 1952 period. Of sales, 235,196,724 went for new sets, 87,823,262 replacement, 15,518,657 export, 8,613,707 Govt. For Sept., receiving tube sales totaled 38,929,539 worth \$27,401,566, compared to 38,600,494 worth \$26,886,528 in Aug. and 34,196,286 at \$24,432,748 in Sept. last year.

\* \* \* \*

How Motorola grew between 1928—when it was founded by pres. Paul V. Galvin and his brother Joseph with \$565 capital—and 1953, when it anticipates record \$225,000,000 in sales, is told in lengthy but interesting article by Ray Vicker in Nov. 4 *Wall Street Journal*. Article says company has already achieved its goal of a minimum of 10% of TV market, adds company's proportion of sales last year was TV 45%, communications & electronics 30%, auto radios 18%, home & portable radios 7%. It says Motorola expects to have 100 pilot models of color sets by end of year, output of "several thousand" in 1954.

**Trade Personals:** M. Robert Wilson resigns as Hallcrafters sales v.p., his duties to be absorbed temporarily by marketing v.p. Richard A. Graver . . . Charles F. Adams Jr., Raytheon pres., appointed vice chairman of new Naval Reserve Evaluation Board . . . Ernest A. Marx, director of DuMont international div., returns from inspection of electronic installations in 8 European countries . . . Edward W. Allen Jr. appointed mgr. of publicity & publications, DuMont Labs, in charge of all corporate and divisional publicity except DuMont network, which continues under David O. Alber Assoc. and A. Lescarboursa . . . Ray Brewster, ex-asst. to pres. Fred D. Wilson, elected commercial v.p., Capehart-Farnsworth . . . A. W. Keen promoted to commercial engineering mgr., Sylvania picture tube div., Seneca Falls, N. Y.; J. E. Schlenker, ex-sales engineering supervisor, appointed merchandising mgr., Sylvania electronics div., Woburn, Mass. . . Stanley D. Crane promoted to director of engineering & research for special products, Raytheon TV-radio div.; Wm. T. Welsh, sales mgr. of Raytheon power tube div., named asst. v.p. . . Paul W. Jansen promoted to sales mgr. for sound recording tape, Minnesota Mining & Mfg. Co. . . Moorhead Wright appointed mgr. of management development services, GE . . . Henry D. Clark appointed sales training mgr., Westinghouse TV-radio div.; John C. Drewry named northwestern district sales mgr. . . Edson J. Freeman named Latin American export rep, Admiral Corp. Interamericana . . . H. G. Boehm appointed director of international div., P. R. Mallory Co. . . Harry R. Carradus, chief accountant, advanced to asst. treas., Philco Corp. of Canada, succeeded by Merritt L. Harding, from Philco International headquarters in Philadelphia . . . Ira L. Lavin, onetime NARDA managing director, named Chicago district mgr., CBS-Columbia . . . Lee Girson resigns as eastern sales mgr., Muntz TV . . . Caywood Cooley, asst. to Jerrold pres. Milton Shapp, named v.p.-gen. mgr. of Jerrold Service Corp.; Robt. J. Tarlton becomes mgr. of new community operations div., encompassing antenna systems in which company holds interest . . . Edward A. Altshuler, ex-Kaye-Halbert, named marketing director of Berlant Assoc., Los Angeles (tape recorders) . . . Sid Cohen named midwestern district sales mgr., Spirling Products Co., Hicksville, N. Y. (antennas) . . . Irwin Stange, ex-Muntz TV, named Los Angeles area sales mgr., Sentinel Radio.

**Distributor Notes:** Capehart-Farnsworth appoints Henry N. Clark Co., Boston, replacing Bieglow & Dowse, now DuMont . . . Emerson appoints Graybar for Columbus & Dayton and G. Fetter Puthuff Co., Jacksonville, Fla. . . Arvin appoints Home Appliance Distributors Inc., San Antonio (George Delavan Jr., pres.) . . . Philco Distributors, Philadelphia, appoints Dave Brody gen. sales mgr., replacing James J. Shallow, now gen. mgr. of Philco accessory div. . . Hough-Wylie Co., Charlotte (Philco) expands distributorship to cover North and South Carolina . . . Hoffman Sales Corp., Seattle, appoints Paul Van Dusen gen. mgr.; Kansas City branch appoints Darrel Awalt to new post of dealer mgr. . . Raytheon Distributor Inc., Chicago, appoints John H. Kelly gen. sales mgr. . . GE Supply Co., Charlotte, names E. L. Dugger TV-radio district mgr. . . American Television Co. (Emerson & Majestic) opens sales offices at 3511 Oak Lawn, Dallas.

Completion of 200,000-sq. ft. extension to Seneca Falls, N. Y. tube plant for construction of 24 and 27-in. picture tubes and for "pilot production" of color tubes was announced this week by Sylvania. Div. gen. mgr. W. H. Lamb said 82,000-sq. ft. have been earmarked for color screen work, production of color tubes, equipment development & storage. He added: "It is too early to predict just when we will fully equip and operate this section of the plant for complete color work."

**Financial & Trade Notes:** CBS earnings and sales set records for both 9-mo. and 3-mo. periods ended Sept. 30. Nine-month profit was \$5,661,343 (\$2.42 a share) after taxes of \$9,300,000 on sales of \$223,109,649, compared to \$3,807,171 (\$1.63) after taxes of \$5,640,000 on \$174,819,597 in 9 months year ago. Third-quarter profit was \$1,657,966 on sales of \$71,855,969, compared to \$955,576 on \$58,275,937 in corresponding 1952 quarter. The CBS report does not break down earnings by divisions, and figures represent TV-radio time sales as well as all manufacturing operations.

Zenith Radio profit in first 9 months was \$4,098,074 (\$8.32 a share), increase of 59% from the \$2,576,212 (\$5.23) for corresponding period year ago. Sales were \$125,762,591, up 52% from \$82,563,305 year ago. Third-quarter profit was \$1,321,884 (\$2.68) on sales of \$43,555,417, compared to \$1,239,855 (\$2.52) on \$35,637,794 corresponding period last year. Pres. E. F. McDonald Jr. said there was no question about the ultimate development of color but that because of small picture size and high price of color sets, black-&-white would continue to be backbone of industry for long time.

ABC-TV will show "good profit" in fourth quarter but will still lose about \$200,000 for entire 1953, predicted AB-PT pres. Leonard H. Goldenson in speech to N. Y. Society of Security Analysts. He said ABC-TV had operated at a slightly larger loss in first 9 months of 1953 than in same period last year (when net loss was \$659,000) because of the need for rebuilding programming and facilities, placing expenditures for facilities alone at \$4,500,000. Next year, Mr. Goldenson said, ABC will be "well on the way toward earning its keep." He admitted that fourth-quarter earnings from its 627 wholly-owned and 53 partly-owned theatres were running behind fourth quarter 1952.

Clevite Corp., with no breakdown for electronic subsidiaries Brush Electronics Co. and Transistor Products Inc., reports over-all earnings of \$2,771,221 (\$1.42 a share on 1,799,652 shares) after taxes of \$4,155,813 on sales of \$53,688,991 in first 9 months, compared to \$2,432,693 (\$1.38 on 1,599,695 shares) after taxes of \$3,281,009 on \$39,050,723 in first 9 months last year. For quarter ended Sept. 30, earnings were \$755,802 (38¢) on \$16,003,433 vs. \$646,313 (36¢) on \$11,891,582 same period year ago.

Olympic Radio reports earnings of \$65,327 (15¢ a share on 431,925 shares) on sales of \$11,907,058 for 9 months ended Sept. 30. Third quarter earnings were \$44,212 (10¢) on sales of \$4,278,706. Pres. Morris Sobin also announced this week that firm will enter room air conditioner field in Jan., marketing  $\frac{3}{4}$  & 1-ton models designed by Olympic but manufactured by others.

Webster-Chicago Corp. reports record sales of \$19,763,094 for 9 months ended Sept. 30, exceeding record sales for all of 1952 of \$19,580,686 and comparing with sales of \$11,795,120 in first 9 months last year. Earnings were \$539,933 (\$1.19 a share) vs. loss of \$350,793 after tax carry-back for same period last year.

Stewart-Warner reports net sales of \$98,689,330 and earnings of \$3,187,186 (\$2.37 a share) for 9 months ended Sept. 30, vs. \$89,992,482 and \$2,828,306 (\$2.20) same period last year. Third quarter sales were \$31,350,389, earnings \$1,044,121 (77¢) vs. \$27,790,876 & \$1,018,728 (79¢) year ago.

Tung-Sol reports earnings of \$1,423,284 (\$2.46 a share on 554,051 shares) on sales of \$30,464,739 for 39 weeks ended Sept. 26 vs. \$1,288,324 (\$2.49 on 495,663) on \$23,826,364 same period last year.

Arvin reports profit of \$484,073 (54¢ a share) on sales of \$17,809,501 for 3 months ended Sept. 27 vs. \$190,452 (21¢) on \$14,506,165 corresponding 1952 quarter.

Among officers' and directors' stock transactions reported by SEC for Sept.: Irving B. Babcock sold 1200 Avco (Aug.), holds 8897; Wm. A. Bices sold 500 Avco (Aug.), holds none; C. Coburn Darling sold 3000 Avco (Aug.), holds 3000; David H. Cogan sold 200 CBS "A" & 200 "B," holds 11,302 "A" & "B" directly and through D. H. Cogan Inc.; Wm. H. Miller sold 400 Gabriel Co., holds 13,410; Sidney J. Weinberg sold 200 GE, holds 800 directly and through Goldman Sachs & Co.; R. B. LaRue bought 200 General Precision Equipment, holds 1300; Paul R. Doelz and trusts bought 900 Indiana Steel Products, holds 3780; Charles A. Maynard bought 200 Indiana Steel, holds 440; Kenneth C. Meinken bought 5000 National Union, holds 38,600; Peter B. Atwood bought 300 Oak Mfg. (Aug.), holds 300; Frank M. Folsom sold 37,500 PCA, holds 13,000; David Sarnoff sold 75,000 RCA, holds 30,000; Harold D. Coddington bought 200 Sparks-Withington, holds 800; Harold M. Johnston bought 100 Sparks-Withington, holds 400; Richard Schneidewind bought 200 Sparks-Withington, holds 700; John J. Smith bought 1501 Sparks-Withington (Aug.), holds 6841; John J. McCloy bought 100 Westinghouse, holds 100.

Earnings of TV-radio manufacturers were up average 17.7% in third quarter of 1953 over corresponding period year ago, according to *Wall Street Journal* survey covering 425 companies, including 6 unidentified TV-radio companies. Earnings of the 6 totaled \$12,135,000 compared to \$10,306,000 same quarter last year. Leading group was iron and steel, with 100.8% gain, mining and metals second, 58.7%; chain stores 37.1%. Electrical equipment manufacturers showed 8.1% gain.

Weston Electrical Instrument Corp. reports profit of \$825,395 (\$1.93 a share) after taxes of \$874,000 on sales of \$23,779,724 in 39 weeks ended Oct. 2 vs. \$810,080 (\$1.89) after taxes of \$859,000 on \$20,612,284 corresponding period year ago. For first half of calendar 1953, profit was \$647,112 (\$1.51) vs. \$586,825 (\$1.37) in first half of 1952.

General Precision Equipment Corp. reports profit of \$2,283,830 (\$3.46 a share) on sales of \$62,493,972 in first 9 months, up from \$890,433 (\$1.34) on \$35,633,521 same period last year. For Sept. quarter, earnings were \$814,763 (\$1.24) vs. \$529,321 (80¢) comparable period of 1952.

Dividends: CBS, regular 40¢ plus special 25¢ dividend on Class A & B stock, both payable Dec. 4 to stockholders of record Nov. 20; Tung-Sol, regular 25¢ quarterly plus 25¢ extra, payable Dec. 2 to holders Nov. 17; Erie Resistor, 20¢ Dec. 15 to holders Dec. 5; International Resistance, 5¢ Dec. 1 to holders Nov. 16.

Virgil M. Graham, Sylvania technical relations director, named a v.p. of U. S. National Committee of International Electrotechnical Commission, international standardizing organization in electrical and electronic fields, of which American Standards Assn. is U. S. parent body. Other officers, all reelected: R. C. Sogge, GE, pres.; P. H. Chase, Philadelphia Electric Co., v.p.; J. W. McNair, American Standards Assn., secy.; Adm. G. F. Hussey Jr. (ret.), treas.

Fifth govt.-industry Electronic Components Symposium will be held May 4-6 in Washington under sponsorship of AIEE, IRE, RETMA & West Coast Electronics Mfrs. Assn., with participation by Defense Dept. and Bureau of Standards.

"The teletronic age" is how Dr. Allen B. DuMont characterizes new era of industrial and social uses of TV—in surgery, railroading, banking, education, etc.

Motorola starts \$750,000 expansion of Phoenix research facilities, to be completed in 3 months.

**Electronics Reports:** "Revolution" in microwave wiring, Federal Telecommunication Labs' "Microstrip" printed-circuit waveguide which replaces current bulky and expensive plumbing (Vol. 8:12) will be made available to electronics manufacturers on industry basis, the IT&T subsidiary announced this week. A boon for TV microwave systems, new printed carrier weighs few ounces, costs "a few cents," compared with bulky tubular guides costing well over \$100. Microwave receiver incorporating Microstrip weighs 5 lbs., compared with 62 for conventional type. Licenses for the process will be granted to prospective users on 1% royalty basis, which includes technical assistance by Federal.

**Robot factory control**, which operates machines by means of magnetic tape, has been announced by GE. In development for 5 years, recording unit is installed on a machine, and, when played back, automatically makes machine turn out an exact duplicate of the piece of work produced while recording was being made. First unit is scheduled for delivery early next year to Giddings & Lewis Machine Tool Co., Fond du Lac, Wis., where it will be put to work as electronic nerve center for milling machine turning out jet plane structures.

**Power transistor** 100 times more powerful than present commercial types has been developed in Minneapolis-Honeywell research laboratories, the controls firm announced this week. Research director Dr. Finn J. Larsen said new unit, with 20-watt output, is now in pilot production.

No substantial cutback in military electronic procurement is anticipated that he knows of, newsmen were told this week by Defense Secy. Charles E. Wilson.

Theft of a TV camera from ABC-TV's Prospect Ave. studios in Los Angeles (on famed old Vitagraph lot) was solved by police there in veritable *Dagnet* style. After 3-month search, they found the RCA unit, worth about \$8500 but somewhat the worse for wear, in a mock studio set up by a young "electronic kleptomaniac," self-styled. Still lens-less, it had been lifted off mounting, spirited away, under cover of night, repainted a battleship gray with new "call letters" BH-TV. Thief obviously was mental case, was leading police to warehouse containing other stolen goods when he slipped away and made get-away. Curious sort of theft points up to other station operators necessity of placing some sort of safeguard on unwatched cameras, to say nothing of other expensive studio items.

Post-graduate TV series designed solely for practicing physicians will be offered by U of Utah College of Medicine through facilities of KDYL-TV, Salt Lake City, Tuesdays 7-8 a.m. from Salt Lake City General Hospital for 4-week experimental period. First series of its kind, it will not be aimed at laymen or carried in newspaper program listings. TV is being tested, according to college's dean Dr. John Z. Bower, in attempt to solve problem of making continuing program of medical education available to the 800 physicians in Utah, southern Idaho, western Wyoming and eastern Nevada within reach of KDYL-TV's signal. Professional viewers will be able to ask questions during clinics through special telephone numbers in each region covered by telecasts.

Competitive sports are dead in East—and TV & traffic jams are to blame—U of Maryland football coach Jim Tatum told press this week. Tatum said that many people in East would rather flick on TV than battle Saturday crowds and that "TV of pro football games on Saturday nights is hurting attendance for college games, too. [If] pros don't call off their Saturday night TV, they're going to knock college football down to level of college baseball, then where will the pro teams get their new players?"

Offering stock to public for first time, Storer Broadcasting Co. has filed registration statement with SEC for sale of 200,000 shares of common stock at \$14 a share, for total of \$2,800,000, through Reynolds & Co., N. Y. Also revealed in SEC statement was recent purchase of \$1,450,000 in Storer Bestg. preferred stock by Jefferson Standard Life Insurance Co., which owns WBTB & WBT, Charlotte, N. C., controls WBIG (FM), Greensboro, and has minority interest in WFMY-TV, Greensboro. Jefferson Standard now owns all of Storer's preferred stock except for \$50,000 worth held by Storer v.p.-treas. J. Harold Ryan. Pres. George B. Storer still holds 51% of voting stock. Stock offered for public sale comprises 165,625 shares formerly held by Ryan, and wife, and 24,375 by Storer family trust. Storer stock reportedly will be listed on American and Midwest stock exchanges. Company owns WAGA-TV & WAGA, Atlanta; WJBK-TV & WJBK, Detroit; WSPD-TV & WSPD, Toledo; WBRC-TV & WBRC, Birmingham; KEYL (TV) & KABC, San Antonio; radio WWVA, Wheeling, W. Va. & WGBS, Miami, as well as 95% of Television del Caribe, Havana TV grantee, Miami Beach *Florida Sun* and large interest in Standard Tube Co., Detroit. Jefferson Standard described its purchase of preferred stock as investment, is known to be seeking other southern TV stations through purchase as well as by application.

Ad budgets will increase next year, with TV due for biggest rise of all media, Assn. of National Advertisers found in its 1953 annual survey. Of 170 companies covered, 123 indicated their 1954 advertising budgets will be greater than 1952, 7 said they'd be smaller. Of 75 companies using TV in 1953, 80% said they plan to spend more on that medium in 1954 than they did this year, 15% will spend same amount, 5% will spend less. TV's 80% was biggest anticipated gain of any medium. The 85 radio users surveyed indicated 34% would increase radio spending, 39% spend same amount, 27% decrease. Latter decrease is biggest for any medium. Among other media standings in ANA survey: Newspapers (117 advertisers) — 39% increase, 46% same, 15% decrease. Consumer magazines (138)—51% increase, 37% same, 12% decrease. Meanwhile *Wall Street Journal*, surveying 92 companies, found 59 expect to boost advertising next year, 29 keep it same, 4 cut ad spending, with about one-fifth of companies surveyed planning to spend more on TV advertising. *Printers' Ink* this week again reported TV's advertising revenue showed biggest gain in its monthly advertising index. For Sept. all national advertising was 15% higher than same 1952 month, with network TV up 26%, newspapers up 18%, outdoor up 15%, magazines up 8%, business papers up 5%, network radio down 2%.

Seven stations got network interconnections last week end: time-sharing WHEC-TV & WVET-TV, Rochester, N. Y. (Ch. 10); KLZ-TV, Denver (Ch. 7); KCEN-TV, Temple, Tex. (Ch. 6); KROC-TV, Rochester, Minn. (Ch. 10); KTVQ, Oklahoma City (Ch. 25); WJMR-TV, New Orleans (Ch. 61). Slated to be interconnected next by AT&T — probably during this week end—are KLPR-TV, Oklahoma City (Ch. 19) and WIS-TV, Columbia, S. C. (Ch. 10). AT&T this week filed application with FCC to construct 2 new microwave TV channels between Albany & Buffalo.

Revised U.S.-Canadian TV channel agreement, released by FCC this week, recapitulates all changes within 250 mi. of border. Following are Canadian additions since publication of table on p. 251 of July 15 *TV Factbook No. 17*: Red Deer, Alta. Ch. 6; Dawson Creek, B. C. Ch. 5; Amos, Que. Ch. 4; La Sarre, Que. Ch. 13; Matane, Que. Ch. 7; Roberval, Que. Ch. 8; Rouyn, Que. Ch. 11; Val d'Or, Que. Ch. 8; Ville Marie, Que. Ch. 2.

**F**EES FOR LICENSES, applications, etc., must be collected by FCC starting on or before May 1, 1954. In the works for many years, but never before required, such collections were ordered this week by Budget Bureau Director Joseph M. Dodge, who ordered all such govt. agencies to make similar charges.

Executive depts. now collect about \$20,000,000 annually for licensing activities. Dodge wants agencies to bring in \$30,000,000 more to pay for total cost of administering such activities.

Since FCC's budget is about \$6-7,000,000 annually and most of its work is licensing, direct or indirect, Commission may have to collect almost all that amount each year. FCC staff, headed by exec. officer Robert Cox, meets Nov. 9 to discuss subject, to which it had previously given considerable attention after being urged to do so by Congress.

Commission has wide latitude in levying fees, so there's no telling what they'll be like. Dodge's order says collections can be made for "processing of applications for and the issuance, renewal, modification, transfer, or termination of any license, permit, certificate, charter, registration, exemption or similar form of authorization . . ." It can also charge "general fees to be paid annually by all parties holding such licenses." These can graduate according to "volume of business, revenue, or other appropriate characteristics of the individual entities."

In figuring costs of services to be paid for by those regulated, Dodge said following should be included: labor, supplies, depreciation, maintenance—plus 15% for indirect costs. But costs do not include enforcement, rate regulation or "denial proceedings instituted by the agency when involving charges of misconduct or revocation proceedings."

FCC now has over 1,000,000 licenses and permits outstanding, including: 5600 TV-AM-FM and their auxiliaries, 243,000 safety & special services, 730,000 commercial operators, 110,000 amateurs, 1300 common carrier, 500 experimental.

By Feb. 1, Commission will institute rule-making to establish fees, under terms of order. If new legislation is needed, recommendations must be submitted to Budget Bureau by Jan. 1.

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Three more uhf grantees relinquished their CPs this week. WHKP-TV, Hendersonville, N. C. (Ch. 27) wrote FCC that networks have "reversed" the attitude expressed in early conversations with station and "national and regional advertisers that were once interested in using our facilities now show little or no interest," concludes that "a uhf station built here at the present time would not only show a financial loss from the start but would have little hope of breaking even in the foreseeable future." WSEE-TV, Fall River, Mass. (Ch. 46) gave up CP after receiving letter from FCC questioning its diligence in pursuing grant. WBGT, Richmond, Ky. (Ch. 60) notified FCC its decision not to build "was motivated in part by a change in the Commission's allocation plans after the construction permit was issued." Since freeze, 17 uhf and 5 vhf grantees have surrendered their CPs.

Power increases: KROC-TV, Rochester, Minn. (Ch. 10) and WDAY-TV, Fargo, N. D. (Ch. 6) boosted transmitter output last week from 2 to 10 kw; both use RCA equipment. RCA this week shipped 25-kw transmitter to WBNS-TV, Columbus, O. (Ch. 10). GE shipped 35-kw amplifier to WHBF-TV, Rock Island, Ill. (Ch. 4) Nov. 7. KGO-TV, San Francisco (Ch. 7), GE equipment on hand, plans to increase ERP from 25.4 to 120 kw early next month. WNAC-TV, Boston (Ch. 7) now on full 316-kw power.

Comments on colorcast of *Carmen* by NBC-TV Oct. 31 from 3 top hard-to-please TV-radio critics tell their own story: (1) Jack Gould, *New York Times*, first non-industry observer to get color set (Emerson) in his home—"The doom of black-&-white TV seems only a question of time . . . Electronic reproduction of delicate shadings seemed pure magic. Color TV in the home now is much better than the earliest black-&-white . . . Tuning [was] surprisingly easy . . . Color TV seems certain to precipitate some lively family discussions . . . The hoots and howls that are set up when the husband insists he has properly tuned in magenta can be very disturbing to masculine dignity." (2) John Crosby, *New York Herald Tribune* syndicate, watching at NBC Center Theatre—"The addition of color to *Carmen* [added] about 50% to its effectiveness . . . An immensely vivid and arresting experience. Color TV is still a long ways from the reach of most of us [but] those who sample color TV are going to get mighty restive with their old black-&-white sets. While Technicolor has never pushed black-&-white movie-making off the market, I doubt that the same parallel holds good for color TV. Within a very few years, black-&-white may well be obsolescent." (3) George Rosen, *Variety*, also at Center Theatre—"A giant step forward . . . Unquestionably the most ambitious and successful effort yet made on the rainbow spectrum . . . A stunning event and a milestone in colorcasting." Also present at Center Theatre were Sam Goldwyn, Sir Alexander Korda, MGM's Howard Dietz. FCC staff watched show at Laurel, Md. labs, was very much impressed—particularly by fact that show came off without hitch for whole hour.

Application for East St. Louis, Ill., Ch. 11, was filed this week by KSTM-TV, St. Louis (Ch. 36), whose petition to switch to Ch. 11 in St. Louis was rejected last week by FCC (Vol. 9:44). In covering letter, station argued its application should be considered even though it already is on air on another channel, since application is not for "same community" in which it is now operating. Other applications filed this week were: for Bangor, Me., Ch. 2, by Murray Carpenter, whose purchase of WGUY there pends FCC approval; for Buffalo, Ch. 2, by real estate dealers Samuel B. Darlich & Thomas P. Carley and sugar distributor Vincent C. Bonerb; for Milwaukee, Ch. 12, by local group led by hotel operators Eugene V. Roemer & Leo N. Levy. Seven applications were dismissed, and applications pending now total 433 (109 uhf). [For further details about these applications, see *TV Addenda 17-R* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Full-page ad in color in Oct. 29 *Oklahoma City Oklahoman*, operator of WKY-TV, is captioned "Color TV Is Coming and again WKY-TV will pioneer the way." It juxtaposes pictures of identical bunch of flowers, one in monochrome and other in color, promises "WKY-TV will be nation's first station, outside of networks, to have color TV" and bases promise on having placed firm orders with RCA for more than \$300,000 worth of special color studio & transmitting equipment. To dismay of local distributors, ad's tagline reads: "When color comes (and it won't be long now) you'll see it first on WKY-TV." Station has repeatedly claimed—and RCA won't confirm or deny—that it's first of the 40-odd stations on priority list for colorcasting equipment when available.

Westinghouse is definitely negotiating for purchase of 49% of KPIX, San Francisco, nothing final yet. On rumor side, denied by all principals, Westinghouse is reported buying all or part of DuMont, possibly its 3 stations. Westinghouse now owns WBZ-TV, Boston, and WPTZ, Philadelphia, is permitted 3 more under FCC rules.

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:** {  
Is Time Running Out on Hollywood? page 1  
3 VHF, 3 UHF Start, Dozen About Ready, page 2  
Court Okays Pro Football TV Blackouts, page 3  
4 CPs Granted, 3 Proposed, 2 Given Up, page 3

Transmitter Shipments & Upcoming Stations, page 6  
How Tube Makers Are Tackling Color, page 7  
No More Price Cuts Seen — Now, That Is, page 8  
One Manufacturer's Viewpoints on Color, page 9

**IS TIME RUNNING OUT ON HOLLYWOOD?** Onrush of color TV and prospect of magnetic tape recording of both black-&-white and color motion pictures (Vol. 9:45) impels Hollywood correspondent Thomas L. Pryor (New York Times) to pose this pertinent question:

"What happens now to the tremendous reservoir of old movies television long has eyed covetously and which the studios have refrained from releasing to protect theatre business? There are Technicolor prints among this group, but the vast majority of the pictures are black-&-white.

"The business men at the heads of the movie companies will have to decide without undue delay whether to drain the last dollars out of these properties by releasing them to TV while there still is a market for them..."

Pictures in vaults of the major producers, though played out in theatres and investment written off, have long been counted the biggest props in their financial structures -- reported by Variety in 1951 as totaling 4057 features, 6000 shorts and several score serials in vaults of MGM, 20th Century, Paramount, Warner, RKO, Columbia, Universal and Republic. There are probably more by now (though Republic has released some) and it's interesting to recall an April 1951 report by N.Y. stockbroker Reynolds & Co., titled "Hidden Values in Motion Picture Production Companies."

Reynolds report estimated then, when there were only about 100 stations on the air (Vol. 7:18) that TV could pay \$20,000 per half-hour film, that Hollywood movies run for 2 hours, therefore each film is worth \$80,000. Here's what Wall St. firm figured the 5 majors had in way of films made between 1933 & 1949: MGM, 670, value for TV estimated at \$53,600,000; Paramount, 732, \$58,560,000; RKO, 694, \$55,520,000; 20th Century, 758, \$60,640,000; Warner Bros., 665, \$53,200,000.

The figures look like guesses at best -- but it's significant that Paramount v.p. Paul Raibourn, also a TV pioneer, has frequently spoken publicly about these "hidden assets" (Vol. 7:13), as have other movie leaders.

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Deeply impressed by the color TV he saw in Hollywood last week, including first telecasts of color film, Pryor states: "The cold fact is that color TV, even in its present experimental stage, is the equal, when seen under ideal circumstances, of the best quality color movies to be seen in theatres. He adds, in Nov. 10 story:

"The demonstration foreshadowed a new, more intensified era of competition between the 2 giants of the entertainment business. There no longer can be any doubt about the future importance of color in TV. And when it takes firm hold within the next 2 to 3 years the effects of the new set-buying scramble will bite deep into the public's amusement spending money...the challenge is real and can't be ignored..."

Nov. 11 Variety headlines: "Miracle-Groggy Film Men Respectful of Sarnoff's Electronic Prophecies" and relates that disclosure of magnetic tape "has exhibits wondering what other innovations the electronic age might have in store for them...Film

biz execs, including the N.Y. labs, received the news with interest but without any apparent sense of immediate danger."

"All-time low" in motion picture production was reported at Nov. 10 meeting of Screen Actors Guild (AFL) in Hollywood, representing some 8000 performers. But it predicted 1953 is probably "rock bottom". Blame was placed not merely on TV but on "technological evolution" from so-called "flat" pictures and on increase in production abroad of pictures aimed for American market. On other hand, Guild noted that employment of actors in TV movies and filmed commercials has "taken up some of the slack" caused by decrease in output of theatrical films.

**3 VHF, 3 UHF START, DOZEN ABOUT READY:** Six more can be added to list of on-the-air stations, 5 going into non-TV cities -- including Topeka, Kansas capital. They bring to 317 total now operating commercially and/or testing, of which 108 started in the 3½ months (106 days) since Aug. 1 when we predicted one-a-day for rest of this year.

Readying to start momentarily are more than dozen others, some possibly at week's end -- notably KOMO-TV, Seattle; WSIX-TV, Nashville; KTVU, Stockton, Cal.; KCOK-TV, Tulare, Cal.; WLAM-TV, Lewiston, Me.; WWOR-TV, Worcester, Mass.; WKJG-TV, Ft. Wayne, Ind.; KGTV, Des Moines; WBLN, Bloomington, Ill.; WCOC-TV, Meridian, Miss.; WNCT, Greenville, N.C.; WJDM, Panama City, Fla.; CFPL-TV, London, Ont. This week's:

WIBW-TV, Topeka, Kan. (Ch. 13) began testing Nov. 10, was all set to start programming Nov. 15 with CBS affiliation and some ABC & DuMont shows. It's the first station in capital city, which is about 60 mi. west of Kansas City, also the first venture into TV for Capper Publications (Topeka Capital, Capper's Farmer, etc.). Gen. mgr. is veteran broadcaster Ben Ludy, with Art Holbrook as TV mgr., Lewis Dickensheets as chief engineer. Equipment is RCA throughout, with 905-ft. Lehigh tower. Base rate is \$300. Rep is Capper Publications.

WCIA, Champaign, Ill. (Ch. 3) began intermittent test patterns Nov. 12, is slated for CBS & DuMont affiliation. It's first vhf in area (with U of Illinois' WILL-TV on Ch. 12 not due until late 1954), plans to pick up network from Chicago-Terre Haute coaxial via Danville with parabolic on roof of Inman Hotel. It's owned by combination of broadcasters, including publisher of Champaign News-Gazette. Equipment is RCA, with Ideco tower. Pres. & chief stockholder is attorney August C. Meyer; gen. mgr. is Harry Y. Maynard, ex-KTLA, Los Angeles; sales mgr., Guy F. Main, also ex-KTLA; chief engineer, M.D. Hunnicutt Jr. Base rate is \$350. Rep is Hollingbery.

WRBL-TV, Columbus, Ga. (Ch. 4) began testing Nov. 8, is reported by mgr. J.W. Woodruff Jr. to be all ready for commercial debut Nov. 15 as CBS affiliate. It has 5-kw GE transmitter, 460-ft. Ideco tower, but temporarily is using 1-bay antenna and putting out only about third of power potential. Nevertheless, said Woodruff, signals have been seen beyond the Florida border, 128-150-mi. Station is result of merger of Woodruff radio family (also identified with Coca-Cola Corp.) and R.W. Page Corp., owners of WGBA (which will be sold) and of Columbus Enquirer & Herald. (Publisher of the newspapers, James Edward Page, 58, died on Nov. 10 -- just 6 hours before his wife, both of heart attacks.) Station's operations director is George Gingell, program director Ridley Bell. Base rate is \$200. Rep is Hollingbery.

WFIE, Evansville, Ind. (Ch. 62) began test patterns Nov. 8 from RCA transmitter plant and 527-ft. tower, less than 3 months from time ground was broken for entire project (no AM affiliation). It's second uhf in area, WEHT, Henderson, Ky. (Ch. 50), just across Ohio River, having started Sept. 11. WFIE is owned by the Jesse D. Fine theatre family, managed by Ted Nelson, ex-Polan Industries. It affiliates with ABC, DuMont & NBC, starts with \$200 base rate. Rep is O.L. Taylor.

WNOW-TV, York, Pa. (Ch. 49), city's second uhf, began test patterns Nov. 9 -- about 3 weeks after delivery of DuMont 1-kw transmitter. It was long delayed by slowness of transmitter, rival WSBA-TV (Ch. 43) getting started in Dec. of 1952. It's headed by Lowell W. Williams, with John Border as commercial mgr., Glenn Winter chief engineer. Network is DuMont, base rate \$200. Rep is Hollingbery.

KTVE, Longview, Tex. (Ch. 32) is now on commercial schedule, located on the coaxial just 32 mi. east of Tyler, where KETX (Ch. 19) began operating Aug. 24. It reports no network affiliation, however. Owner is appliance dealer A. James Henry. Wm. M. Morrow Jr. is commercial mgr. Equipment is GE, base rate \$150, rep Forjoe.

**COURT OKAYS PRO FOOTBALL TV BLACKOUTS:** Whoever was winner in this week's decision in govt. anti-trust suit against National Football League's TV restrictions -- and question is still being debated -- there's little doubt about who the losers were:

The public, the TV stations, the TV networks -- in varying degrees -- lost the case, on basis of complex 21-page decision handed down in Philadelphia Federal Court by Judge Allen K. Grim. For despite fact that Govt. won some points in suit, initiated 2 years ago by Truman Administration, court rejected its major contention:

That all restrictions on TV & radio imposed by a league on its member teams are unlawful. When it brought suit, Govt. made clear that if it won, next step was to proceed against restraints on telecasts of college football, professional boxing -- "all restrictions of this type, wherever imposed" (Vol. 7:41).

Judge Grim refused to give Govt. the blank check it wanted. Each such case, he said, must be decided on its own set of facts. Some TV restrictions are unreasonable and illegal; others are perfectly reasonable and legal, even desirable.

Principal points in Judge Grim's decision:

(1) NFL has right to black out telecasts of League games to stations within 75 mi. of areas where League football games are in progress. NFL Commissioner Bert Bell hailed this ruling, said "we won the most important part of our case."

(2) NFL cannot restrict telecasts of games to League cities when home team is playing out of town (beyond 75 mi.).

(3) NFL must wipe all radio restrictions from its books because "there is no evidence whatsoever indicating any adverse effects of radio broadcasting" on gate.

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Upholding blackouts, Judge Grim ruled: "An allocation of marketing territories for the purpose of restricting competition is not always illegal. This particular restriction promotes competition more than it restrains it, is a reasonable one and a legal restraint of trade."

In its other major points, decision appeared to conflict with Supreme Court ruling 3 days earlier that professional baseball was outside the scope of anti-trust laws. Judge Grim made this comment: "The only restriction alleged in the baseball case was in the internal operation of professional baseball itself. The present case, on the other hand, primarily concerns restrictions imposed by NFL on the sale of radio & TV rights. Therefore, the present case basically concerns the League's restraint of interstate commerce in the radio & TV industries."

Neither side has indicated whether it plans to appeal, and attorneys for both sides as well as TV networks and NARTB withheld comment pending study of decision. Govt. and NFL attorneys have 30 days to submit briefs to be used in formulating formal decree -- which will help clear up some disputed points in decision.

As to the immediate pro football TV picture: There probably won't be any noticeable change for some time, for better or worse. Individual teams' right to ban TV never was questioned by Govt., which explained its case thus in 1951:

"It is hoped that this action will make broadcasts and telecasts of professional football games more readily available to the public by removing restrictions on the right of each football club to determine for itself whether and on what terms it will sell its broadcast and telecast rights."

**4 CPs GRANTED, 3 PROPOSED, 2 GIVEN UP:** FCC produced 4 CPs this week, one of them educational, issued 3 initial decisions, had one CP turned back and prepared to take CP away from another grantee who failed to build. The grants:

Lake Charles, La., KPLC, Ch. 7; Cumberland, Md., WTBO, Ch. 17; Pittsfield, Mass., WBEC, Ch. 64; Miami, Fla., Lindsey Hopkins School, Ch. 2 (educational). The winners of initial decisions: Sacramento, Cal., KFBK, Ch. 10; Portland, Me., WGAN, Ch. 13; Amarillo, Tex., KLYN, Ch. 7. CP relinquished was for WOTV, Lakeland, Fla. (Ch. 16). Initial decision requiring KIRV, Denver (Ch. 20) to turn in its grant was issued when grantee failed to show up at hearing to refute charges of malingering.

In Lake Charles, competitor Sowela TV Inc. dropped out under option to purchase 50% of grant. Cumberland grantee is 32.5% owned by Howard Chernoff who also

owns 42.5% of new WTAP, Parkersburg, W.Va. (Ch. 15) and who last week resigned as mgr. of KFMB-TV, San Diego. Of the initial decisions, only Sacramento's came after hearing; other 2 resulted from dropouts, should be finalized shortly.

Exceptional accolade was presented McClatchy organization and KFBK by examiner Thomas Donahue in initial decision favoring it over Sacramento Telecasters, whose ownership includes principals of KMOD, Modesto. Citing McClatchy's long history of radio and newspaper activity, Donahue said:

"Viewed in its entirety, [McClatchy's record] is symbolic of the type of activity that has made radio the great medium it is today. To those who would say such activity has been dictated by self-interest we reply that, if so, it has been an enlightened self-interest and highly beneficial to the public." This record, he said, more than offsets fact that McClatchy owns AM and newspaper in Sacramento.

FCC's denial of addition of Ch. 6 to Logansport, Ind. last week (Vol. 9:45) was followed by text of opinion this week. One statement is particularly noteworthy:

"It should be kept in mind that [WSAL] is not quarreling with the number of assignments to Logansport but merely to the fact that a vhf channel has not been assigned, asserting that the uhf channel assigned there is worthless. In making the numerous assignments in the Sixth Report, the Commission recognized that many of these assignments would not be utilized for a number of years. The mere fact that applications for many of the channels assigned have not yet been filed in the relatively short period since the lifting of the freeze is no indication that such assignments are wasted or worthless."

In other actions, Commission: (1) Granted WNHC-TV, New Haven, Conn., permission to operate simultaneously on both Ch. 6 and new Ch. 8 for 30 days before switching completely to latter. FCC saw no objection to such operation which is for purpose of giving viewers time to adjust to new channel. (2) Issued initial decision proposing to deny application of WLAN, Lancaster, Pa. for WGAL-TV's Ch. 8. In the most litigious case since freeze, examiner J.D. Bond said WLAN should be "denied for default" for failing to come forward at hearing with evidence on its financial qualifications. (3) Set Dec. 11 for start of following hearings--St. Louis, Mo., Ch. 4; Houston, Tex., Ch. 13; Ogden, Utah, Ch. 9. (4) Decided to meet Nov. 17 and hammer out a final decision on multiple ownership rules -- if possible.

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**Personal Notes:** James M. Gaines, onetime NBC v.p. who resigned to become v.p. in charge of General Teleradio's WOR & WOR-TV div. and member of MBS board, leaves Dec. 31 to become gen. mgr. of WOAI-TV & WOAI, San Antonio, succeeding Arden X. Pangborn, now editor of *Portland Oregon Journal* . . . Cyril M. Braum resigns as chief of TV div., FCC, to become engineering consultant for Joint Committee on Educational TV; leading contender as successor is Joseph Nelson, chief of TV applications branch. Resignation is second major one in recent months, hearing div. chief Frederick Ford having joined Justice Dept.; top candidate for that vacancy is asst. chief Robert Rawson . . . Samuel B. Groner, for last 6 months law secy. to FCC Comr. Hennock, and before that for 7 years in Dept. of Justice, has resigned to enter private practice; successor is Arthur Blooston, from FCC Bureau of Safety & Special Services . . . Jack R. Poppele, ex-engineering v.p., WOR-TV & WOR, named v.p. in charge of industrial advertising, Scheck Adv. Agency, Newark . . . Henry E. Rhea promoted to chief engineer, operations & maintenance, WFIL-TV & WFIL, succeeding Louis E. Littlejohn, now chief engineer of WHUM-TV, Reading . . . James Richards named eastern sales mgr. of General Teleradio's Don Lee network and KHJ-TV, Los Angeles, succeeding George Whitney, now gen. mgr. of KFMB-TV & KFMB, San Diego (Vol. 9:45) . . . Al Constant promoted from operations mgr. to station mgr. of KONA, Honolulu . . . Larry Walker resigns as v.p. & secy.-treas. of Jefferson Standard Bestg. Co. and asst. gen. mgr. of its WBTB & WBT, Charlotte, to become exec. v.p.-gen. mgr. of TV operations for WSOC-AM-FM, Charlotte, ap-

plicant for Ch. 9 . . . James Wm. Lucas, ex-World Broadcasting System, named gen. mgr. of new KTAG-TV, Lake Charles, La. . . Charles F. Grisham, ex-gen. sales mgr. WLWA, Atlanta, named local sales mgr. of WABT, Birmingham (formerly WAFM-TV) . . . Robert C. Weigand promoted from sales mgr. to asst. gen. mgr. of WTVN, Columbus, under J. W. McGough; Edward G. Richter Jr. now sales mgr. . . John E. North, ex-WOR-TV, appointed sales mgr. of new KEDD, Wichita (Ch. 16) . . . Robert C. Rheineck appointed chief engineer, CBS-TV newsfilm dept. . . . George Jenkins, theatrical designer, named head of CBS color TV design dept. . . . Andrew Ross named director of graphic arts, ABC-TV . . . Douglas G. Cole, ex-WREX, Duluth (not related to mgr. James C. Cole) named chief engineer of WFTV there, succeeding Normal P. Gill, who returns to WEBC . . . Wm. Wood, CBS-TV Washington director of public affairs, named gen. mgr. of upcoming educational WQED, Pittsburgh (Ch. 13), due in Jan. . . . Georgia McCarty, ex-WORZ, Orlando, named promotion mgr. of WVEC-TV, Hampton-Norfolk, Va. . . . Jack Ryan, ex-NBC Chicago public relations mgr., named Zenith asst. public relations director . . . Francis Coleman named program director, CBMT, Montreal; Fernand Guerard, program director, CBFT, Toronto . . . George Diefenderfer promoted to mgr. of network radio sales, NBC central div. . . . Eugene S. King, ex-program director, WEEI, Boston, named chief of radio branch, U. S. Information Agency, Paris, reporting to director Theodore F. Streibert . . . Heber Wolsey, ex-KSL and recently TV-radio director of Gilham Adv., Salt Lake City, appointed journalism instructor at Brigham Young U.

**Network Accounts:** First of Robert Sherwood's 9 TV plays, for which he signed 6-figure contract last fall (Vol. 8:48), will be presented by NBC-TV Dec. 29, 8-9 p.m., under sponsorship of Miller's Beer, thru Mathisson & Assoc., Milwaukee. A comedy titled *The Backbone of America*, it originates from new studios at Burbank, Cal., with all-star Hollywood cast. Second Sherwood play, on which Miller has taken option, will be presented around Easter . . . Swift & Co. (Pard dog food) to sponsor *Kukla, Fran and Ollie* on NBC-TV, starting Dec. 20, Sun. 3:30-4 p.m., thru J. Walter Thompson; program moves from 4 to 3:30 so as not to adjoin *Zoo Parade*, 4:30-5, sponsored by competing *Quaker Oats* (Ken-L Ration); unsponsored *Excursion* moves from 3:30 to 4 . . . Kelvinator signs as 4th and final sponsor of *Omnibus* on CBS-TV, starting Jan. 3, Sun. 5-6:30 p.m., thru Geyer Adv.; other sponsors are American Machine & Foundry Co., Scott Paper Co., Greyhound Bus Co. . . . General Mills (Sugar Jets cereal) to sponsor *Barker Bill's Cartoons* on CBS-TV, starting Nov. 18, Wed. & Fri. 5-5:15 p.m., thru Wm. Esty Co. . . . Realemon-Puritan Co. (Realemon juice) to be co-sponsor, with American Home Products Corp. (G. Washington coffee), of Tue. & Thu. segments of *John Daly Show* on ABC-TV, starting Dec. 8, Mon.-thru-Fri. 7-7:15 p.m., thru Schwimmer & Scott, Chicago . . . Snow Crop frozen foods renews TV-radio sponsorship of 10:15-10:30 portion of *Arthur Godfrey Show* on CBS, Mon.-thru-Fri. 10-11:30 a.m., thru Maxon Inc. . . . 2 more sponsors for NBC-TV's 7-9 a.m. *Today*: Minnesota Mining & Mfg. Co. (Scotch tape), 9 partic. starting Nov. 24, thru BBDO, and S.O.S. cleanser, 12 starting Nov. 23, thru McCann-Erickson.

Bitter ASCAP-BMI feud flared anew this week as group of 33 composers and songwriters filed \$150,000,000 anti-trust suit against TV-radio networks, record companies and music publishers and asked dissolution of NARTB and BMI. Long list of defendants includes ABC, CBS, RCA, NBC, MBS, Storer Broadcasting Co., Columbia Records, as well as NARTB and BMI. Plaintiffs, calling themselves Songwriters of America and claiming to represent 3000 authors and composers hurt by alleged monopoly, charged defendants control BMI through NARTB and use control to give preference to BMI music while limiting broadcasting of non-BMI music. Plaintiffs, all said to be ASCAP members, include Ira Gershwin, Dorothy Fields, Virgil Thomson and Gian Carlo Menotti. BMI pres. Carl Haverlin called charges "rehash that ASCAP has been making for years and has never been able to substantiate," added BMI actually broke up songwriting monopoly. More discordant notes were heard in broadcast music field when All-Industry Local TV License Committee voiced opposition to ASCAP proposal that TV stations renew blanket license agreements under present terms for another 4 years. Committee called proposal "unilateral action by ASCAP," advised stations not to be hasty in signing up.

Yale's WYBC-TV, country's only campus TV system (closed-circuit), started out in the black when it made debut last week, reports Nov. 9 *Newsweek*. At cost of \$25, it put on 2-hour variety show for which sponsor Pabst paid \$725. Sponsor *Magaine* contributed \$3000 DuMont vidicon camera (Vol. 9:43) and talent included Morey Amsterdam, Jerry Lester, Gene Rayburn. Students rigged up 20x20-ft. basement studio "soundproofed" with mattresses and blankets, employed aluminum foil for reflectors, piped sound via WYBC radio, and cameraman covered lens with hand when scenes were shifted. Says *Newsweek*: Picture quality was "like that of an old English movie and the sound was reminiscent of *The Jazz Singer* [but] it was a honey of a show." Students plan 2 half-hour shows weekly, costing sponsors \$50 each.

**POLICIES** of ad agencies and networks toward uhf stations are being felt out by new Ultra High Frequency TV Assn. in series of discussions now being held in New York. Exec. secy. Melvin A. Goldberg has talked with some of the networks, is now embarking on series of talks with leading agencies to get their viewpoints, and perhaps get in a few licks for the uhf operators. Assn. pres. Lou Poller of WCAN-TV, Milwaukee, is participating in some of these interviews. It hasn't been announced yet, but purpose of interviews is to pave way for big meeting in New York to which all uhf station owners will be invited. Two-day meeting probably will be held in next few weeks, is slated to explore all common problems of uhf operations. Station owners, whether or not they are members of assn., will be asked to give their ideas on what goals, policy and program of organization should be. Assn. plans to invite representatives of networks and leading agencies to address group, and answer questions and gripes of station operators. Results of preliminary conferences with some network representatives were said to have been "quite favorable."

Increasing popularity of theatre-TV football presented by Box Office TV Inc.—which showed sharp pickup after first flop Oct. 17 (Vol. 9:43)—prompted *N. Y. Herald Tribune* syndicate's TV-radio columnist John Crosby to journey to a Brooklyn theatre for a look-see. He was impressed by spirited audience of Notre Dame "subway alumni," and reported: "Notre Dame has been the greatest thing to happen to these theatres since double features. [The] management charges \$1 for a seat on the main floor and \$1.50 for the balcony—and is doing turnaway business." Encouraged by success of its Notre Dame presentations after their halting start, BOTV laid plans for nationwide and regional theatre hookups, renting portable TV equipment to movie houses. Meanwhile, Theatre Network TV Inc. announced it will use CBS closed-circuit color projection with 5x6-ft. screens at Dec. 4 NAM meeting in New York's Waldorf-Astoria Hotel.

New low-priced TV film camera is now getting final use tests by Dage Electronics Corp., Beech Grove, Ind., as counterpart of inexpensive Dage vidicon studio camera. It uses multiplexing device which can accommodate up to 4 projectors for rapid switchovers, fades, etc, adds about \$300 to the \$4200 price of standard Dage camera. It will be announced by Dage in week or so as giving film reproduction "equal to conventional film cameras for less than one-third the price." Camera used is interchangeable with live studio model, can do service as spare studio camera. Meanwhile, GE announced \$235 "image box" for use by TV stations to televise films and slides on emergency basis if film camera gear fails, using regular studio camera.

Power increases: Crosley's WLWA, Atlanta (Ch. 11), has ordered 50-kw transmitter from Standard Electronics, to permit increase to full 316-kw ERP in Dec. Contract contains guarantee that transmitter will operate properly on color TV. RCA Nov. 9 shipped 25-kw transmitter to WEWS, Cleveland (Ch. 5). GE Nov. 6 delivered 12-kw amplifier to KSTM-TV, St. Louis (Ch. 36). WBAY-TV, Green Bay, Wis. (Ch. 2) this week turned on RCA 25-kw transmitter, increasing ERP from 5.74 to 100 kw.

Briefer revenue-expense reports to FCC by broadcasters, contemplated by Commission for some time (Vol. 9:41), were proposed in rule-making initiated this week. Commission also proposed to delete entirely its Schedules 10-A & 10-B—*Employes and Their Compensation*. Though basic revenue-expense data would still be collected, FCC proposes drastically reduced requirements in new Form 324 and proposes to drop preliminary report Form 324-A altogether. Comments due Dec. 7, counter-comments Dec. 17.

**F**IRST GE DIRECTIONAL uhf antennas are now in use by 3 stations, producing gains of more than 40 within the directional patterns and making possible ERP of about 500 kw in the direction of principal service, when used with 12-kw transmitters. In one sense, this makes them highest powered TV stations in country. The helical antennas, individually tailored to stations, have been installed by KACY, Festus-St. Louis (Ch. 14); KTVU, Stockton, Cal., and upcoming KCOK-TV, Tulare, Cal. (Ch. 27), all of which have GE 12-kw transmitters.

KACY's 54-ft. antenna on 688-ft. Johnny Andrews tower has gain of 46 in direction of St. Louis, 15 mi. north, providing about 500-kw ERP in that direction. In other directions, of course, gain and power are considerably lower. KTVU's directional antenna also is designed to produce 500 kw in northerly direction toward Stockton. KCOK-TV's transmitter, mile high on ridge overlooking San Joaquin valley, is directionalized to spray maximum signal toward Fresno to the north, Bakersfield to the south, with gain of 40 in each direction. GE has order for directional antenna for WLAV-TV, Grand Rapids (Ch. 35), is offering to build them for other stations.

Only GE transmitter shipment this week went to WMGT, Adams, Mass. (Ch. 74), 12-kw, which hopes to get klystrons by early Dec. and begin commercial operation by Xmas, weather on Mt. Greylock permitting. GE also reports order for 5-kw Ch. 13 transmitter from Central Ontario TV Ltd., Kitchener, Ont. (headed by Carl A. Pollock, pres. of Dominion Electrohome Industries Ltd.), for early Dec. delivery and possible start by Xmas. Only RCA shipment reported this week went Nov. 12 to WRTV, Asbury Park, N. J. (Ch. 58), due on air in Dec.

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

KGLO-TV, Mason City, Ia. (Ch. 3), 25-kw DuMont transmitter and Truscon tower on order, has begun work at Kensett (Ia.) site, 15-mi. north of Mason City, also is remodeling space for combined TV-radio studios in Mason City, plans start next spring, according to exec. v.p.-gen. mgr. Herb R. Ohrt. Ownership interlocks with *Mason City Globe-Gazette*. Weed will be rep.

WAIM-TV, Anderson, S. C. (Ch. 40) has its 1-kw Federal transmitter, plans Dec. 1 tests, goes commercial about Dec. 15, according to managing director Glenn P. Warnock. Owner Wilton E. Hall also publishes *Anderson Independent* and *Mail*. John Willis is engineering director; Marshall Gailliard, program director; V. Barath, promotion; Adam C. Welborn, sales mgr.; Jimmy Scribner, production mgr. Burn-Smith will be rep.

**F**IRST RUSSIAN-BUILT TV set known to be in this country has undergone thorough analysis by Bendix Radio for Air Force Intelligence, which brought it over from Germany about month ago. Known as Leningrad T-2, it's walnut veneer table model with 8-in. round tube masked to give rectangular picture and coated with green phosphor. It also incorporates AM-FM radio with completely separate chassis. TV tuning is fixed to single channel, but it can be adjusted internally to change channels.

Produced in 1951 on assembly line, set has been described as similar to early postwar Philco 1001 from standpoint of component layout, tube types and manufacturing techniques. But several U. S. postwar TV refinements—such as sync smoothing and recovery of power from sweep circuits—are not incorporated.

Entire set has 32 tubes—26 for TV, 6 for radio—weighs 110 lbs., is 33 in. long, 19-in. wide, 19-in. high. Sensitivity is very low, say Bendix engineers—"it definitely wouldn't be satisfactory in a fringe area." Made

KFXD-TV, Nampa, Ida. (Ch. 6), which discontinued operations (Vol. 9:34), will be back on air under new ownership if FCC approves. Grantee Frank E. Hurt & Sons this week filed application for transfer to Idaho Bestg. & TV Co., of neighboring Boise, which holds CP for KTVI (Ch. 9), latter CP to be relinquished. KTVI had loaned KFXD-TV transmitter and other equipment, and KFXD-TV is ready to turn station over to KTVI in return for past use of equipment. KTVI would move transmitter to its Ch. 9 site.

KISJ, Pocatello, Ida. (Ch. 6), first planned for this fall, now has target well into 1954. Reports pres. Robert S. Howard, also publisher of *Idaho State Journal*: "Probably not before late spring or summer of 1954." RCA equipment was specified, but hasn't been ordered yet, nor has rep been chosen. Pocatello's other grantee, KWIK-TV, (Ch. 10), is aiming for early Dec. start.

WDBO-TV, Orlando, Fla. (Ch. 6), has set test target of April 15, 1954, programming to begin April 25, reports pres.-gen. mgr. Harold P. Danforth. Make of equipment not reported, rep not yet chosen.

KATV, Pine Bluff, Ark. (Ch. 7), with transmitter house near Jefferson Springs and downtown studios nearly ready, is speeding erection of 922-ft. tower to be topped by 12-bay antenna, now plans Dec. 1 tests with 5-kw GE transmitter, begins programming Dec. 15, reports promotion mgr. Don B. Curran. GE ships 20-kw amplifier in Dec. Hour rate will be \$300. Rep will be Avery-Knodel.

Chicago Educational Television Foundation (Ch. 11), last week's grantee, hasn't ordered equipment or selected call letters yet but expects to have studios in Manly Technical High and has Oct. 1, 1954 target, according to secy. Robert L. Foote.

WILL-TV, Champaign-Urbana, Ill. (Ch. 12, educational), granted last week to U. of Illinois, is already using 2-GPL camera chain and other equipment in studio setup in Memorial Stadium. Transmitter donated in 1951 by GE will be used, but debut isn't scheduled before "late 1954," according to mgr. Frank E. Schooley.

WUOM-TV, Ann Arbor, Mich. (Ch. 26, educational), granted last week to U of Michigan, awaits legislative approval of \$500,000 requested for construction of facilities on campus, according to TV director Garnet R. Garrison. The \$100,000 already authorized by board of regents is being used to buy kinescope and film projection equipment to supplement 3 RCA camera chains already on hand and to remodel former funeral home on Maynard St. into TV studio. This is scheduled to be in operation by Feb. 1, allowing for feeding of live and kinescope educational broadcasts to state's commercial stations—began in 1948 on WWJ-TV, Detroit, and carried regularly last 3 years.

to accommodate wide band (8 mc) used in Russia and eastern Europe, it is capable of very high definition picture, has "excellent" speaker and power supply. But Air Force Technical Intelligence Center rates it as "only fair" by U. S. standards, comparable over-all to pre-war U. S. sets.

Set was shown to American public Nov. 9 on NBC-TV's *Today* program, announcer Tom White interviewing Bendix research & engineering director Arthur C. Omberg in Baltimore. For purposes of picture analysis and comparison, Bendix engineers have converted set to U. S. standards. Engineers' conclusions: Considering the Russians' oft-repeated claims that they "invented" TV, they haven't gotten very far in improving it.

TV newsreel cameras were barred from Nov. 12 Hollywood luncheon reception for King Paul and Queen Fredrika of Greece, sponsored by Assn. of Motion Picture Producers, but 5 theatre newsreel companies were allowed to have cameramen there.

**HOW TUBE MAKERS ARE TACKLING COLOR:** No major change in prospects for color tubes has occurred since our last roundup of prime movers in the industry (Vol. 9:39). The situation is boiling and churning, no question of it, but bulk of initial production is more certain than ever to be 15-in. round (11½-in. picture) mask-&-dot type.

Guesses as to total production in 1954-55 have been revised upward a bit lately. Many tube makers expect 100-200,000 next year rather than 50-100,000, and quite a few look for 1-2,000,000 the following year.

As producers point out, however, public demand is the unknown factor that can knock all current guesses into a cocked hat -- up or down. Here's what a good cross-section of tube producers told us this week:

RCA makes no change in its statement that it expects to produce some 2000 tubes monthly by 6-9 months after FCC decision.

Dr. Allen B. DuMont retains his low regard for smaller pictures, is aiming for big ones -- doesn't say what kind.

GE v.p. Dr. W.R.G. Baker says 15-in. mask-type will be GE's initial output, "but I'm not going to tell you what we have in the labs."

Another tube manufacturer is planning on RCA-type 15-in. initially "because most of our customers are setting up to use it." Beyond that, he says, "we're working in several directions." His guess is 50-100,000 sets in 1954, 1,000,000 in 1955.

Another manufacturer is also setting up for RCA-type 15-in., says "we have to learn how to produce them before we consider the 19-in." He, too, is investing CBS and Lawrence approaches -- no decision yet.

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Kenneth Meinken, pres. of National Union, says he's in pilot production of both RCA and CBS types, is not planning on Lawrence tube at present. He termed the current tube picture situation, including black-&-white, "completely chaotic".

"Black-&-white prices are being cut," Meinken goes on, "and manufacturers are cutting each other's throats. It's repeat of the radio tube business, and it's a shame -- with such a fine product as a picture tube." He expects color tubes to be "a very, very serious bottleneck" of color set production.

"The 15-in. color tube will die a quick death, just as the 14-in. black-&-white did," Meinken predicts. "The 19-in. bulb is okay, but components for it -- particularly the mask -- are something else." So difficult and costly is color tube production, he added, "that it's dubious whether all of the black-&-white tube makers will try it." He expects 50-75,000 color tubes next year, perhaps 300,000 in 1955.

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CBS-Hytron pres. Bruce Coffin feels industry will exceed 100,000 sets next year, says his company will meet pilot production target of next February but will beat original estimate of fall-1954 for regular production (Vol. 9:41). He stoutly maintains his tube has advantages over RCA's. He laughs off competitors' charges that photographic method of placing dots is too complex, that it's awkward to send each face-plate through the lines with its individual mask. In fact, he says, one big advantage is that it permits use of much more of tube makers' present equipment.

CBS has put out feelers to a few other tube makers, offering license to make the tube. Coffin says it's too early to report reaction to the offer, which involves royalty of "about 1¼%," with reported minimum of \$25,000 a year. (RCA royalty on CR tubes, including color, is 1¼%.)

Leonard Cramer, of Crosley, which took first license for the Lawrence tube (Vol. 9:45), says the 2% royalty is worth it not only for patent rights but for know-how of developer Chromatic TV Labs. He says Crosley sets will take all color output of Batavia, Ill. plant, with production expected to start mid-1954. Plant

is also producing mask-type tubes. Cramer reports little difference in set circuitry required for both kinds of tubes. He expects more than 100,000 color set in 1954.

Asher Cole, pres. of National Video, reports delivering samples of RCA-type, working on Lawrence units, plans to sample CBS-type by year's end. He says one shortcoming of Lawrence tube, radiation, has been cleared up. Another, lower resolution of black-&-white pictures, is being licked. That factor, Cole says, isn't getting enough attention from industry.

"During the initial period," Cole says, "at least 90% of programs are going to be in black-&-white. And if a man spends \$800-\$1000 for a color set, he should be told that black-&-white reception on it isn't going to be as good as on a regular black-&-white set." As for cost of tubes, he says currently quoted prices (\$175-\$200) bear no relation to actual production costs. "Mine cost me about \$1200 each, and a competitor of mine says I'm lucky -- his cost \$2000."

Cole expects \$200-\$250 to be realistic price by end of next year. He estimates 100,000 sets next year, 2,000,000 in 1955. Regarding CBS mask-type tube, Cole states: "So far, it's not more economical than RCA's. Their method of putting the dots on is so complex that it seems to offset other possible advantages of weight, exhausting, etc." He's considering Lawrence tube license -- 2% and 5-year contract.

Kimble and Corning, the glass bulb makers, confirm that big push is behind 15-in. initially, say they're working on 19-in. -- "and everything else." Beyond that? "It would take a genius to determine the trend," says J.P. Kearney, Kimble's industrial & electronic div. sales mgr.

**NO MORE PRICE CUTS SEEN--NOW, THAT IS:** From where we sit, TV prices look fairly firm for rest of year at least, with industry as a whole indicating little disposition to follow Westinghouse's action this week in cutting prices. It's a fast-changing trade picture, to be sure, with today's decision becoming tomorrow's revision -- but as of now other manufacturers say they plan no changes in prices this year.

Westinghouse's price slash was a lulu, got oceans of publicity--undoubtedly due more to respect its brand name commands than to its comparatively low rank among TV manufacturers, since by its own admission it made only 4% of all TVs last year (Vol. 9:43). It reduced 6 of its 21-in. by \$80 to \$200. At same time, it left lists unchanged on remaining 26 of its 17, 21, 24 & 27-in. models, while reducing their price to distributors by unspecified sums. (For list of 6 models reduced, see p. 11).

What prompted Westinghouse action? Soft markets and high inventories, was official company explanation, though industry speculation was that it had far overproduced. A Westinghouse spokesman disclosed, too, that company plans to introduce completely new line in Jan. -- in contrast to most top TV makers, who have indicated they will adopt one-line-a-year policy, with full new lines planned next spring.

That Westinghouse is making big pitch now to franchise more distributors and dealers, was also frankly acknowledged as factor by spokesman. Its TV line is now handled by about 100 Westinghouse Electric Supply Co. branches and 23 independent distributors, plus some 7500 dealers. It's shooting to add private distributors and more dealers between now and Christmas, the spokesman said.

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Cutbacks, layoffs, deals, gimmicks -- these were outward manifestations of growing restiveness in trade this week. Sylvania eliminated one of its 7 TV production lines, dropped 100 workers at Buffalo receiver plant, spokesman explaining: "Our distribution pipelines are pretty well filled up and the weather has been good, which normally discourages TV sales." Sylvania thus joined RCA, Crosley, GE, Arvin & Raytheon as set makers ordering layoffs and cutbacks recently (Vol. 9:45).

New reports of price reductions disguised as "deals" filtered in all week. Dumping was reported on increase on West Coast; large promotional ads flourished everywhere, featuring huge price reductions. And there were the gimmicks to attract sales: Newark TV store owner, also proprietor of 2 used car lots, offered used car (1940-47 vintage) free with each purchase of 21-in. set; Chicago dept. store offered model railroad equipment in lieu of part or all of allowance on TV trade-in.

Softness of TV market might well be part of national economic trend, judging from results of survey of 155 large manufacturing companies by National Industrial Conference Board showing more consumer buying resistance today than in many years.

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Any big cutback in TV production is yet to be reflected in RETMA statistics. TV production totaled 161,337 week ended Nov. 6, compared to 158,052 preceding week and 173,114 week ended Oct. 30. It was year's 44th week and brought year's output to date to about 6,370,000. Output for all 1952 was 6,096,279. Radio production advanced to 285,340, increase from 261,614 week ended Oct. 30 and 273,882 in week before. It brought year's production to date to about 11,600,000.

TVs sold at retail in first 9 months totaled 4,300,360, well up from the 3,444,674 in same period year ago, according to RETMA report released this week. For Sept. alone, retail TV sales were 753,953, down from 875,290 in Sept. year ago. Radio sales, exclusive of auto radios, totaled 4,526,186 in first 9 months, compared to 4,296,982 last year. Sept. sales were 892,761 vs. 650,898 same month of 1952.

ONE MANUFACTURER'S viewpoints on color TV seem particularly pertinent to the current discussion about its trade impact, and well worth repeating because he's unusually articulate and so neatly points up what many in the trade are thinking. We asked Hoffman Radio's youthful H. Leslie Hoffman, as we sat together watching the transcontinental color demonstration in Los Angeles Nov. 3 (Col. 9:45), to set down his frank reactions later. Here's essence of what he wrote us:

He and his staff had also seen *Carmen* Oct. 31 on their own experimental set, and were deeply impressed by both demonstrations. "[These] indicate that the color art has reached a stage of perfection where the programming and the receivers are marketable . . . The most significant phase of the NTSC System is the fact, as was clearly demonstrated, that today's receiver gives an excellent picture in black-&-white when the telecast is in color, and conversely the color receiver gave a good black-&-white picture."

But it's silly "to write the obituary of black-&-white prematurely [and] before we get too disturbed we should have a pretty good look at what has happened in our own radio industry." TV did not kill off radio; from 1946-53, the industry built and sold 110,000,000 radio sets and each year since the war has built more sets than before the war. TV's main effect on radio was to "practically eliminate console sales" and color's effect on black-&-white will be to "force more sales into lower priced brackets." Just as black-&-white TV moved into the living room and radio into the bedroom, so will color sets more into the living room and the black-&-white into the dens and bedrooms," said Hoffman.

"We are about to hear the whistle blown on the start of a great new industry, but do not make the mistake of assuming that it will eliminate its 2 ancestors—radio and black-&-white TV. We will have 3 services available for the public, and we should be able to make and sell all 3 services in the proper perspectives. In order to do this, however, we have a major education job for the people within the industry and the public.

"I think the first phase in this education job is to remove the fear of obsolescence of their present sets by telling the compatible story in a non-technical way. The next phase is to explain the timing problem that exists, both from a program and receiving set viewpoint.

"It would appear, assuming FCC approval is received before Jan. 1, 1954, that it would take RCA, by their own statement, 6 months to get equipment to their stations to even handle a network color show. [Editor's Note: Networking equipment is expected to reach about 25 stations in 14 cities by Jan. 1, well ahead of availability of receivers

for general public.] This would certainly mean they would not start out with color shows in the summertime, when everyone is on vacation. So it would probably mean that before any color shows are actually scheduled on a regular basis, it would be the fall of 1954.

"It would appear that the general pattern will be for the various companies to introduce color receivers in their 1955 showings in June or July for delivery in July, Aug. or Sept. It appears that there is little likelihood of any quantity production of any other tube than the RCA 15-in. 3-gun in 1954. However, I think that 1955 will see other types of tubes available in a larger picture size."

Estimates of 50-100,000 color tubes available in 1954 are regarded as low by Hoffman, who thinks there may be twice that many. But in sets costing \$800 to \$1000 they're merely "a luxury item." He thinks the 15-in. tube's 12-in. picture "is not objectionable" and "a salable unit" but that "only the more venturesome of the buyers will want to own one." He continued:

"We should start educating the public that the service problems and the maintenance of a color set will be more expensive than black-&-white. Color will take twice as many receiving tubes and, at present, there are approximately twice as many controls to adjust and tune.

"There is no question but what larger screens, lower cost, less complex circuits will be produced—but these miracles won't happen overnight, and in the meantime the customer should continue to buy black-&-white sets, get the utmost enjoyment out of them, and know that when and if he gets ready to buy color the trade-in will obviously be better. This pattern has held for white goods and automobiles, and I see no reason why it should not hold for TV."

The educational program, in Hoffman's opinion, should be undertaken by someone outside the industry. At RETMA's Chicago convention next week (Nov. 17-19), he will recommend Better Business Bureau do the job "because their contact is directly with the public and they have no particular ax to grind for any particular industry or group."

It's not an easy job, he continued. "I think right now we have the public feeling that color is just around the corner and that there is some indefinite and vague reason why they cannot have it. We have to get across to them that the telecast for color today is in the same category as the exhibition by General Motors of their Sabre-Jet and the other special show models that point to the future. Somehow, the automotive industry has gotten the idea across without having it act as a sales deterrent to present cars.

"I personally believe that the timing of the publicity

on the actual telecasting of color could not have been worse. It is hard for me to believe it was necessary to do it this fall, right in the midst of the fall and Christmas business. Whoever called these signals undoubtedly had a reason, but to me it should have and could have been avoided.

"I also believe that RCA is making a mistake in referring, in all of their publicity, to the RCA color compatibility system, as against the industry (NTSC) system. This cannot help but arouse the animosity of the various members of the industry."

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From Packard-Bell's sales mgr. Kenneth R. Johnson came this comment Nov. 10 following our report on the Hollywood color demonstrations:

"Your issue of Nov. 7 outlined an excellent account of the color showing in Burbank. You are to be congratulated, as always, for a commendable job.

"I was personally gratified to read your comments regarding the lack of scare headlines in newspapers and trade papers. Our writers on the Coast certainly do have far greater comprehension of this complex advancement . . . One reason [is] the fact that the Electric League of Los Angeles met with the press and the Radio & TV Broadcasters Assn. some weeks ago to discuss the coming of color and all the problems involved.

"A panel of color experts connected with West Coast TV manufacturing firms answered questions and discussed TV [and] by pulling no punches, I feel we performed an excellent service for the industry. Being chairman of the committee of the Electric League, I personally felt that after the meeting we had the press and the radio-TV association members well enough informed so that they could analyze color developments as they occur and in a calm manner.

"Perhaps other major cities could do well to call similar panel meetings at an early date."

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August excise tax collections on TVs, radios & phonos were \$9,535,000, compared with \$8,152,000 in Aug. 1952. On refrigerators, air conditioners, etc., Govt. collected \$8,001,000 vs. \$9,862,000 in Aug. 1952.

**Trade Personals:** Frederick R. Kappel, AT&T v.p., elected pres. of Western Electric, succeeding Stanley Bracken, now chairman . . . Ross Siragusa, Admiral pres., returns from European trip Dec. 1 . . . Frank Folsom, RCA pres., subject of sketch in Nov. 1 *Sacramento Union* as part of series on famous men from Sacramento County . . . R. A. Rich, Philco v.p., elected pres., NEMA major appliance div., succeeding J. R. Poteat, GE, under new NEMA pres. J. H. Jewell, Westinghouse . . . David Bell, ex-Capehart-Farnsworth mgr. of quality control, named mgr. of Raytheon quality control dept. . . . Vernon A. Kamin, ex-RCA Victor west central mgr., Kansas City, named central sales mgr., Zenith Radio, out of Chicago, succeeding Martin Toohill, now mgr. of market development dept. . . . D. H. Tyson, ex-Sylvania controller, appointed asst. treas. & controller, Botany Mills Inc., Passaic, N. J. . . . Ronello B. Lewis resigns as RCA controller to become v.p. & controller of Mathieson Chemical Co., Baltimore . . . Dr. P. S. Christaldo promoted to mgr. of DuMont instrument div., replacing Rudolf Feldt, resigned . . . Dr. Adair Morrison, ex-Arthur D. Little Co., heads research section of Sprague Electric research & engineering dept. . . . Howard L. Bredlow, ex-Hoffman Radio, appointed Los Angeles district sales mgr., Magnavox . . . P. G. McCauley named northwest district merchandiser, Stromberg-Carlson . . . C. G. Barker, ex-Magnecord, named distribution mgr., National Co., Malden, Mass. . . . David H. Grigsby resigns

**WHERE THE TV SETS** were located as of July 1—by regions, economic classes, education, occupation, etc.—is analyzed in latest report of Market Research Corp. of America, 122 E. 42nd St., N. Y. (formerly Industrial Surveys Co.). Total sets-in-use aren't given, but breakdowns by its National Consumers Panel shows:

**TV SET OWNERSHIP**

Type of Family	% of Total Families in Each Market Division		
	Jan. 1953	July 1953	% Increase
<b>REGIONS</b>			
Northeast	65	69	6
South	24	30	25
North Central	46	50	9
Mtn. & Southwest	27	31	15
Pacific	43	47	9
<b>CITY SIZE</b>			
Farm	18	23	28
Under 2500	22	26	18
2500 to 50,000	26	31	19
50,000 to 500,000	47	51	9
500,000 & Over	75	77	3
<b>ECONOMIC CLASS</b>			
A (High)	55	58	5
B	50	55	10
C	45	50	11
D (Low)	29	32	10
<b>EDUCATION</b>			
Grammar School	38	43	13
High School	53	57	8
College	45	48	7
<b>OCCUPATION</b>			
Professional & Executive	53	55	4
Clerical, Sales & Service	49	54	10
Crafts, Skilled Labor	56	61	9
Laborer & Operator	47	54	15
Farmer	16	20	25
<b>SIZE OF FAMILY</b>			
1 & 2 Members	34	38	12
3 Members	47	52	11
4 & 5 Members	54	58	7
6 Members & Over	47	53	13
<b>PRESENCE OF CHILDREN</b>			
5 Years & Under	54	58	7
6 Thru 12 Years	55	58	5
13 Thru 20 Years	47	51	9
No Children	35	39	11
<b>UNITED STATES TOTAL</b>	<b>44%</b>	<b>49%</b>	<b>11%</b>

as Zenith adv. mgr. to join Conventry, Miller & Olzak, Chicago agency . . . Albert C. Allen resigns as DuMont central regional mgr., Chicago, to form new distributing firm in east.

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Wm. R. Hewlett, v.p. of Hewlett-Packard Co., Palo Alto, Cal., elected 1954 pres. of IRE, succeeding Dr. James W. McRae, pres. of Sandia Corp. & v.p. of Western Electric. Maurice J. H. Ponte, of France, succeeds S. R. Kantebet, India, as v.p. Also elected in the mail balloting of 35,000 members were 1954-56 directors Axel G. Jensen, Bell Labs, and George Rappaport, Aircraft Radiation Lab. Following are new 1954-55 regional directors: Lucius E. Packard, Technical Instrument Corp., North Atlantic, Region 1; Harry W. Wells, Carnegie Institution, Central Atlantic, 3; Charles J. Marshall, Wright-Patterson Air Force Base, Central, 5; Joseph M. Pettit, Stanford U, Pacific 7.

National Electronic Distributors Assn. will hold first in series of regional technical conferences for distributors, both members and non-members, at Hotel New Yorker, Feb. 8. W. D. Jenkins, Radio Supply Co., Richmond, is in charge of conferences. Association has alerted its 350-odd members, in special bulletin, that Army is currently drawing up program for disposal of surplus electronic parts & equipment, and asks Defense Dept. to inform NEDA members of sale dates so they can bid.

**Topics & Trends of TV Trade:** Headlines about color TV that mislead worried Motorola Inc. enough this week to impel director of public relations Allen Center to address letter to all Motorola distributors suggesting: "To cope with this particular situation at the local level, where public opinions are formed from local news reports, an approach to the press must needs be made locally. Attached is a letter. It is our hope that you will have this letter, or a rephrasing of the thoughts in it, typed on your local letterhead, signed by you, and mailed to the managing editor of your local newspaper. Beyond that, you can ask some of the key retailers through your area to do the same thing, on their letterheads, within their communities." The prototype letter reads:

Dear Mr. (Managing Editor):

As a television distributor in this market my business will be pretty much at the mercy of public reactions to the news disseminated locally the next several months concerning color television.

In writing to you I have no desire to influence your editorial policy or to apply pressure for reasons of personal gain. Rather, I am seeking only to direct your attention toward a degree of accuracy in handling the news which will preclude any inadvertent hurt to local television business on your part.

Specifically, this refers to the writing of headlines on stories about color television. As an example, quite recently a nationally circulated Sunday supplement carried a story about the status of color TV evolution. The story was essentially accurate in context. But, the headline screamed "COLOR TELEVISION IS HERE."

You and I know that many people get much of their news impressions from headlines, and often they don't explore beyond the first paragraph unless they have an immediate compelling interest. For these people, and for all people in such circumstances, sensational, attention-seeking headlines do not portray color TV in proper perspective. To be accurate, such a headline as mentioned above should indicate that color TV is here *experimentally* rather than imply its presence or imminent appearance in the majority of U. S. living rooms.

If at any time you would like to obtain authoritative verification of reports on color TV, I will be glad to help by contacting, at no expense to you, a Radio and Television Manufacturers' Association member of unimpeachable integrity. Please don't hesitate to call on me.

Meanwhile, thanks in advance for your cooperation.

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**Distributor Notes:** Capehart-Farnsworth names Gordon-Sewall & Co., Houston (H. J. McKinnon, sales mgr.) . . . CBS-Columbia appoints Great Western Fuel Co., 210 E. Boone St., Spokane (Roy S. Roberts, pres.) and American Coal & Supply Co., Ft. Wayne (Louis J. Novitsky, pres.) . . . S. S. Fretz Co., Philadelphia (CBS-Columbia) appoints Blyss R. Gates v.p. in charge of wholesale appliance div., replacing Richard A. Furniss, who resumes duties as mgr. of industrial div. . . DuMont appoints Ben Cappiello to new post of distributors' finance coordinator . . . DuMont appoints Irving Sarlin, mgr. of N. J. factory branch, to additional duties as mgr. of Florida branch, replacing Morris D. Snow, resigned; DuMont Chicago names Clyde Slease service mgr. . . Raytheon Distributor Inc. appoints Henry S. Gray, ex-Admiral, as national credit mgr. . . Pittsburgh Products Tri-State Co. (Crosley-Bendix) appoints Richard Gombert as district mgr., succeeding Jack Baumgartner, resigned . . . Tele King Distributing Co. of California announces resignation of pres. Herbert J. Ravis.

Westinghouse list price cuts (see p. 8) were on following 21-in. sets: Model 770, mahogany table, reduced from \$280 to \$200; 771, blonde table \$290 to \$200; 772, open-face mahogany console \$350 to \$250; 773, blonde open-face console \$370 to \$250; 784, full-door deluxe mahogany console \$480 to \$300; 785, full-door blonde \$500 to \$300.

Plamondon Magnetics Co., 1850 W. Hubbard St., Chicago, will start production in February of permanent magnets for electronics, headed by A. D. Plamondon Jr., ex-pres. of Indiana Steel Products Co., Valparaiso, Ind. About 50 will be employed in 21,000-sq. ft. plant.

World's most powerful radio transmitter, RCA-built "Big Jim," 1.2 megawatts, will be put into service in Seattle by Navy Nov. 18. Installation cost \$14,000,000, took 6 years to build. Its VLF voice (very low frequency—below 30 kc) will keep Navy in contact with ships anywhere in world.

**Electronics Reports:** Further expansion of RETMA electronics services, including proposed establishment of 2 additional electronics divs. and hiring of gen. mgr. for electronics, will feature 26 fall quarterly meetings of all RETMA divs. at Chicago's Palmer House, Nov. 17-19. Board meeting is final day. Expansion would implement recent reorganization of old RTMA, which changed name of organization and created Electronics Industry Committee on parallel level with Radio-TV Industry Committee (Vol. 9:31). Also up for consideration are review of color developments since NTSC petition (Vol. 9:30), and recommendations for minimum standards of high-fidelity equipment (Vol. 9:36) for inclusion in trade practice rules now under consideration by Federal Trade Commission (Vol. 9:41).

Thompson Products Inc., originally a manufacturer of auto parts, whose 23 divisions now devote 70% of their output to the military, hopes to become big factor in both military and civilian electronics, according to "profile" in Nov. 12 N. Y. *Journal of Commerce*. Last Sept., Thompson formed Ramo-Woolridge Corp. for research and production in advanced electronics and guided missiles. Recent acquisition has been Bell Sound Systems, manufacturer of public address and high fidelity equipment. Reports article: "Arch T. Colwell, v.p., says that eventually electronics will be an activity as big as any division the company has today. This would mean that in the next 10-20 years, Thompson Products expects to build its electronics divisions to a volume of between \$60,000,000-\$70,000,000 a year." Company's total sales this year are estimated at nearly \$315,000,000, net profit \$10,000,000.

New officers of National Electrical Mfrs. Assn., elected Nov. 11 at Atlantic City convention: Pres.—J. H. Jewell, Westinghouse, succeeding L. G. Hall, Stackpole Carbon. Vice presidents—Hoyt Post Steele, Benjamin Electric Mfg. Co.; W. A. Elliott, Elliott Co.; F. F. Loock, Allen-Bradley Co.; J. W. Corey, Reliance Electric; J. L. Busey, GE. Treas.—A. F. Metz, Okonite Co. Annual James H. McGraw awards were presented to GE v.p. Harry A. Winne for contributions to "advancement of the electrical manufacturing industry in the fields of engineering and nuclear research," and to Bonnell W. Clark, retired Westinghouse v.p., for "outstanding accomplishments [in] mobilizing the resources of the electrical industry to the service of the nation."

Electronic home of the future, as described Nov. 11 by RCA v.p. Dr. Charles B. Jolliffe to Scarsdale (N. Y.) Woman's Club: It will have phosphor-coated walls responding to "black light" or ultra-violet rays, electronic air conditioners with no moving parts, an electronic stove operated by remote control and capable of preparing meals on a pre-set schedule, facsimile newspapers broadcast during the night, electronic highway controls capable of driving the family automobile, a magnetic recorder of TV programs, electronic accounting system compiling the family's monthly bills into a single statement (principal item, we assume, will be the electric bill).

Purchase of Phillips Control Corp., Joliet, Ill., manufacturer of Phil-Trol components for electronic industry, was disclosed last week by Thor Corp. (home laundry kitchen appliances), which will operate it as wholly-owned subsidiary. John E. Mossman, Phillips founder, remains as president; all other officers retain their positions.

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**Dividends:** Television-Electronics Fund Inc. 18¢ plus year-end 40¢ payable Nov. 30 to stockholders of record Nov. 13; Sentinel Radio, 7½¢ Nov. 30 to holders Nov. 18; ITE Circuit Breaker, 31¼¢ plus 5% stock Dec. 1 to holders Nov. 19; ABC-Paramount, 25¢ Dec. 21 to holders Nov. 25; Radio Condenser Co., 5¢ plus 4% stock Dec. 21 to holders Dec. 1; Storer Bcstg. Co., 25¢ Dec. 14 to holders Dec. 1.

**Telecasting Notes:** Film producers for TV, impressed by showing of color in Hollywood last week (Vol. 9:45), especially the reproduction of color film, are now thinking in terms of color for subjects that won't "date." It costs "only a few thousand dollars extra" to shoot in color, as one producer put it to us, and even if colorcasting of films is several years away, the investment is sound when you contemplate re-runs. It's on second and third runs that the producers realize their main profit . . . Up-&-coming Gross-Krasne. Hollywood, is going to color, as are several others; top-ranking *Dragnet* reported being shot in color . . . "CBS on 'Color Cadre' Binge" headlines Nov. 11 *Variety* article describing 3-platoon system in operation in feverish preparation for color program test premiere Nov. 15 on WCBS-TV 5:30-6 p.m. Richard Lewine, supervisor of daytime programming, heads "color cadre" charged with developing formats for series of daytime program tests, assisted by production mgr. Carlton Winckler and new color design chief George Jenkins; trio will then fan out to teach other staff personnel color techniques. Present plans call for Fri.-only tests for 3 weeks, then thrice-weekly colorcast tests, times unspecified . . . Wm. Esty agency, with CBS, has acquired 112 Terrytoon shorts from producer Paul Terry, will use them in *Barker Bill's Cartoons* for General Mills . . . Three John Steinbeck telefilms, after being shown on *Omnibus* on CBS-TV, will be tied together as a 90-min. feature and released for theatrical showings by Solar Productions, Hollywood (Bewster Morgan) . . . "TV's Most Surprising Hit" titles article in Nov. 14 *Saturday Evening Post*, all about "the most widely telecast program in the world"—Lutheran Church-Missouri Synod's *This Is the Life*, weekly filmed half-hour being carried by 125 U. S. stations plus Canadian stations and BBC as public service feature . . . WATV becomes sixth station with antenna on Empire State Bldg., Nov. 14, inaugural telecast being all-night telethon for Lighthouse for the Blind; construction of WOR-TV's antenna there is still in progress . . . KGNC-TV, Amarillo, and KFYO-TV (CP), Lubbock, Tex., along with newspaper owners, switch rep to Katz as of Dec. 1.

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"Unsponsored" commercial TV for Britain was proposed by Govt. this week in long-awaited White Paper outlining official policy toward hot issue which has been raging in England for 2 years. To assuage critics who pointed to American TV as "horrible example of what might happen here," White Paper takes extremely cautious approach: Govt. would establish public corporation similar to BBC, its governors appointed by Govt., to own and operate new transmitters, have veto power over scripts and advertising copy. Only spot announcements would be permitted on commercial outlets, and they would be separated from entertainment part of program, with probably no more than 4-5 minutes of commercials an hour. Since British TV sets have no channel selectors—being capable of picking up only the BBC—adapters costing \$16-\$40 would be necessary. Govt. will put its proposals in form of bill to be presented to Parliament early next year, with final action expected next June or later and first commercial programs in 1955. There's still big battle pending, since Labor Party has indicated it will fight any type of commercialization and strong opposition to commercial TV has also been expressed by some important Conservative Party spokesmen.

CBS pres. Frank Stanton, 1930 graduate of Ohio Wesleyan, told reporters for the *Wesleyan Transcript*, according to Nov. 11 UP dispatch, that he has resigned from his national fraternity, Phi Delta Theta, because of its constitutional provision barring membership to persons "not of pure Aryan blood." He said he has unsuccessfully tried for years to get the provision changed.

Sale of KLAC-TV, Los Angeles (Ch. 13) was in final negotiation stages this week, with Copley Press Inc. the probable purchaser for \$1,375,000 from Mrs. Dorothy Schiff Sonneborn, publisher of *New York Post*, whose son Mortimer W. Hall is mgr. Copley Press, with headquarters in Aurora, Ill., publishes 4 newspapers in Illinois as well as *San Diego Union and Tribune* and 9 Los Angeles County dailies: *Alhambra Post-Advocate*, *Burbank Review*, *Glendale News-Press*, *Culver City Star-News*, *Monrovia News-Post*, *Redondo Breeze*, *Venice Vanguard*, *San Pedro News-Pilot*. It's newspaper chain's first venture into TV. Deal involves only KLAC-TV, reported to be heavy loser ever since it was established in Sept. 1948, does not include profitable AM counterpart KLAC.

Major ownership transfers approved by FCC this week: (1) WWNC, Asheville, N. C., with *Asheville Citizen and Times*, applicant for Ch. 13 acquired by company headed by Roger Peace, publisher of *Greenville* (S. C.) *News-Piedmont*, operator of WFBC and holder of Ch. 4 CP in Greenville; total consideration, with newspapers, \$2,300,000 (Vol. 9:40). (2) KCMO-TV & KCMO, Kansas City, from Tom Evans and Lester Cox to Meredith Engineering Co.; consideration, \$2,000,000 (Vol. 9:41-42). (3) One-third interest in KFSD-TV & KFSD, San Diego, transferred from Thomas E. Sharp to T.B.C. group headed by Harrison G. Sloan; consideration, about \$351,984.

New TV ownership survey by A. C. Nielsen Co. (Vol. 9:44) is disclosed as being underwritten by CBS-TV, will be released after Jan. 1. Dated Nov. 15, it will be first such count since networks released their May 15 sets-in-use tabulations (*TV Factbook No. 17*) and first to include both vhf & uhf owners. Figures will be by counties and county clusters. Said Oscar Katz, CBS research chief, who is directing the job: "Conflicting estimates of ownership, the rapid rise in set sales, the opening of many new stations, and the development of uhf have all pointed to the urgent need for this survey. CBS-TV is sponsoring the study as a service to advertising and broadcasting."

Two TV applications filed with FCC this week were for San Antonio, Tex., Ch. 41, by radio KCOR, and for Montgomery, W. Va., Ch. 2, by licensees of WTIP, Charleston, and WMON, Montgomery. Ten applications were dismissed, leaving 421 pending FCC action, of which 100 are for uhf stations. [For further details about these applications, see *TV Addenda 17-S* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with *Addenda* to date.]

Network TV service was extended Nov. 12 to new WNOW-TV, York, Pa., making total of 218 stations in 139 cities equipped to receive network programs by AT&T and private interconnections. Other stations tentatively scheduled to be interconnected this week end: WIBW-TV, Topeka, Kan.; KLPR-TV, Oklahoma City; WCIA, Champaign, Ill.; WKJG-TV, Ft. Wayne, Ind.; WSIX-TV, Nashville; KGTU, Des Moines; WTAC-TV, Flint, Mich.

KFDA-TV & KFDA, Amarillo, Tex., already owned 25% by Gene Cagle and 25% by Charles Jordan, both executives of Texas State Network, will be transferred to TSN control for reported consideration of \$550,000, if FCC approves. Chief stockholder in TSN is oilman S. W. Richardson, Cagle owning about one-third. Jordan would retain his 25% in new setup.

NARTB code review board issues first report "to the people of the United States," detailing precautions station subscribers are taking to screen programs and commercials for possible violations. Available from NARTB, report reprints code, lists 188 subscriber by call letters, cites Congressional and public comments on compliance.

# Television Digest

with **ELECTRONICS** REPORTS

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**In this issue:** { Which Stations Will Be First With Color? page 1  
4 Grants, 2 Initial Decisions, 3 Dropped, page 2  
7 More Start, Looks Like 240 for Year, page 2  
'Class of Ownership' No Bar at FCC, page 3  
Transmitter Deliveries & Upcoming Stations, page 5  
New Surveys and Technical Research on UHF, page 6  
Accent on Participation Sponsorships, page 7  
Trade Shaping Up Plans to Tackle Color, page 8

**WHICH STATIONS WILL BE FIRST WITH COLOR?** Lineup for the station color sweepstakes becomes clearer. Initial aim is to enable stations to rebroadcast network color -- and it looks as if this will be done rather quickly for those on microwave.

For biggest color presentation currently on tap, NBC's telecast of Jan. 1 Tournament of Roses from Pasadena, 14 stations in as many cities are most likely to be ready -- both from standpoint of station equipment and AT&T's ability to equip microwave for color. Only the parade, sponsored by Woolworth, will be carried in color; Rose Bowl game, sponsored by Gillette, will be monochrome.

Studying microwave setup, weighing stations' reports on equipment priorities, we deduce that these 14 cities will receive and rebroadcast the program in color -- and we're willing to wager we're within one or 2 of the final setup:

Los Angeles, San Francisco, Salt Lake City, Denver, Omaha, Chicago, Toledo, Cleveland, Pittsburgh, New York, Philadelphia, Wilmington, Baltimore, Washington.

That a few more may be added is conceivable but unlikely. It all depends on AT&T's ability to equip microwave and local station loops. Initially, only stations on the microwave "backbone," or main line, are being equipped. TV networks expect 25 more cities to get color network service within 3 months after Jan. 1.

Stations now served by networks with coaxial cable anywhere between them and origination point have a longer wait. It takes more work to get color through coax.

Other networks beside NBC aren't saying much about color plans. CBS has New York equipped, hopes to have Hollywood and Chicago ready by February, hasn't yet ordered any color service from AT&T -- nor have ABC or DuMont ordered such service.

First commercial program in color was to be NBC-TV's "Colgate Comedy Hour" Nov. 22. Up to now, FCC has limited colorcasts to sustainers only. Commission gave permission on the Colgate show "subject to announcement by the originating station at the beginning and end of the program that this color test (which can be received in monochrome but not in color on standard TV receivers) is 'pursuant to special authorization by the FCC as a test of the National Television System Committee technical signal specifications.'"

Comrs. Webster and Bartley dissented, saying: "It appears from the petition of the NTSC formally filed with the Commission that sufficient experimentation with its proposed color signal specifications has been conducted." They would not have granted the permission, couldn't see how it would aid FCC deliberations.

When will FCC formally approve compatible color? No one knows -- not even at Commission. This week, it set Nov. 27 for meeting on color, but approval is not expected to come from that single session. Nothing more definite than "a decision by Christmas" can be extracted from those at FCC best able to judge.

It's presumed RCA-NBC will promote to beat the band in cities carrying the Tournament of Roses, demonstrating receivers to press, VIPs, etc. It's expected, too, that other manufacturers with enough color sets will do likewise.

**4 GRANTS, 2 INITIAL DECISIONS, 3 DROPPED:** Four CPs and 2 initial decisions from FCC this week, while 3 grants (2 uhf, 1 vhf) were politely returned to Commission by grantees who concluded economics were against them: The CPs:

Atlanta, Ga., WQXI, Ch. 36; Portland, Me., WGAN, Ch. 13; Detroit, Mich., UAW-CIO, Ch. 62; Marinette, Wis., WMAM, Ch. 11. Favored in initial decisions were: San Jose, Cal., Standard Radio & TV Co., Ch. 11; Portland, Ore., Oregon TV, Ch. 12.

Grants relinquished: Davenport, Ia., KDIO, Ch. 36; Flint, Mich., WCTV, Ch. 28; Santa Fe, N.M., KTVK, Ch. 2.

Final decisions produced the CPs in Atlanta, Portland, Me. & Detroit after opposition dropped out. Marinette CP came from merger; WMAW, Green Bay, applicant for Menominee, Mich., has option to purchase 20% of grant within 20 months.

The San Jose decision was rendered after Examiner Poindexter concluded that FM Radio & TV Corp. waited until too near hearing time to try to amend its application. In proposing to award Portland, Ore. Ch. 12 to Oregon TV Inc., Examiner Smith cited local ownership, civic activities, diversification of business interests, ownership-management integration, program proposal, facilities and staff, lack of ownership of AM, newspaper or other media.

Oregon TV is headed by retired banker and shipbuilder Henry A. White and includes Stephen E. Thompson, owner of lumber and paper businesses; Julius L. Meier, of Meier & Frank dept. store family; Wm. A. Healy, furniture mfr.; Robert L. Sabin, attorney with interests in woodworking and lumber businesses. Of proposed losers, Columbia Empire Telecasters is controlled by Portland Journal and Wesley I. Dumm, latter owner of KPIX, San Francisco; and Northwest TV & Broadcasting Co. is owned by broadcaster John Keating (KONA-TV, Honolulu), stationery business owner Lester L. Hunter, iron works owner Winston W. Casey.

\* \* \* \*

Commission also tightened up its rules on granting extension of time to build stations by ordering grantees to ask for exactly as much time as they need, rather than arbitrary 6 months. CP-holders may request either more or less than 6 months, but Commission warned: "Most important of all, this notice should not be interpreted as according permittees greater leeway than is presently provided..."

Purpose of change, FCC said, is to obviate "an unnecessary burden upon both the Commission and the permittee," i.e., repeated requests for more time.

**7 MORE START, LOOKS LIKE 240 FOR YEAR:** Though there are just 40 days left to year at this writing, nearly 70 more new stations have been promised in that time -- but we'll settle for 40, or less. Many simply won't make their announced target dates, some haven't been able to get equipment, a few haven't even ordered equipment and may never be built. But if 40 do start by Jan. 1, it will mean approximately 240 new stations added this year -- a quite gratifying record for both FCC and industry.

Pre-freeze, there were 108 on air. Between lifting of freeze in July, 1952 and end of year, 17 were added. This week's 7 bring total to 324 -- exactly 3 times pre-freeze number. There was also one this week in Canada -- CFPL-TV, London, Ont. (Ch. 10). This week's new starters:

KOMO-TV, Seattle (Ch. 4) began test patterns as city's second vhf station Nov. 17, with RCA's Gen. Sarnoff, in town for dedication of Navy's new superpower transmitting station, throwing switch that started 25-kw RCA transmitter at full 100-kw power ERP. Owned by Fisher Flour Mills family, station goes commercial Dec. 11 as basic NBC outlet at base rate of \$700, running test patterns 12 hours daily until then. It has 82-ft. 6-bay superturnstile on 552-ft. Ideco tower located atop Queen Anne Hill, or 1000-ft. above sea level. Headed by O.W. Fisher as pres., KOMO-TV's v.p. & gen. mgr. is W.W. Warren, with Ray Baker as v.p. & commercial mgr.; Dave Crockett, program mgr.; S.O. Bennett, chief engineer. Rep is Hollingbery.

WWOR-TV, Worcester, Mass. (Ch. 14), city's first station, began testing Nov. 16 and goes commercial Dec. 4, affiliated with ABC & DuMont. It has RCA transmitter with 200-ft. Stainless tower on Asnebumskit Hill at Paxton, about 5 mi. from center of Worcester. Controlled by banking-manufacturing group, including Fox, Wells & Co.,

investment house identified with Olympic Radio, its manager is Ansel E. Gridley, who controls WFGM, Fitchburg, with Leonard V. Corwin, ex-Ziv, as commercial mgr.; Donald P. Wise, ex-WBZ-TV, Boston, chief engineer. Base rate is \$250. Rep is Raymer.

KCOK-TV, Tulare, Cal. (Ch. 27), one of first 3 to get GE's new directional uhf antennas, began operation Nov. 16 with GE 12-kw transmitter. Sheldon Anderson, owner, who recently sold control of KAFY-TV, Bakersfield (Ch. 29) to San Francisco Chronicle group, jubilantly reports: "We are covering entire San Joaquin Valley from our [5000-ft.] site and reaching solidly over 150 mi. First uhf station in the country to either equal or exceed vhf." He's gen. mgr., with Alan Rinehart as station mgr.; Stan Simpson, sales mgr.; Ron Oakley, chief engineer. Base rate is \$250, network is DuMont. Forjoe is rep.

KGTV, Des Moines (Ch. 17), first station in that city, hitherto served primarily by Iowa State College's pioneer commercial WOI-TV, Ames (Ch. 5), began regular schedule Nov. 15 with ABC service. It's owned by Morgan Murphy-Walter Bridges interests (WEBC, Duluth) who also hold CP for WEAU-TV, Eau Claire, Wis. (Ch. 13), due in Dec. Gen. mgr. is S.H. McGovern, with Bernice Hulin as program mgr.; W.M. Greely, chief engineer. Equipment is RCA. Base rate is \$200. Rep is Hollingbery.

KWWL-TV, Waterloo, Ia. (Ch. 7) began test patterns Nov. 15, will definitely be ready to go commercial Nov. 29, reports sales mgr. Don Inman, carrying NBC and DuMont networks. Chief owner & gen. mgr. is Ralph J. McElroy. Equipment is DuMont, base rate is \$300. Rep is Headley-Reed.

WKJG-TV, Ft. Wayne, Ind. (Ch. 33), city's first, began testing Nov. 14, is due to go commercial Nov. 22 as an NBC interconnected, expects also to carry shows of other 3 networks. It's the station that won over local newspaper competitor (WGL) in competitive hearing (Vol. 9:17,21), controlled by Clarence L. Schust and H. Leslie Popp (28.5% each), with Edward G. Thoms as v.p. & gen. mgr.; Carleton Evans, commercial mgr.; Eugene Chase, chief engineer. It has 12-kw GE transmitter. Base rate is \$250. Rep is Raymer.

KBOI, Meridian, Ida. (Ch. 2), which for all practical purposes is second Boise station, began test patterns Nov. 15 and reports that it will start regular programming Thanksgiving Day with remote of Boise-Nampa high school football game. It has DuMont equipment, is managed by H. Westerman Whillock, with Earl Glade Jr. as station and sales mgr. It competes with Boise's KIDO-TV (Ch. 7), on air since July 7 (Vol. 9:28), starts with same base rate (\$150). Rep is Free & Peters.

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CFPL-TV, London, Ont. (Ch. 10), Canada's second commercial outlet (first was CKSO-TV, Sudbury, Ont., Ch. 5) began testing Nov. 17, goes commercial Nov. 28 with RCA transmitter and 76-ft. 12-bay superturnstile antenna surmounting 500-ft. Canadian Bridge Co. tower. It's owned by London Free Press. Walter J. Blackburn, pres., with Murray T. Brown as station mgr.; Robert A. Reinhart, operations mgr.; Glen Robitaille, technical director. Base rate is \$200, reps Weed & All-Canada.

Note: Havana's CMTV (Ch. 11), licensed as Television del Caribe and headed by veteran Cuban broadcaster Manuel D. Autran, was dedicated Armistice Day-- its 3-story structure on Rio Almendares specially equipped for outdoor programs. Financial backer, to tune of reported \$500,000, is U.S. broadcaster George B. Storer.

**'CLASS OF OWNERSHIP' NO BAR AT FCC:** Early fears of AM, newspaper, theatre operators that FCC might discriminate against them in competitive hearings have proved, since lifting of freeze, to have little justification.

FCC's final decisions and examiners' initial decisions, with few exceptions, haven't hinged on applicants' ownership of AM, newspapers or theatres.

It should be kept in mind, of course, that examiners' decisions are subject to reversal by Commission in its final decisions. It should be noted, too, that no "ultimate" case has been up for decision yet -- involving applicant owning sole AM-and-newspaper in town, opposed by others equally qualified but without such interests.

Trend at the moment, however, is definitely not towards discrimination against applicants with interests in other media.

Particularly in the case of radio broadcasters, in fact, their records of

community service have at times been the clincher in the face of opposition from strong competitors with no ownership of news or entertainment media.

Naturally regarding TV as their "rightful heritage", the AM operators are delighted to find indications that FCC isn't over-zealously pursuing the theory of "diversification of the ownership of mass media of communications."

Here's the post-freeze record of hearing cases to date, excluding those "paper" decisions rendered after competition merged or dismissed, and limited to those wherein the AM, newspaper or theatre factor was pertinent:

Final decisions: For Denver's Ch. 7, FCC upheld Examiner Cunningham's findings and chose KLZ over Wolfberg Theatres, saying KLZ's superior record and other qualifications outweighed Wolfberg's lack of broadcast interests. In passing, FCC said nothing in the record mitigated against theatre ownership of TV.

For Ft. Wayne's Ch. 33, competition was between WKJG and WGL. FCC agreed with Examiner Litvin's reasoning, picked WKJG for several reasons, one of which was that WGL was owned or controlled by ownership of both local papers.

\* \* \* \*

Following are the initial decisions awaiting final ruling. When Commission rules on these, trend should become much clearer. Some may be reversed -- but not necessarily on the "diversification" issue:

For Flint's Ch. 12, Examiner Gaguine picked WFDF over Detroit's WJR and the Butterfield Theatres for variety of reasons. But, while noting that no contestant was locally owned, he said WFDF's proposal was more impressive because of local contacts it had gained through AM operation.

For Tampa-St. Petersburg's Ch. 8, Examiner Cooper liked WFLA-Tribune against WTSP-Times and Tampa Bay Area Telecasting, despite Tampa Bay's absence of media ownership. Such absence, he said, "might be persuasive" if it had proved itself equal to the other 2 in other qualifications.

For Ft. Wayne's Ch. 69, in choosing partners Paul McNutt & James Fleming over WANE, Examiner Huntting said newspaper interests of former and AM of latter cancelled out. In this case, past record didn't help WANE, Mrs. Huntting said, stating that it hadn't "fully effectuated" programming promises to FCC.

For Wichita's Ch. 10, Examiner Hutchinson picked KAKE over non-radio mid-Continent TV, mentioning, among other factors, KAKE's broadcast experience in Wichita and fact that city already has considerable TV-AM-newspaper competition.

For Sacramento's Ch. 10, Examiner Donahue last week went all out in preferring McClatchy, which has both AM and newspaper there, because of its community record and TV plans. He chose it over Sacramento Telecasters which has no local AM.

Even this week, though non-broadcaster Oregon TV was picked over broadcasters Columbia Empire and Northwest TV & Bcstg. in Portland, Examiner Smith mentioned the "diversification" factor as only one of many in Oregon TV's favor.

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**Personal Notes:** Harold Botkin, on leave as asst. operations director, AT&T long lines dept., named consultant in Defense Dept. office of transportation & communications . . . Wm. B. Ryan resigns as BAB pres., effective Feb. 1 . . . Leonard Goldenson, pres. of ABC-Paramount and a founder of United Cerebral Palsy organization, re-elected its pres. for fifth term . . . Brig. Gen. Clarence P. Talbot, USA ret., recent deputy commander of McClellan Air Force Base, wartime deputy chief of staff of Flying Tigers and commander of China Air Service Command, joins new KCCC-TV, Sacramento, as director of public relations . . . Heber Smith Jr. named mgr. of San Francisco office, John Blair & Co., effective Dec. 1, replacing James Richards. resigned to join General Teleradio Inc., N. Y. . . . Wm. L. Clark, ex-asst. sales mgr., WPIX, named western mgr., ABC-TV film syndication dept., Los Angeles . . . John P. Carr, Francis X. McDonough, Wm. P. Sims Jr., Earl R. Stanley, Thomas H. Wall elevated to members of Washington law firm of Dow, Lohnes & Albertson . . .

Jack Fleet promoted to gen. mgr. of KIVA, Yuma, Ariz., Bob Schofield replacing him as chief engineer; Bill Geddes named sales mgr. . . . Morris C. Barton Jr., ex-DuMont, recently with WFAA-TV, Dallas, named chief engineer of new KSLA, Shreveport . . . Dan Durniak, ex-KFAZ-TV, Monroe, La., named production mgr. of new WTOV-TV, Norfolk (Ch. 27) . . . Ann Janowicz, ex-Benton & Bowles, now TV-radio timebuyer, Hewitt, Ogilvy, Benson & Mather, N. Y. . . . Jack Donahue promoted to mgr. of San Francisco office of CBS Radio Sales, succeeding Bert S. West, now gen. sales mgr. of KNX, Hollywood . . . Dick Coon, ex-WROV-TV, Roanoke, Va., named program director of upcoming KGVO-TV, Missoula, Mont.

Charles A. (Tony) Wakeman, 43, early Washington sportscaster and first sports editor of WTTG, died in Miami Nov. 17 after a brief illness.

Licensed TV sets in Britain totaled 2,539,103 Sept. 1, increase of 59,649 during Aug.

**D**UMONT won't deliver any more 5-kw uhf transmitters before first quarter 1954, and has so notified customers. Thus far only ones delivered went to WGLV, Easton, Pa. (Ch. 57) and WNOK-TV, Columbia, S. C. (Ch. 67), both now on air. This week, DuMont reports orders for 5-kw vhf, transmitters from KULA-TV, Honolulu (Ch. 4), to be shipped Dec. 15, and KFBC-TV, Cheyenne, Wyo. (Ch. 5), to be shipped week of Nov. 28. Both are interim installations, pending 25-kw later.

GE's only new order reported is for 12-kw transmitter to WINT, Waterloo, Ind. (Ch. 15), due for Jan. delivery. This week it shipped 12-kw to WKAR-TV, E. Lansing, Mich. (Ch. 60), which in Oct. got 100-watter, and 5-kw to WAPA-TV, San Juan, P. R. (Ch. 11) due to start about Dec. 15.

RCA reported shipment of complete new 10-kw transmitter to KWTW, Oklahoma City (Ch. 9), with 6-section superturnstile still being assembled, and 25-kw transmitter to WSTV-TV, Steubenville, O. (Ch. 9). Both stations are due on air in Dec.

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

WTHS-TV, Miami (Ch. 2, educational), granted last week to Lindsey Hopkins Vocational School, gets Ch. 4 GE transmitter and antenna from WTVJ after that station has its new equipment operating next Jan., hopes to begin next spring after converting it to Ch. 2, according to asst. director Vernon Bronson. It already has studio, 2 DuMont camera chains and transmitter now used for closed-circuit work by school's TV-broadcasting dept.

KXJB-TV, Valley City, N. D. (Ch. 4) hasn't ordered equipment as yet, will have studio-office building ready by Dec. 1, transmitter house by end of 1953, plans July 1, 1954 test target, Aug. 1 commercial debut, according to pres. John W. Boler, who also operates KCJB-TV, Minot, N. D. (Ch. 13). Rep not yet chosen.

KRGV-TV, Weslaco, Tex. (Ch. 5), last reporting late Nov. start, awaits shipment of 750-ft. Phillips tower and GE antenna, now hasn't definite target date, according to director Millman Rochester. GE 5-kw transmitter is being installed, studios and offices are 90% complete. Owner O. L. Taylor, head of rep firm bearing name, also is applicant for Ch. 3 in Wichita, Kan. Taylor Co. will be rep.

KOAM-TV, Pittsburg, Kan. (Ch. 7) has its 10-kw RCA transmitter, begins testing soon, goes commercial Dec. 13, reports program director Louis R. Martin. R. E. Wade is mgr.; Leo Stafford, chief engineer. Hour rate will be \$200. Rep will be Katz.

WTBO-TV, Cumberland, Md. (Ch. 17), granted last week, hasn't ordered equipment or selected rep as yet but

**Largest community antenna system in the world is being installed in Vancouver, B. C., will eventually feed 100,000 TV sets, reports Spencer-Kennedy Labs. System is being built for Tru Vu Television Ltd., headed by George Chandler, owner of CJOR; installation is supervised by SKL licensee Research Industries, Ltd. (D. D. Carpenter, pres.). About 2500 homes are now being served, and cable stringers have put in 30,000 ft. of K-14, 50,000 ft. of RG-11/U, 25,000 ft. of RG-59/U. When in full operation, system will supply Ch. 2 from Vancouver, Ch. 4, 5 & 7 from Seattle (113 mi.), Ch. 12 from Bellingham (90 mi.), Ch. 11 & 13 from Tacoma (153 mi.), plus an extra channel. Longest cable run will be 14 mi., and area covered will be 20 mi. long, 8 mi. wide.**

Completion of costly community antenna system in Casper, Wyo., to be served by signals from Denver brought to city via AT&T microwave, is due about Dec. 1, according to Bill Daniels, pres. of Community TV Systems of Wyoming Inc.

hopes to start next summer, according to pres. Charles E. Smith.

WSIX-TV, Nashville (Ch. 8) has its 20-kw GE transmitter, plans Nov. 25 tests, goes commercial Nov. 29, according to operations director Shelton Weaver. It's a CBS affiliate, will be first competition for WSM-TV. Hour rate will be \$425. Hollingbery will be rep.

KBID-TV, Fresno, Cal. (Ch. 53), the John Poole station whose call letters have been changed again (originally were KBIF-TV, then KCAF), is due to begin operating some time in Dec.—city's third uhf. It will share KMJ-TV tower on Bear Mt., 28 mi. from city, using GE transmitter. Executive staff are Robt. H. Wesson, mgr.; Ralph Smith, chief engineer; Hal Davis, program director; Bud Lilly, production mgr. Base rate is \$225. Rep is Meeker. Poole's KBIC-TV, Los Angeles (Ch. 22), originally KPIK, has pushed forward its target to "spring of 1954," and plans are still indefinite for his KBIK-TV, Sacramento (Ch. 46), originally KBIC-TV.

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Waveguide is being used by more and more uhf stations in place of conventional transmission line—particularly those stations with high power and tall towers—because of its low-loss characteristics. Prodelin Inc., Kearny, N. J., a leading manufacturer of uhf waveguide, reports these 10 stations so equipped: KACY, Festus-St. Louis; KSTM, St. Louis; KETX, Tyler, Tex.; KNUZ-TV, Houston; WEEU-TV & WHUM-TV, Reading, Pa.; WGLV, Easton, Pa.; WROW-TV, Albany; WTVU, Scranton; and upcoming WJHP-TV, Jacksonville. Prodelin has supplied coaxial transmission line for 26 other operating and upcoming uhf stations.

Highest TV station in the world, XEQ-TV, at Mexico's 13,405-ft. Cortez Pass, will also become most powerful—600 kw—DuMont reports. With new 50-kw amplifier and 12-section superturnstile antenna, it will reach 13,600 ft. above sea level, extend present Grade A contour from 103 mi. to 147 mi., Grade B from 147 mi. to 168 mi. According to Ernest A. Marx, director of DuMont international div., signal is already being received at Vera Cruz, 270 mi. Transmitter is located between famed extinct volcanoes Popocatepetl and Ixtaccihuatl.

Power increases: GE shipped 35-kw amplifier to WOI-TV, Ames, Ia. (Ch. 5) and 12-kw amplifier to KJEO, Fresno, Cal. (Ch. 47), both Nov. 20. Antenna shipments by GE this week: KDUB-TV, Lubbock, Tex. (Ch. 13), 6 bay; WSLI-TV, Jackson, Miss. (Ch. 12), 12 bay. RCA shipped 25-kw transmitter to WTVR, Richmond (Ch. 6) Nov. 19, making possible increase from 17.2 to FCC's 100-kw maximum ERP; and 25-kw unit to WBNS-TV, Columbus, O. (Ch. 10), which will go from 24.3 to 219 kw.

New low-cost industrial TV camera, complete in one unit and weighing 7½ lbs, was announced this week by Dage Electronics Corp., Beech Grove, Ind. New Model 50-A is 6½ in. high, 9¼ in. long, costs \$845 including vidicon pickup tube. Available for new camera is complete line of accessories, including remote electrical and optical controls, remote pan & tilt, auxiliary sound unit.

Community antenna operation in Schuylkill Haven, Pa. has been quite unaffected by new uhf stations, according to mgr. Wm. J. Calsam, who also is treas. of National Community TV Assn. He reports one station with good signal in town, another fair-to-poor, third very poor. Town has about 1300 TV sets and Calsam expects to have more than 1000 subscribers by year's end.

Chockful of reference and statistical data on advertising as a whole, virtually a textbook-workbook of the trade, is 520-p. Advertisers' Annual 1954 edition of *Printers' Ink*; it's carefully indexed, a "must" for every adman's library, actually ought to be cloth-bound.

**N**EW FACTS ABOUT UHF keep cropping up, based on surveys and technical research. This week's batch is highlighted by American Research Bureau survey for ABC-TV indicating that families with uhf-equipped sets spend 25% more time viewing TV than families with vhf-only sets in same cities. Cities surveyed—all vhf-uhf markets—were Pittsburgh, Buffalo, St. Louis, Milwaukee, Kansas City, Norfolk.

ARB survey showed that families with vhf-uhf sets average 34.96 hours a week at their TV sets while families with vhf-only sets spend 27.83 hours a week viewing. ABC-TV researchers attribute this to (1) larger choice of programming available to uhf homes, (2) greater interest in TV by those who were anxious to spend the extra money to convert their sets.

Results of another survey are worth quoting, too, because they show the speed with which uhf conversions are building up in at least one big-city vhf-uhf market—Milwaukee, which has one vhf and 2 uhf stations. Lou Poller, gen. mgr. of WCAN-TV there, writes:

"The strange thing about surveys—an ARB survey, completed the week of Oct. 22 showed us to have 29.6% conversion. [This] was followed by results of a survey made by Dr. Ella Clark of Marquette U which showed 26.7% for the week preceding the ARB survey. [Another] survey made the first week in Nov. showed 32.2%, and now in the second week of Nov. we have another survey by Dr. Clark which shows 35.2%. Since all surveys run so closely parallel, I have reason to feel that the 4 surveys in 30 days give a pretty accurate picture and indicate a weekly growth of approximately 3%. At this rate we should have about 55% by the first of the year and a total conversion about Easter."

Technical characteristics of uhf as compared to vhf have been getting less attention these days, now that over 100 uhf stations have convinced just about everybody that uhf can give good service. While foliage is not the bar to uhf reception that engineers once feared it might be, the presence of evergreen trees in some locations has given servicemen plenty of trouble. Technical publishers Howard W. Sams & Co. recently sent crew to Norfolk area for uhf field tests. Reports to be published next month in Nov.-Dec. issue of *PF Index & Technical Digest* concludes:

"The results obtained at this test position located in an area having an abundance of pine trees were so different from those which were previously experienced that

we felt an explanation was imperative. It was concluded, after checking the surrounding terrain, that there was nothing which could have contributed to the critical pattern except the pine trees themselves. We had not encountered this type of tree in any abundance on previous field tests; therefore a test was made at a site having similar terrain but devoid of pine trees. The results proved conclusively that a uhf signal is extremely attenuated by pine trees."

This phenomenon was substantiated by a Howard W. Sams engineer who conducted field survey in Columbia, S. C. Nov. 9-11 with same results. An independent engineer got similar results in his tests, but he reported there was not a single instance where good uhf picture wasn't available through proper placement of receiving antenna to pick up signal from either above or below the level of the pine needles.

New Ultra High Frequency TV Assn. next week takes first steps toward formulation of concrete program with meeting Nov. 23-24 in New York's Lexington Hotel to which all uhf station operators and CP holders have been invited "to discuss common problems." Some set manufacturers and networks have also been invited to the open session on Nov. 24.

In identical letters to all 4 TV networks and set-makers RCA, DuMont, CBS-Columbia, GE and Westinghouse—copies of which were sent to all FCC commissioners—the Association this week urged: (1) "Production of 'genuine all-channel' sets in all price ranges." (2) "Transmitting equipment with greater power, comparable to the vhf equipment now available"—by Jan. 1, 1954, if possible. (3) "Development of boosters for use in low spots in rugged country as an integral part of the transmitting equipment." (4) Training by manufacturers of installation and repair crews for local areas.

The letter, basically conciliatory, criticized networks for "refusing to stand by affiliation agreements with uhf stations, or to make firm agreements with uhf stations." It warned against "restrictive practices" by TV film distributors, and restated its aim to seek to prevent FCC from adding more vhf channels to cities with uhf allocations. Letter was written by gen. counsel Wm. A. Roberts.

Meanwhile, another uhf station—KQTV, Ft. Dodge, Ia. (Ch. 21)—joined 8 other grantees in petition to FCC for establishment of subscription TV service (Vol. 9:32, 35-38, 41, 43).

Confidence in future of uhf was expressed by Comr. Doerfer in address to Radio & TV Executive Assn. of New England in Boston Nov. 16. "Now the advertisers know that uhf is definitely part of the picture of the future and in order to secure favorable franchises are buying time," he said. "An examination of the sponsor lists [of uhf stations] reveals a good cross-section of leading industries." FCC's 1952 financial data on TV stations showed that 11 of the 14 vhf stations operating at loss were in markets with 4 or more stations, he said, stressing that "competition and not the nature of the frequency will have an important bearing upon the future of uhf in any locality." As to conversion, "it does not appear to be an insurmountable problem—people are willing to spend more money if it means better reception, better programs, and greater choice of programs." Comr. Doerfer restated his philosophy that "self-reliance on your part rather than paternalism in Washington is the key to your problems," and that increase in competition to radio by new TV stations "is primarily the concern of the competing interests [and] does not warrant protection from the FCC." He added there is no indication TV will put radio out of business. As to new TV stations, he saw not more than "750 authorized and on air in the immediate future."

Hot battle over proposal to add new vhf channel to Milwaukee area continued this week as Hearst Corp. filed reply to objections of WCAN-TV (Ch. 5) and Ultra High Frequency TV Assn. (Vol. 9:44). Defending plan to put Ch. 6 in nearby Whitefish Bay, Hearst petition said: "WCAN-TV would now have the Commission construe its license as a contract . . . binding on the Commission to make no changes in the Table of Assignments which would increase the number of TV services available to the public in the Milwaukee area." Hearst also answered objections by WOC-TV, Davenport, Ia. (Ch. 5) and WJIM-TV, Lansing (Ch. 6)—which argued new channel would reduce their coverage—by pointing out proposal complies with FCC rules.

Directional uhf antennas producing gains of 50-60 were described by RCA's Owen Fiet at Nov. 16 IRE broadcast symposium at Franklin Institute, Philadelphia. For Pylon antenna, such gains are achieved by arrangement of slots around cylinder. Fiet noted that ERPs of up to 700 kw in maximum direction are now possible with 12-kw transmitters.

Sets-in-use totaled 25,690,000 as of Oct. 1, up 457,000 from Sept. 1, reports NBC Research.

**Network Accounts:** Regional network program patterned on format of NBC-TV's *Today* debuts Nov. 23 on CBS-TV's Pacific network Mon.-thru-Fri. 7-9 a.m. New show, *Panorama Pacific*, presents such segmented features as newscasts, time & weather reports, sports, etc. Originating from KNXT, Los Angeles, hookup takes in KPIX, San Francisco, and KFMB-TV, San Diego. Participating sponsors already signed are General Mills, Lincoln-Mercury. Old Dutch cleanser, Dow Chemical . . . Amoco sponsors annual *Year of Crisis* program on CBS-TV Jan. 3, Sun. 3-4 p.m., thru Joseph Katz Co. . . . Lady Esther cosmetics and Phillip Morris drop Ezio Pinza comedy series *I Bonino* on NBC-TV Dec. 26, Sat. 8-8:30 p.m.; Plymouth reported buying time for new *Mickey Rooney* film series . . . American Machine & Foundry Co., at end of year, drops partic. in *Omnibus* on CBS-TV, Sun. 5-6:30 p.m., leaving Greyhound Bus Co., Scott Paper and Kelvinator other 3 sponsors . . . American Flyer (toy electric trains) buys 9 partic. on *Today*, starting Nov. 24, thru Erwin, Wasey . . . Pillsbury Mills (Ballard biscuits) renews sponsorship of Tue. 1:45-2 p.m. segment of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 1:30-2, thru Campbell-Mithun, Minneapolis . . . Army's public service program *Guide Right* on DuMont changes name to *Stars on Parade* Nov. 25, Wed. 10-10:30.

**Station Accounts:** Recommended reading for entire commercial dept. of all TV stations, to say nothing of dept. store admen: U of Illinois Prof. Robert H. Cole's article titled "How Department Stores Use Television" in November *Stores*, published by NRDGA, reprinted as a Special Report herewith with permission of the magazine and author . . . Rike-Kumer Dept. Store, Dayton, which has own studios on 9th floor and regularly telecasts over WLWD, drew 50,000 shoppers this week for annual "open house" marking start of Xmas shopping season, with WLWT station stars throughout store to sign autographs; buildup was via TV-radio . . . Wolff & Marx, San Antonio dept. store, drew 6000 housewives to its 90-min. *Lucky Friday 13th* show this week from municipal auditorium on KEYL-TV; it also sponsored Tommy Reynolds' *Mothers Day Party* in downtown theatre in May, drawing 3000 . . . TV's impact is credited with boosting annual sales of Mages Stores for Sport, Chicago (sporting

goods) from \$3,000,000 to \$5,000,000 in the 2 years it has sponsored *Mages Playhouse* on WGN-TV, Mon. 10-10:30 p.m. & Thu. 11-11:30 p.m., thru Malcolm-Howard. Nov. 16 *Sponsor Magazine*, describing it as one of largest sporting goods chains in midwest (7 stores in Chicago area), states it allocates more than two-thirds of current \$300,000 annual ad budget to TV, 10% to radio, rest to printed media, plans to increase over-all sum while keeping same percentage ratio next year . . . Canada Dry Ginger Ale Inc. buys CBS-TV *Annie Oakley* film series on 80 stations for 52 weeks starting Jan. 2, thru J. M. Mathes Inc.; Canada Dry will sponsor alt. weeks, with show available for local sponsorship every other week . . . Union Pharmaceutical Co. (Inhiston tablets) buys Ted Malone's *Weekend in New York* for 13 weeks on WCBS-TV, Sat. 6:25-6:30 p.m., and Alex Dreier newscasts on WNBQ, Chicago, 5-min. twice weekly, thru Grey Adv., N. Y. . . . Orange Julius Sales Co. (beverage), following big success on Coast, is going national, using TV-radio with other media, thru Beckman, Hamilton & Assoc., Los Angeles . . . Among other advertisers reported using or preparing to use TV: Pro-Fresh Products Inc. (Pro-Fresh spot remover & dry cleaner), thru Fairfax Inc., N. Y.; Stortz Brewing Co., Omaha (Stortz-ette women's beer), thru Bozell & Jacobs, Omaha; Resistol Hats Inc., Garland, Tex. (self-conforming hats for men), thru Tracy-Locke Co., Dallas; Van Munching Co. (Heinekens beer), thru Hirshon-Garfield, N. Y.; Western Wax Co., San Francisco (candles), thru Jack Wyman Adv., San Francisco; A. S. Jaffe Co., San Francisco (Annabelle's Rocky Road candy), thru Umland-Easterman-Becker, San Francisco; Marlie Trading Co. (Tyler Magic Saw kits), thru Wm. Warren, Jackson & Delaney, N. Y.; Advance Products Corp., Beverly Hills, Cal. (Jet-Glow wax spray), thru Yambert-Prochow, Beverly Hills; Drennon Food Products Co., Atlanta (Jake's potato chips, crackers), thru Crawford & Porter, Atlanta; Sweet Candy Co., Salt Lake City, thru Gillham Adv. Agency, Salt Lake City; Joseph Martinson & Son, New York (Jomar instant coffee), thru Anderson & Cairns, N. Y.; National Builders Inc., Des Moines (pre-fabricated garages), thru Jere Bayard Adv., Los Angeles; Mountain States Telephone & Telegraph Co., Denver, thru Arthur G. Rippey & Co., Denver.

**A**CCENT on participating sponsorships—which are becoming more and more successful locally and which this year will account for some \$5,000,000 in billings on NBC-TV's 7-9 a.m. *Today* alone—was one of major facets of discussions of commercial progress at NBC-TV affiliates' semi-annual meeting with network executives this week in Chicago's Drake Hotel. That and desirability of network control of shows and talent, with less dependence on advertiser control, were among the major topics at Nov. 17-18 meetings, from which newsmen were barred and at which delegates were asked not to discuss "family matters" on outside.

Out of meetings came resolution reaffirming expressions last May of "confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by Gen. Sarnoff" and stating that "NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and continue our conviction that it is on the threshold of the greatest period of achievement in its history."

Resolution doesn't mention color, but it was considerably discussed and it was clear many affiliates are banking on NBC's guidance in that field as well as promises of increased billings, which sales v.p. Jack Herbert reported will be up 20% for year -- with all night time sold. One delegate characterized the conference thus:

"It was another step in establishing that NBC and its

affiliates cannot do a big job by walking down opposite sides of the street, like women who won't talk to one another." This delegate stated he was particularly impressed by the job NBC's owned-&-operated stations are doing in TV, said the managers are now actually turning down network in favor of local commitments—even occasionally in optional time!

This observer said he was also impressed by new selling techniques being undertaken by NBC-TV, being himself convinced that "old run-of-mill radio techniques simply won't work for TV." It was an amicable meeting throughout, with top NBC executives all on hand, headed by vice chairman Pat Weaver. Attending were 72 station people, including delegates from all but 2 of the 51 basic NBC-TV affiliates and from 17 of the 55 optional affiliates.

Affiliates conferences twice annually have more or less superseded NBC's own former annual conventions, and affiliates have set up own organization. Walter J. Damm, WTMJ-TV, Milwaukee, was elected chairman; Clair McCollough, WGAL-TV, Lancaster, Pa., vice-chairman; Wm. Fay, WHAM-TV, Rochester, secy. Three delegates from basic affiliates are Jack Harris, KPRC-TV, Houston; E. R. Vadeboncoeur, WSYR-TV, Syracuse; Harold See, KRON-TV, San Francisco. Three elected from optional affiliates are Joseph H. Rohrer, KRDO-TV, Colorado Springs; Fred Mueller, WEEK-TV, Peoria; David Baltimore, WBRE-TV, Wilkes-Barre.

**TRADE SHAPING UP PLANS TO TACKLE COLOR:** Tempo of color preparation speeded up at all levels of the industry this week as ways and means of minimizing its impact on black-&-white sales were being formulated. There were these developments:

(1) National Better Business Bureaus Assn., after survey of manufacturers, prepared to publish information booklet pitched on theme: "Don't Wait for Color." Publication of booklet, with initial run of about 500,000 copies, is expected tentatively about Dec. 15. It gives A-B-C's of color, tells consumer he'll be missing a lot of good entertainment at relatively low cost if he refrains from buying a monochrome set while waiting for the far-off day when color appears at popular price.

(2) RETMA service committee went ahead with plans for own public relations campaign on color for servicemen, establishing subcommittees in east and midwest to distribute data to dealers and technicians. RETMA members also agreed to loan their field engineers and technicians to demonstrate service problems and their solutions.

(3) National Appliance & Radio-TV Dealers Assn. (NARDA) started series of liaison meetings with manufacturers, with color high on agenda. It led off with Zenith Nov. 11, will meet with Motorola Nov. 23, Admiral and RCA in following weeks. NARDA is asking manufacturers for dealer markup of 40% on all color sets "to allow for higher service costs, set better historic pattern than monochrome and facilitate sales of monochrome." NARDA spokesman said he was hopeful, not optimistic.

(4) Distributors and dealers were pressuring manufacturers for at least one set for display purposes in time for NBC-TV colorcast of Tournament of Roses Parade New Year's Day (see p. 1). Raytheon Los Angeles distributor James Kerwin Co. was reportedly planning to give away 3 of the 4 color sets he had on hand to dealers as incentive for purchase of black-&-white sets rest of year.

\* \* \* \*

Color easily dominated RETMA meetings this week at Chicago's Palmer House, though organization, treading lightly in fear of possible anti-trust repercussions, took no official action. But there was plenty of unofficial comment by set makers.

Said one: "Let's not rock the boat until Christmas." Others: "Our ads should emphasize the positive approach. I'm going to stress that color signals will improve black-&-white reception." "My emphasis will be on black-&-white but I'm not going to play down color because 6, 7 or 8 months later I'm going to have to play it up." (For other RETMA news, see p. 10.)

RETMA members did make their usual "guesstimates" about market next year -- more interesting than ever now because of color being the unknown factor. Here are the median guesses: TV-radio committee, production of 4,860,000 black-&-white sets, 192,600 color, with black-&-white sales of 4,900,000. Tube division guesstimates: 5,100,000 monochrome, 171,000 color production, no sales estimates. Sales managers: 5,000,000 monochrome sales. 120,000 color production.

\* \* \* \*

That vagaries of color are forcing set makers to think "very conservatively" in marketing plans for next year, particularly first quarter, is manifest in penetrating analysis we got this week from a top-level TV marketing man whose sliderules are extremely sensitive to caprices of trade winds. His major points:

(1) Color will hit with greatest impact, by far, in first quarter. After that, industry's ads will gradually take effect, with "pretty good" pickup in sales remaining 9 months of year. His full-year sales estimate: 5,000,000.

(2) Retail sales in first quarter next year will be about 1,600,000 -- but a "very large" percentage will be "distress sales" of low-priced merchandise resulting from industry's "hopelessly overproduced condition right now." First-quarter

retail sales this year, by comparison, were 1,780,899. Production in first quarter will be between 1,000,000-1,500,000, compared to current year's 1,574,293.

(3) Concentration on low-end, cheaper models will be evident in additions to new lines and any all-new lines which will be introduced.

\* \* \* \*

More layoffs and cutbacks this week. Sylvania laid off 100 more employes at its Buffalo receiver plant, in addition to 100 furloughed 2 weeks ago. Corning Glass Works laid off 350 at its 2 TV bulb plants in Corning, N.Y. and Albion, Mich. Muntz TV closed down its Los Angeles plant, where reported 150-200 sets a day were being produced, will concentrate output at Chicago. And RCA Victor announced it would close down Cincinnati tube plant from Dec. 11 to Jan. 4.

Set makers and distributors continued to hold firm price line, but dealers went hog-wild with price cuts and gimmicks in eager zeal to tempt Christmas buyers. Manufacturers held fast in aftermath of Westinghouse's big price slash last week (Vol. 9:46). Admiral, for one, made point of informing distributors by telegram it would not cut list prices. Capehart-Farnsworth was only set maker announcing reductions this week, cutting 8 models (for list of models cut, see below).

\* \* \* \*

Talk of reducing production rate in December continues -- but so far there doesn't seem to have been much diminution of output. TVs turned out week ended Nov. 13 totaled 149,724, down from 161,337 preceding week and 158,052 week ended Oct. 30. It was year's 45th week, compared with 198,917 same week year ago and brought 1953 production to date to about 6,520,000.

Radio production totaled 276,657, compared to 285,340 week ended Nov. 6 and 261,614 week before. It brought year's output to date to about 11,860,000.

**Trade Personals:** Eugene J. McNeely, AT&T personnel relations v.p., appointed v.p. in charge of operation & engineering dept., succeeding Frederick R. Kappel, recently elected pres. of Western Electric . . . Joseph H. Gillies, Philco, named chairman of RETMA's new govt. relations dept.; Abraham Blumenkrantz, General Instrument, elected director of parts div.; Louis Hausman, CBS-Columbia, to exec. committee of set div. . . . John J. Farrell appointed gen. mgr. of GE electronics div.'s newly formed heavy military electronic equipment dept., Syracuse; Herman F. Konig named gen. mgr. of new light military electronic equipment dept., Utica. Vernard M. Lucas continues as mgr. of govt. equipment marketing section, Syracuse . . . Wm. H. Kelley, ex-Motorola v.p., reported this week as DuMont v.p. in charge of marketing . . . G. Robert Mezger promoted to asst. mgr. of DuMont instrument div.; Morris Harris, to mgr. of procurement & planning; Arthur J. Talamini Jr., to engineering mgr. . . . Ross Siragusa, Admiral pres., returned from Europe this week, 2 weeks earlier than first planned . . . Joseph P. Halpin, ex-Crosley New York, appointed sales mgr. of Admiral's new contract div., in charge of appliance sales to apartment houses and builders . . . Thomas A. Moore, exec. v.p., RCA Victor Co. Ltd., Montreal, elected a director . . . Lynn Eaton, ex-Andrea Radio, named sales v.p. of National Co., Malden, Mass. . . . H. James Tait promoted to eastern sales mgr., Capehart-Farnsworth consumer products div. . . . Fred J. Nataly named promotion supervisor of GE replacement tube sales, succeeding A. L. Champigny, now adv. mgr. of tube dept.

Irving Herriott, 67, director and gen. counsel of Zenith Radio Corp. since its inception in 1923, died Nov. 17. He was one of organizers of National Assn. of Broadcasters in 1923, member of Chicago law firm of Montgomery, Hart, Pritchard & Herriott.

James J. Ashworth, 85, retired gen. mgr. of Canadian GE, died in Toronto Nov. 17.

**Distributor Notes:** Admiral establishes factory branches at 1030 Dragon St., Dallas (Marshall Wells, v.p.-gen. mgr.), and 1017 W. Reno St., Oklahoma City, both areas formerly served by Capitol Distributors Inc., Oklahoma City . . . Raytheon appoints Valco Distributors, Spokane (Leslie K. Valandingham, pres.) . . . Bendix Radio appoints J. H. S. Distributing Co., Atlanta (James Simpson, pres.) . . . Graybar, Omaha (Raytheon) opens new branch at 510 Pearl St., Sioux City, Ia. . . . Motorola Detroit moves to new headquarters at 13131 Lyndon Ave. . . . Philco Chicago appoints Preston Shivers Jr. as asst. mgr. . . . Henry N. Clark Co., Boston (Capehart-Farnsworth) announces resignation of sales mgr. Sol Goldin. . . . Raytheon appoints No. Louisiana Distributing Co., Monroe, La. (Claude Harrison, pres.).

Capehart-Farnsworth reduced list prices on 8 models this week. Cuts were \$20 to \$295 on 7 consoles and one combination out of its 18 models. Sales mgr. E. W. Gaughan explained they were designed solely to stimulate Christmas sales. The cuts: 17-in. open-face mahogany, reduced from \$270 to \$250; 17-in. open mahogany, \$300 to \$280; 21-in. open mahogany, \$350 to \$300; 21-in. open blonde, \$370 to \$340; 21-in. open mahogany, \$420 to \$400; 21-in. full-door blonde, \$450 to \$300; 21-in. full-door blonde, \$475 to \$300; 21-in. combination, \$795 to \$500.

Henry C. Roemer, 55, named in Sept. as IT&T v.p. in charge of its domestic divisions, and from 1951-53 pres. of Federal Telephone & Radio Co., died suddenly Nov. 16. He rose from comptroller's dept., which he joined in 1927, was elected IT&T director in 1943, v.p. in 1944. He is survived by his wife and a son.

Dr. Herbert E. Ives, 71, who was in charge of Bell Labs' first closed-circuit TV transmission between Washington and N. Y. in 1927, died at his home in Upper Montclair, N. J., Nov. 13. He retired from Bell Labs 6 years ago. following notable work on color TV, 3-dimensional movies, etc.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 4,614,361 in first 9 months of 1953, when production was 5,524,370, according to RETMA's state-by-state and county-by-county tables released this week. They represent 30% gain over first 9 months of 1952, when shipments were 3,537,980, as against production of 3,670,590. Every state in nation shared in shipments, New York leading, Pennsylvania second, California third. Wyoming, where Cheyenne's KFBC-TV (Ch. 5) is expected on air in Dec. as state's first station, was last with 2404. For Sept. alone, shipments went to record 816,529, compared to 815,981 in Sept. 1952 and 77% ahead of the 462,570 shipped in Aug. State-by-state figures for 9 months (county-by-county tables available from RETMA on request):

State	Total	State	Total
Alabama	70,423	Nebraska	41,253
Arizona	29,440	Nevada	5,698
Arkansas	30,628	New Hampshire	15,142
California	371,909	New Jersey	126,769
Colorado	55,222	New Mexico	13,917
Connecticut	68,835	New York	434,776
Delaware	11,359	North Carolina	85,362
District of Columbia	36,791	North Dakota	11,176
Florida	86,838	Ohio	272,581
Georgia	77,936	Oklahoma	83,628
Idaho	12,951	Oregon	57,553
Illinois	276,490	Pennsylvania	406,178
Indiana	150,169	Rhode Island	21,135
Iowa	101,256	South Carolina	41,729
Kansas	59,962	South Dakota	12,604
Kentucky	64,942	Tennessee	68,738
Louisiana	68,369	Texas	283,343
Maine	37,695	Utah	28,260
Maryland	56,599	Vermont	8,098
Massachusetts	142,203	Virginia	98,147
Michigan	188,046	Washington	104,555
Minnesota	82,009	West Virginia	60,492
Mississippi	33,308	Wisconsin	101,705
Missouri	110,374	Wyoming	2,404
Montana	5,364	<b>Grand Total</b>	<b>4,614,361</b>

**Trade Miscellany:** Admiral, Philco and RCA state they'll introduce fill-in models only at American Furniture Mart in Chicago, Jan. 4-15 . . . Motorola distributors convene in Chicago's Conrad Hilton Dec. 14 to plan 1954 marketing; no new sets are to be announced . . . Philco winter distributor convention slated in Atlantic City, Jan. 4-8 . . . Denver first got TV in July 1952—and grand total sets sold there to Nov. 1 was 180,825, reports Rocky Mountain Electrical League; 1953 sales were 65,526 . . . Giant Motorola sign on Chicago's Outer Drive & Randolph St., with 34-ft. letters, was illuminated Nov. 19; it has clock (framed in modern TV receiver) that's said to be largest in world, measuring 62 ft. across . . . Story of DuMont's growth from \$70 income in 1931 to \$100,000,000 in 1953 appears in Nov. *Oilways*, Standard Oil industrial publication, under title "At Home With the DuMonts" . . . Radio Condenser Co., 1522 Locust St., Philadelphia, announces availability of new uhf continuous tuner, now in pilot production at Camden, N. J. plant . . . Blonder-Tongue, Westfield, N. J., offers dealers and technicians free "TV calculator," which includes table to compute TV transmission line losses at vhf & uhf channel frequencies, along with other useful charts and diagrams.

European TV manufacturers are working "fast and furious" to get mass production underway—so fast, in fact, that American set manufacturers aren't finding much of a market for sets in Europe. That's opinion of Ernest A. Marx, director of DuMont international div., just returned from 9-country survey tour. However, there is market for U. S. picture tubes and other components as well as for our TV station equipment, he said. TV in Europe is at about same stage it was in U. S. in 1946 or 1947, in Marx's opinion, and future expansion won't match growth here because of lower consumer buying power, absence of commercial programming and different transmission standards from country to country. He also expressed opinion that output in Netherlands and Germany may be sufficient in next few years to begin exports that might invade the American market.

Announcing color tube price of \$125, compared with others' \$175-\$200, CBS-Hytron aims to win more set makers over to its version of mask-&-dot type of tube (Vol. 9:41-42). CBS spokesmen say price is only for samples but that they expect to bring price down as pilot and mass production is reached—and they indicate hopes for bettering previously announced target dates of February for pilot, "fall" for regular production. RCA spokesmen had no comment on CBS price announcement, but others noted that quantity as well as price figure in the competitive picture. Meanwhile, Crosley planned showing of sets with Lawrence tube (Vol. 9:45) and RCA tube in New York's Hotel Pierre Nov. 22 for select group of top dealers. In effect, Crosley is asking them for their judgment as to which will sell best for what price. Sets were to be demonstrated receiving NBC-TV's *Colgate Comedy Hour*.

Harvey-Wells Electronics Inc., Southbridge, Mass., enters consumer products merchandising field by taking over distribution of uhf converters which it has been manufacturing for Electro-Voice Inc., Buchanan, Mich. Former Electro-Voice converter has been rechristened the "suburban", listing at \$32.50, and "urban" model at \$23.50 has been added to line, which will be plugged by "one of the most aggressive campaigns ever conducted in the industry to make the Harvey-Wells line dominant in the converter field," says pres. Richard A. Mahler. Also introduced by Harvey-Wells is new loudspeaker system "which we believe to be the real answer to low-cost high fidelity," according to v.p. Marvin Hobbs. Principal feature of system is condenser-type speaker of German design carrying the higher audio frequencies.

Special RETMA committee couldn't agree this week on definition of high-fidelity, meaning even further delays of draft of fair practices for TV-radio industry under consideration by Federal Trade Commission since 1951 (Vol. 9:37,41). RETMA had hoped to submit definition at next FTC hearing Dec. 7—but request for further postponement now seems inevitable. Committee did agree to continue plans for consumer education booklet on "hi-fi" and for drawing up standards of measurement of components.

Insuline Corp. of America, manufacturer of TV-radio antennas and parts, has bought 281,000-sq. ft. 4-story building in Manchester, N. H. from Amoskeag Industries, plans to begin operations there by end of month, reportedly will employ 700. Insuline spokesman said company expects to turn out 10 times as many TV antennas as it makes now, 3 times as many auto antennas, 4 times as many sheet metal fabrications for TV-radio-electronics.

E. A. Mattison & Assoc., 38 So. Dearborn St., Chicago, is new organization formed to specialize in bank installment financing for TV-appliance distributors and dealers. It provides financing for sales to distributor, dealer and consumer, covering product from manufacturer to consumer. Partners: E. A. Mattison and Paul V. Bolton, both from Bank of America, and E. J. McGowan, gen. mgr. and eastern resident partner.

Census Bureau expands its reporting service early next year to include monthly information on dollar sales volume and month-end inventories of distributors of TV-radio sets and electronic parts. Acting independently of any trade organizations, Census will sample distributors on nation-wide basis and publish reports 30 days after month covered. It's part of new Census plan to report on about 30 categories of business next year vs. present 14.

Mrs. Martha Kinzie, secy. of GE v.p. Dr. W. R. G. Baker and NTSC which he heads, was awarded RETMA plaque for "untiring efforts on behalf of the NTSC in its work of formulation of a successful compatible standard for color TV." She's first woman ever to receive a RETMA award.

**Financial & Trade Notes:** Philco earnings and sales set records for both 9-mo. and 3-mo. periods ended Sept. 30. Nine-month earnings were \$15,418,000 (\$4.29 a share on 3,525,372 common shares outstanding) after taxes of \$20,731,000 on sales of \$335,171,000, up from profit of \$6,073,000 (\$1.64) after \$8,241,000 taxes on \$247,383,000 sales corresponding period year ago and \$7,963,000 (\$2.18) after \$7,835,000 on \$228,431,000 same period of 1951. Earnings in first 9 months this year included non-recurring income, after taxes, of \$5,316,000 (\$1.51 a common share) from \$8,500,000 sale of WPTZ, Philadelphia, in Feb. (Vol. 9:8) and prior years' adjustments in second quarter. Third-quarter earnings were \$3,202,000 (88¢) after taxes of \$2,896,000 on sales of \$96,649,000 vs. \$1,784,000 (48¢) after \$2,181,000 on \$82,227,000 corresponding 1952 quarter and \$2,222,000 (60¢) after tax credit of \$812,000 on \$57,408,000 in 1951. Philco also declared special 5% stock dividend payable Dec. 23 to holders Nov. 27 in addition to regular quarterly 40¢. Pres. Wm. Balderston, acknowledging that "increased competition is making itself felt," said Philco's inventories, and those of its distributors and dealers, "are in good balance with consumer demand."

P. R. Mallory & Co. sales for 1953 are expected to reach \$72,000,000, with net profit around \$4 a share, compared with \$55,000,000 and \$3.12 last year, according to pres. Joseph E. Cain. He attributed drop in Sept. quarter earnings (53¢ a share) from June quarter's \$1.17 to seasonal TV-radio decline. Dec. quarter should see earnings of about 80¢, he said. Mallory's working capital is \$17,000,000 and its tax liability is completely covered by U. S. tax certificates. Cain predicted 1954 business volume would be about same as 1953, with improvement in net operating profit. He attributed \$40,000,000 of 1953 sales volume to research and development programs of last 10 years, said his company is continuing this investment at rate of 4% of each sales dollar. Mallory-Sharon Titanium Corp., owned jointly by Mallory and Sharon Steel Corp., reached break-even point 2 years ahead of target date, and Cain expressed belief that ultimately Mallory's income from the titanium company may be as great as that of the parent company.

Hallicrafters achieved record sales of \$43,744,074 in fiscal year ended Aug. 31, up 4.2% from the \$42,001,023 volume of preceding year, ending 1953 fiscal year with consolidated capital of \$5,097,681, up \$552,236 in year. Net income after \$880,000 taxes was \$794,855 (96¢ a share on 825,000 shares of common stock outstanding) vs. \$378,460 (46¢) after taxes of \$415,000 for preceding fiscal year. Said pres. Wm. Halligan in report to stockholders: "In 1956, when color TV really begins to hit its stride, our industry will enter the greatest boom period it has ever seen. The outlook for black-&-white TV sales will remain good in the transitional period."

Standard Coil Products Co. reports sales of \$69,677,133 and profit of \$3,306,963 (\$2.25 a share) after Federal taxes of \$5,173,000 for first 9 months of 1953, compared with \$43,869,180 sales, \$1,963,945 (\$1.34) net profit, \$2,548,000 taxes same 1952 period. For 6 months ended June 30, net income was \$2,736,431 (\$1.86) vs. \$1,490,547 (\$1.01) same 1952 period. Pres. Glen E. Swanson forecast \$90,000,000 for full year.

Dividends: Hazeltine, 75¢ payable Dec. 15 to stockholders of record Dec. 1; Philco, 5% stock div. Dec. 23 to holders Nov. 27 and 40¢ Dec. 12 to holders Nov. 27; Storer Broadcasting Co. B, 6¼¢ Dec. 14 to holders Dec. 1; Clevite, 15¢ Dec. 10 to holders Nov. 27; Aerovox, 15¢ Dec. 15 to holders Dec. 1, Cornell-Dubilier, 30¢ plus 15¢ extra Dec. 31 to holders Dec. 15; GE, \$1 Jan. 25 to holders Dec. 18; Globe-Union 30¢ plus 2½% stock div. Dec. 10 to holders Dec. 1.

**Electronics Reports:** IRE awards to be presented during national convention in N. Y., March 24: Dr. Alfred N. Goldsmith, Founders Award; Alda V. Bedford, RCA Labs, Vladimir K. Zworykin Prize; Dr. Robert R. Warnecke, Paris, Morris Liebmann Memorial Prize; Dr. Harold A. Zahl, Signal Corps Labs, Ft. Monmouth, N. J., Harry Diamond Memorial Award. Among the 76 fellow awards for 1954: J. E. Hayes, chief engineer, BBC; Dr. F. M. Doolittle, WDRC, Hartford; W. F. Bailey, Hazeltine; W. L. Dunn, I. A. Getting, Raytheon; N. L. Harvey, R. G. E. Hutter, K. R. Wendt, Sylvania; Kurt Schlesinger, Motorola; J. O. Weldon, Continental Electronics Mfg. Co.; D. S. Bond, M. S. Corrington, D. H. Ewing, C. A. Gunther, E. I. Anderson, W. R. Koch, G. M. Rose Jr., I. F. Byrnes, J. L. Finch, G. R. Shaw, H. J. Schrader, A. C. Schroeder, RCA; J. R. Wilson, W. D. Lewis, E. P. Felch, J. G. Chaffee, Bell Labs; M. A. Edwards, Walter Hausz, J. M. Lafferty, T. C. Rives, R. F. Shea, GE; P. C. Sandretto, Federal; Reuben Lee, M. R. Briggs, Westinghouse.

World-wide network of military TV communication was envisioned by RCA chairman David Sarnoff in address Nov. 18 dedicating world's most powerful radio transmitter, Navy's 1.2-megawatt RCA-built installation at Jim Creek, Wash. (Vol. 9:46). First message flashed from new transmitter to Navy ships and installations around globe was dictated by Adm. Robert B. Carney chief of naval operations, to Gen. Sarnoff, who tapped it out in code.

New electronics books, out recently: *Principles of Transistor Circuits* by 9 GE transistor experts, edited by Richard F. Shea (Wiley, 535 pp., \$11). *Handbook of Industrial Electronic Circuits*, by John Markus & Vin Zeluff (McGraw-Hill, 272 pp., 433 circuit diagrams, \$7.50).

New transistor textbook, *Transistors & Their Applications in TV-Radio & Electronics* by Louis E. Garner Jr. (102 pp., \$1.50), has just been published by Coyne Electrical School, Chicago, is being distributed by Howard W. Sams & Co., Indianapolis.

Servomechanisms Inc., Garden City, N. Y., has acquired Industrial Electronics of Canada Ltd., which will continue to operate under own name as wholly owned subsidiary. Alexander S. Mackie continues as pres. of Canadian firm.

Stanford Research Institute has acquired facilities of Microwave Engineering Co. of Los Angeles, atop Mt. Lee in Hollywood district. Latter's staff of 15 is being retained to continue antenna & microwave component research.

Processes of courts in deciding scientific matters, particularly in patent suits, are to be studied by a committee under \$50,000 grant to Columbia U by inventor Edwin H. Armstrong. In making grant, Armstrong said scientific facts are frequently "beyond the comprehension of laymen," sometimes resulting in erroneous decisions. Committee comprises: Wm. C. Warren, dean of Columbia Law School, chairman; Dr. Karl T. Compton, physicist and ex-pres. of MIT; Bethuel M. Webster, pres. of Assn. of the Bar of City of New York; Young B. Smith, Columbia professor and former dean of its law school. John G. Palfrey, former member of Atomic Energy Commission legal staff, will direct research.

Howard W. Sams & Co. besides declaring fifth cash dividend of 10¢ payable Nov. 16, has voted 100% common stock dividend payable Nov. 30 to holders Nov. 19, and in Nov. 19 report to stockholders shows net profit after taxes of \$27,500 for first 6 months of year vs. \$16,800 same 1952 period. Federal income taxes continue to take 70¢ of every profit dollar, Mr. Sams reports, but expiration of EPT on Dec. 31 should permit more profit to be used to finance growth and pay dividends.

**Telecasting Notes:** How about TV advertising costs? This answer, from *Tide Magazine*: "If you still wonder about the future costs of black-&-white TV, this view—from CBS pres. Frank Stanton — may reassure you: Costs-per-thousand have reached their ceiling for the foreseeable future. Upcoming increases will be based only and entirely on gains in circulation, as new stations or more sets are added" . . . Costs for color, Stanton also is quoted as believing, will run only 8-10% above present total (time & talent) costs for black-&-white, a lower premium for color than most other national media (i.e., magazines) charge today. Exception: outdoor and carcards, which charge no space premium for color . . . Estimated weekly costs of all network TV programs (sans time charges) are tabulated in Nov. 18 *Variety*; handy reference lists program, network, cost, sponsor, agency, producer, origination point . . . More film producers "converting" to color (Vol. 9:46): Motion Pictures for TV Inc.'s new series of 117 half hour dramas, *Paris Precinct*, to be shot in color on locations in France; Technicolor contracts to shoot new episode in Pacific Coast Borax Co.'s *Death Valley Days* in color, also with Screen Gems for American Tobacco Co. film commercials in color . . . Academy Awards of motion picture industry, due in March, will again be carried on NBC-TV, probably in color, sponsor not yet signed; last affair, first ever telecast, was RCA-sponsored . . . Rochester's pre-freeze WHAM-TV graciously welcomed new time-sharing Ch. 10 competitors WHEC-TV & WVET-TV (Vol. 9:44) with newspaper ad reading, "Running the only station in town is not an unmixed blessing. In fact, it's a lot like being the old-time king with a hundred wives. He may have seemed lucky to some of us until we remember that he had to live by a hundred sets of household rules. We haven't had a hundred wives, but we have been wedded, since 1949, to 4 networks [which offer] too many programs for one telecaster to handle" . . . Cleveland Indians, blaming reduced attendance, won't permit telecasts of home games next season, and sponsor Pfeiffer Beer has dropped option; 77 road games will go on TV . . . Educational TV advances: Wayne U, Detroit, staging *Designs for Living* weekly on WJBK-TV, featuring city planning, house planning, interior decoration, etc.; U of Kansas City starts weekly college course *You and the Law* on KCMO-TV . . . Ford Foundation planning to underwrite series of cartoon adaptations by United Productions of America of James Thurber's *Fables for Our Times*, for showing on *Omnibus* (CBS-TV, Sun. 5-6:30).

Piece of FM broadcast band, perhaps other frequencies too, is expected to be requested in petition to be filed with FCC in 3 weeks by Committee on Mfrs. Radio Use, under aegis of National Assn. of Mfrs.—as hinted recently in speeches of Comr. Edward Webster (Vol. 9:38, 44). This week, for FCC and press, committee conducted demonstration in Washington's Hotel Statler, showing industrial uses of radio.

Network TV service is now available to 221 stations in 137 U. S. cities—latest hooked up by AT&T being WCIA-TV, Champaign, Ill.; KGTW, Des Moines; WIBW-TV, Topeka, Kan. Slated for inauguration of network service next week are new WKJG-TV, Ft. Wayne, Ind. and upcoming WSIX-TV, Nashville.

Gimbel Bros. Thanksgiving Day parade in Philadelphia to be carried on WPTZ, 10:15 a.m.-12:15 p.m., sponsored by Gimbel's, and on 40 NBC-TV affiliates 10:30-11, sustaining.

Devoted to color TV, January *Proceedings of the IRE* will include 15 NTSC monographs and 25 other papers on subject.

New application for Miami's Ch. 7, with ex-FCC chairman James L. Fly as 13.04% owner, was among 7 filed with Commission this week. Principal owner of Miami application is Jack C. Stein, whose application for same channel was dismissed this week. Other applications this week were for Jacksonville, Ch. 7 (educational), by local group; for Orlando, Fla., Ch. 9, by Joseph L. Brechner, John W. Kluge and other owners of radio WGAY, Silver Spring, Md.; for West Palm Beach, Ch. 12 by local group headed by James R. Meacham, owner of radio WEAT, Lake Worth; for Muskogee, Okla., Ch. 8, by Ashley C. Robison, 28% owner of KCCC-TV, Sacramento, Cal.; for Toledo, Ch. 11, by business and professional group headed by adman Wellington F. Roemer; for Bangor, Me., Ch. 2, by hotel owner Adeline B. Rines, who also owns radio WCSH, Portland (holding CP for TV) & WRDO, Augusta, Me. There were 7 dismissals this week, leaving 417 applications pending, of which 96 are uhf. [For further details about these applications, see *TV Addenda 17-T* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Splendid public service promotion of combined broadcasters-manufacturers—annual Voice of Democracy contest sponsored by RETMA, NARTB and U. S. Junior Chamber of Commerce—was launched in nation's schools during National Radio & Television Week, Nov. 1-8, will be climaxed with awards to 4 national winners in Washington week of Feb. 19. In addition to \$500 cash awards for national winners, each of 52 state and territorial winners will receive TV or radio receiver donated by 23 manufacturers in response to request from John F. Gilligan, Philco, chairman of RETMA public relations & adv. committee. More than 5,000,000 high school students have participated in speaking and writing contest on "I Speak for Democracy" since its start in 1947.

Just spreading the facts: Houston Judge W. C. Ragan reports he helped break up teen-age crime ring by ordering parents of defendants to listen to courtroom transcriptions of a *Dragnet* program dramatizing similar Los Angeles case which resulted in murder. Replying to NARTB TV information committee query, Judge Ragan cited "most lasting effect" of *Dragnet* on parents in closer supervision of their children, added Houston police training school uses it for instruction of officers. Challenging publicity about large proportion of TV crime programs, committee also reported that of 531 programs carried on Washington's 4 stations in sample week of Sept. 27, only 69 had some element of crime.

Storer Broadcasting Co.'s offering of 200,000 shares of common stock at \$14 a share (Vol. 9:45) was oversubscribed this week, handled by syndicate headed by Reynolds & Co., N. Y. Outstanding funded debt of company on Oct. 22, 1953 was \$5,133,135 and outstanding capital stock was 262,750 shares of \$1 par common, 843,250 of \$1 par B common, 15,000 of \$100 par 7% cumulative convertible preferred, nearly all of latter owned by Jefferson Standard Life Insurance Co.

Gene O' Fallon's \$350,000 deal to buy control of Dee Crouch's KDZA-TV, Pueblo, Colo. (Ch. 3), with 250-watt KDZA (Vol. 9:31), has been dropped—but Pueblo station is still taking off-the-air relays, including network, from O'Fallon's KFEL-TV, Denver.

Sheldon F. Sackett, Oregon publisher, grantee of KVAN-TV, Vanouwer, Wash., and applicant for Ch. 2 in Oakland, Cal., has sued publisher of *Los Angeles Daily News* for \$5,604,000, alleging he repudiated contract for sale of control of newspaper.

# HOW DEPARTMENT STORES USE TELEVISION

By **Robert H. Cole**

*Assistant Professor of Marketing, University of Illinois*

**B**Y mid-1953 there were at least 126 department stores using television as an advertising medium.\* These 126 were surveyed, by means of a mail questionnaire supplemented by personal interviews, to get a picture of their methods and experience with this medium. Sixty-one of the stores answered the questionnaire, and their response forms the basis of this report.

The stores vary in size from an annual volume of \$1 million to more than \$50 million and are located in all sections of the country. They also vary widely, of course, in merchandising policies, management techniques and promotional programs. Bearing these differences in mind, it is still possible to construct a picture of the "typical" department store TV-user.

This "typical" store has been using the medium from two to four years. It favors the spot announcement type of ad, although feature films and news broadcasts are rather common. One minute is the most popular length for a spot, and the spot user is probably devoting his entire time to a sales talk or commercial. The other programs used generally will run for either 15 or 30 minutes. The most popular frequency of programs is once a week, but two and five days a week are commonly used.

The store is probably receiving outside professional help in the preparation of its programs and commercials.

\*This figure of 126 department store users was obtained from existing data and from a check of individual television stations.

The department store was one of the early pioneers in the use of television as an advertising medium. For some it has proved highly successful, for others adequate, and for still others a failure. Store promotion men are teased by the possibilities obviously existing in the TV medium; but they have not by any means conquered the problems it presents. After five years, it is still in its infancy as a store promotion medium, although there are about 250 TV stations in operation and more than 24.8 million receiving sets in use. This survey makes no predictions about TV's future in retailing; merely reports some straight facts gathered from 61 stores that are now using TV and from 21 stores that have tried it and dropped it.

This comes either from an advertising agency or a television station; and the larger the store the more likely it is that an ad agency is the source of help.

Most of the stores make the quick sale of specific items their primary TV objective, rather than institutional

publicity. Thirty of those that concentrate on specific items report "satisfactory" results; only six characterize their results as "excellent."

Determining the best day of the week for TV advertising is still a puzzler for most store users of the me-

TABLE 1  
 THE ADVERTISING BUDGET

	Respondent with 1952 Retail Sales (in Millions of Dollars) Volume						
	Under 1	1 to 2	2 to 5	5 to 10	10 to 20	Over 20	"Typical" Retailer**
<b>How is 1953 Budget Divided Among Media Used? (%)</b>							
Television	22%	4%	13%	9%	7%	6%	9%
Radio	4	5	—	6	3	3	4
Newspapers	73	79	80	81	77	81	80
Direct Mail	—	10	—	—	—	—	3
All Other	1	2	7	4	13	10	4

\*\*This figure includes the reports of eight stores that did not indicate their volume group.

**Editor's Note:** This article is reprinted with permission from November issue of *Stores*, official publication of National Retail Dry Goods Assn. It is a condensation of a more complete study published as Survey No. 4 by the Business Management Service, College of Commerce & Business Administration, University of Illinois, Urbana, Ill., which will make it available on request without charge.

dium. There is more certainty about the best time of day: evening hours have the edge. This question is complicated by many uncontrollable factors, including the popularity of the programs immediately preceding or following the store's advertising.

The "typical" retailer has increased his budget in order to use TV. Those that did not adjust their budgets upward probably cut back their newspaper expenditures. The percentage of the advertising budget allotted to TV varies widely according to store size. Averaging the responses to this questionnaire, the results are nine per cent for TV; 80 per cent for newspapers; four per cent for radio; three per cent for direct mail, and four per cent for all other media. (See Table 1.)

What advantages does the typical merchant find in TV? First, the visual demonstration; second, the personal touch. Prestige value is considered important, and so is the ability of TV to reach a different audience than that contacted by other advertising media.

Satisfaction with TV is tempered by a general objection to high costs; many merchants also mention the lack of good time available for local programs, the shortage of trained personnel to prepare and coordinate the advertising, and the shortage of good local talent. Sixteen stores said they had no complaints of any kind; 40 listed various objections.

The typical department store TV-user gets financial help, generally from manufacturers, although some wholesalers have cooperative financing arrangements for such programs. The percentage receiving outside financing help increases with increase in store volume.

Many of the problems involved in the use of TV, as in any advertising program, differ according to the store's size. Further on in this article, the stores' responses are studied on the basis of 1952 volume.

#### FORMER USERS

To supplement these findings, a survey was made among another group—46 department stores that had used TV some time during the past few years but had discontinued it by June, 1953. Twenty-one stores responded, giving their reasons for abandoning

**TABLE 2**  
**SUMMARY OF HOW DEPARTMENT STORES USE TV**

(Based upon 61 returns)

Number of Respondents with 1952 Retail Sales (in Millions of Dollars) Volume

Questions Asked	Number of Respondents with 1952 Retail Sales (in Millions of Dollars) Volume							Total
	Under 1	1 to 2	2 to 5	5 to 10	10 to 20	Over 20	Not Given	
Number of respondents	6	4	9	12	10	12	8	61
<b>Length of Time TV Has Been Used:</b>								
Less than 6 mos	—	2	1	5	1	3	—	12
6 mos. to 1 yr.	1	1	2	—	—	—	1	5
1 yr. to 2 yrs.	1	—	3	—	2	1	3	10
2 yrs. to 3 yrs.	3	1	2	1	1	3	2	13
3 yrs. to 4 yrs.	1	—	—	5	4	3	2	15
Over 4 yrs.	—	—	1	1	2	2	—	6
<b>Programs Used:</b>								
Music	1	—	—	1	1	1	—	4
Feature films	2	—	1	2	1	2	—	8
News	—	—	—	—	2	4	—	6
Spots	5	4	4	5	6	4	6	34
Fashion show	—	—	1	1	1	1	—	4
Shopping guide	—	—	—	—	1	3	—	4
Variety show	—	—	—	—	—	1	2	3
All other	1	—	3	6	1	2	1	14
<b>Length of Programs:</b>								
8 (or 10) seconds	—	1	1	1	1	2	1	7
20 seconds	—	—	—	—	1	1	1	3
1 minute	4	4	3	5	6	2	6	30
15 minutes	2	—	3	3	5	9	—	22
30 minutes	1	—	2	4	2	4	1	14
All other	1	—	—	2	—	2	2	7
<b>Frequency of Programs:</b>								
Once a week	4	2	5	4	4	5	4	28
Two days per week	1	2	1	1	1	5	2	13
Three days per week	1	—	—	1	1	1	1	5
Five days per week	—	—	2	3	4	3	—	12
Irregular	—	—	—	1	1	2	—	4
All other	—	1	1	1	—	—	1	4
<b>Program Time Spent for Commercials:</b>								
Entire program	2	3	3	4	4	3	6	25
10%	1	—	—	3	—	1	—	5
13%	—	—	1	1	1	1	—	4
20%	—	—	—	—	1	4	2	7
33 1/3%	—	—	—	—	4	1	—	5
All other	1	—	2	4	—	5	—	12
<b>Outside Help in Preparing Programs:</b>								
Receive help	3	3	3	9	8	8	4	38
From advertising agency	—	1	—	7	5	6	4	23
From TV station	3	2	2	5	3	2	—	17
From other sources	1	—	2	—	1	1	—	5
Do not receive help	3	1	5	3	2	4	3	21
<b>Objective of TV Advertising:</b>								
Quick sale of specific items	6	3	6	10	10	9	6	50
Increase good will	1	1	6	8	3	8	2	29
All other	—	—	1	—	3	1	2	7
<b>Results When Objective Is Quick Sale:</b>								
Excellent	2	—	2	—	—	2	—	6
Satisfactory	2	2	4	9	6	4	3	30
Unsatisfactory	1	—	—	—	—	2	—	3
Fair	—	—	—	—	1	—	—	1
Not known	1	1	—	1	2	1	2	8
<b>Best Day of Week for TV Advertising:</b>								
Believe there is a best day	2	—	2	3	2	4	1	14
Do not believe there is a best day	1	1	1	2	3	—	—	8
Best day not known	3	3	5	7	4	7	6	35

**TABLE 2 (Continued)**  
**SUMMARY OF HOW DEPARTMENT STORES USE TV**  
 (Based upon 61 returns)

Questions Asked	Number of Respondents with 1952 Retail Sales (in Millions of Dollars) Volume							Total
	Under 1	1 to 2	2 to 5	5 to 10	10 to 20	Over 20	Not Given	
Wednesday	—	—	—	2	—	—	—	2
Friday	1	—	—	—	1	—	—	2
Sunday	1	—	1	—	2	2	—	6
All other days specified	—	—	1	—	—	1	1	3
<b>Best Time of Day for TV Advertising:</b>								
Believe there is a best time	2	2	3	8	5	4	3	27
Do not believe there is a best time	2	—	—	—	—	1	—	3
Best time not known	2	2	5	4	4	7	4	28
Evening (hours not specified)	—	1	1	1	2	—	2	7
Mid-morning	—	—	1	—	—	1	—	2
4 to 5 p.m.	—	—	—	1	1	—	—	2
Noon	—	—	—	1	—	—	—	1
7 to 10 p.m.	1	—	—	1	—	—	1	3
Other evening (hours specified)	—	1	2	1	1	1	—	6
Afternoon and/or evening	1	—	—	2	—	2	—	5
<b>Increased Budget to Use TV:</b>								
Yes	3	1	5	6	4	10	4	33
No	3	3	4	6	6	2	3	27
Media reduced if no increase								
Newspapers	2	1	2	2	2	—	1	10
Both newspapers and radio	—	1	1	1	1	—	1	5
All other combinations	1	1	1	2	2	—	—	7
<b>Plan Future Changes in TV Budget:</b>								
Yes	2	1	2	3	2	3	2	15
No	1	—	3	5	1	3	2	15
Not known	2	2	3	3	6	6	2	24
Plan to increase TV percentage	1	1	2	2	2	2	2	12
Plan to decrease TV percentage	1	—	—	—	—	1	—	2
<b>Advantages Peculiar to TV Advertising:</b>								
Sight, sound, and action combined	2	2	4	6	7	7	2	30
Choice of audience	—	—	1	1	—	—	—	2
Personal touch	—	—	2	2	1	2	—	7
Ability to promote new merchandise	—	—	1	—	1	—	—	2
Different audience than other media	—	—	—	2	—	1	1	4
Prestige factor	—	—	—	1	2	—	1	4
All others	2	1	3	2	1	2	2	13
<b>Objections to TV Advertising:</b>								
Have objections	4	2	5	6	7	11	5	40
Do not have objections	1	1	4	6	2	1	1	16
Objections:								
Lack of trained personnel	1	—	1	3	3	4	—	12
Lack of good time available	1	—	—	2	3	4	3	13
Poor local talent	1	—	1	3	1	3	1	10
Lack of knowledge on use of TV	1	1	1	2	1	1	—	7
Poor programming	2	—	—	2	1	1	—	6
High cost	4	2	5	4	5	9	4	33
Lack of color	1	—	—	1	2	4	—	8
Lack of station cooperation	—	—	1	1	—	1	—	3
All others	1	1	2	1	—	1	—	6
<b>Concerns Helping Pay for TV Programs:</b>								
Receive outside financial aid	3	3	6	7	8	9	1	37
From manufacturers	1	3	5	6	7	7	1	30
From wholesalers	2	2	2	3	2	1	—	12
From all others	1	—	—	2	3	1	—	7
Do not get outside financial aid	3	1	3	5	2	2	5	21

Note: Some department stores have not answered every question. Some have replied in more than one category in a single question. (For example: one department store may have two or more objections to TV advertising.) Consequently, it is possible to get replies listed for one question that do not tally with the number of reporting stores.

the medium. In every case, the basic objection was high cost in relation to results produced.

These stores did not necessarily place the blame on the medium itself without qualification. They mention their own inability to develop the right kind of program; some obviously feel that if they could afford a really generous investment in TV it would pay off. For example, one said that TV doesn't get a fair trial when only five per cent of an ad budget can be allotted to it; if this store can find a way to give the medium a better budget it will try again. But another says: "Perhaps trained personnel could make TV bring better returns, but that would add still more to already high costs." "For every \$100 of program time," says another, "we were spending another \$40 in production time."

The high and rising costs which are the most discouraging aspect of TV for these stores include more than just the cost of time and programming. Here is an excerpt from one report:

"Our program was a straight 30-minute shopping program, with special telephone order set-up. We did a very good volume; however, most of it proved to be COD, delivered with exorbitant costs. . . . It required an enormous amount of merchandising and planning to fill five half-hour programs a week, eight or 10 items a day. Our buyers did not get behind the program, and without their enthusiasm the expense involved seemed wasted. We believe that television has priced itself out of the reach of most department stores. We did not care to use cooperative money and let manufacturers control our program.

"It was a difficult decision to make to discontinue it, but we have not noticed any great loss in business . . ."

Buyers' attitudes were mentioned more than once. One store had a daily, popular shopping program for two and a half years. As long as management subsidized it, not charging back the full cost of the program to the departments, they were enthusiastic about participating, but they were unwilling to do so on a no-subsidy basis. This store concludes: "Since the measure of all publicity media in this store, after an experimental period, rests with

the willingness of department managers to use them and absorb the cost, the program was dropped." This ad manager makes some other interesting points: that TV's successes are with brand name stores; that the briefest mechanical failure can wipe out an expensive 20-second spot; that "at the present time saturation radio is much more productive for us than TV."

Several stores made the point that with all media costs rising they had to make a choice, and would not sacrifice newspaper dominance to support television.

None of the stores that have discontinued television criticized the cooperation offered by their TV stations in programming. But criticism did come from one current TV-user, who said: "The TV medium has made no effort to supply adequate information or data for its use on the retail level. Stations have no understanding or appreciation of retailers' problems and needs."

#### THE USERS

Stores of all sizes use TV, and size, naturally, has something to do with the way they use it. The following analysis stresses the variations each volume class shows from the "typical" picture presented heretofore. (Eight of the stores did not disclose their volume.)

**Six Stores Under \$1 Million.** Three of these six stores have been using TV from two to three years; one has used it three to four years; the other two are comparative newcomers. All but one gave immediate sales of specific items as the only objective of their TV advertising; one ranked the increase of good will as an equally important purpose. The only store that reports unsatisfactory results is using a 15-minute musical show once a week. Those having "excellent" results are using spots and feature films. Three get professional help from the station; none uses an ad agency.

Among those who reported to distribution of their budget among advertising media, the average allotment is 22 per cent for television; four per cent for radio; 73 per cent for newspapers, and one per cent for all other media. The 22 per cent figure for TV

in this group is far larger than for any other group. Half of these stores have some kind of cooperative financing help from manufacturers or other sources. Four out of five have some complaints, with high cost and poor programming leading the list.

**Four \$1 to \$2 Million Stores.** Three of these stores have been using the medium for less than one year. Strictly commercial spots, once or twice a week, are used exclusively. The average budget allocation is only four per cent for TV. One store gets program help from an ad agency; two from the TV station; one gets no outside professional advice. Three out of four get cooperative financial support.

**Nine \$2 to \$5 Million Stores.** Two-thirds of these stores have been advertising on TV for less than two years. Spots are most frequently used, but feature films, fashion shows and public service programs are reported. More of these stores are doing their programs entirely by themselves than are obtaining aid from outside sources. None uses an advertising agency. Television received 13 per cent of the ad budget of this group. Two-thirds of these stores receive outside financial help. Manufacturers are the most important source of cooperative financing.

**Twelve \$5 to \$10 Million Stores.** Five of these stores have used TV for less than six months; six have been on TV for three years or more. In this group spots are used more than any other type of program, but there is great variety—including a musical program, a feature film, a fashion show, sporting events, weather reports, and a decorating program. Once a week is the most common frequency, but five and three days a week are popular timings.

Three-fourths of these stores use outside professional help, mostly from ad agencies, sometimes from the TV station as well. Half of the stores in this group say they are as interested in institutional results from TV as in the quick sale of items. Nine out of ten say they get satisfactory results on the quick sale objective.

In this volume group nine per cent

of the ad budget is allotted to TV, 81 per cent to newspapers, six per cent to radio and four per cent to all other media. Seven finance their programs with outside help, mostly from manufacturers; five pay all the costs themselves.

**Ten \$10 to \$20 Million Stores.** Six of this group have been on TV for more than three years. Once a week and five times a week are the most common frequencies of programs. Four of the ten devote their time entirely to commercials; but there are four stores which devote only one-third of their time to sales talk. Eight out of ten get outside professional advice; five of these rely on ad agencies. Seven stores list the quick sale of items as their sole objective.

Six of the ten stores in this group have cut down other ad allotments in order to use TV. In their 1953 budgets, the average for television is seven per cent; for newspapers, 77 per cent; for radio, three per cent, and for all other media, 13 per cent.

Seven have some criticisms of TV, with high cost and lack of good local time leading the list. Only two of these ten stores finance their own programs completely; the others get help from cooperative arrangements.

**Twelve Stores Over \$20 Million.** News broadcasts, spots and shopping guides are the most commonly used programs; 15 minutes the most popular program length, and once and twice a week the most common frequencies.

Ten of the 12 have increased their ad budgets to provide for TV. They average six per cent for television, three per cent for radio, 81 per cent for newspapers, 10 per cent for all other media. Only two out of 12 maintain their TV programs without outside financial support. Eight of the 12 use outside professional help; six get it from ad agencies. Four of these larger stores stage their programs on their own.

It is among the larger stores—in this group, and to some extent in the \$10 to \$20 million group—that lack of color assumes some importance as one of their objections to TV advertising. Four stores in this group mention this factor as a major drawback.

# 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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In this  
issue:

Handy Log of Stations and CP Holders, page 1  
Strict Multiple Ownership Rules Issued, pp. 1 & 5  
3 Grants, Initial Decision from FCC, page 2  
Many Imminent as 4 More Get Under Way, page 3  
Little Interest in Color Projections, page 4

Transmitter Shipments & Upcoming Stations, page 6  
UHF Needs Listed by Telecasters, page 8  
Color Taken Up by FCC, Much Activity, page 9  
Higher Sales Spur Trade's Xmas Hopes, page 10  
Network TV-Radio Billings—Jan.-Oct., page 12

**HANDY LOG OF STATIONS AND CP HOLDERS:** Between our semi-annual TV Factbooks -- next edition due in mid-January -- we've been publishing interim lists of operating and upcoming stations for the convenience of those whose business it is to know who's on the air and who's coming next. Our weekly Newsletters report regularly on new stations starting and planned as fast as data is received, thus enabling you to keep the interim list up-to-the-minute.

Herewith another such Special Report, superseding the last one of Sept. 12, showing status of all grants to Nov. 28, 1953. It's the last until next Factbook.

Altogether the log lists 328 now operating commercially and/or testing. (We count them as being on the air from time of first test patterns, thus giving trade and timebuyers plenty of advance notice of commercial debut.) It also lists all 248 CPs not yet on the air. Radio affiliates and national sales reps, if any, are shown -- and, in the case of CPs, proposed starting dates are given as reported to us.

We do not guarantee accuracy of stated target dates, and again we caution that experience has shown most won't make these dates and some won't even be built. The Special Report also lists the 26 grantees who relinquished their CPs, noting the 2 (in Roanoke, Va. & Nampa, Ida.) which started but quit for economic reasons.

The 5 stations on the air in Canada, the 15 CPs outstanding there and the 2 Mexican border stations are also listed. Educational stations are indicated.

It's interesting to note that 76 new U.S. stations and 2 in Canada have gone on the air since our Sept. 12 log, when we listed 252 stations then operating, 293 CPs outstanding, 15 CPs surrendered -- testifying to swift pace of TV's growth. We might add, parenthetically, that our weekly Addenda (blue sheets) have revealed a corresponding reduction of new-station applications filed and pending -- 402 now as against 492 last Sept. 12 and 576 in our mid-July TV Factbook.

Note: Extra copies of the new log are available at \$1 each; 10 copies, \$7.50; 25 copies, \$12.50; more than 50 copies, 35¢ each.

**STRICT MULTIPLE OWNERSHIP RULES ISSUED:** FCC tightened its multiple ownership rules, surprisingly, instead of relaxing them as many expected. In decision issued this week, it limited any entity to ownership of 5 TV stations, 7 AM, 7 FM -- majority or minority interest. Thus, new rules not only discard the relaxation proposed in rule-making pending since 1948 but they limit ownership more sharply than did the rules which have been in effect until now.

Commission wasn't at all tentative or split on decision which has been in mills 5 years. Vote was unanimous, by all 7 commissioners, despite the speculation that Republican-dominated Commission would tend to be more lenient. New rules are final, effective 30 days after publication in Federal Register.

One aspect is left open -- distinction between vhf and uhf, if any. Commission said that's being deferred pending "an overall uhf study". This leaves open

possibility, even probability, that owners of 5 vhf stations may acquire several uhf, as suggested by various petitioners in course of allocations proceedings during freeze. Also left open is question of overlap, now under study.

No group is hurt in TV, in the sense that it must now divest itself of ownership in any stations. CBS is most directly affected. It owns 100% of 3 stations, minority of 2, plus 100% of 2 applications and minority of a third.

Though new rule limits ownership to 5 stations or applications, CBS gets waiver because "rules of the game" were changed after it applied for more. It's permitted to pursue current applications, but if one is granted it must dispose of ownership in one station or CP. Same procedure applies to all 3 of its pending TV applications. It's not allowed to file for more than it now has. No other group was in CBS's position, nor will there be, since none will be permitted to have more than 5 grants and/or applications pending at one time.

Storer Bcstg. Co.'s application for Miami was dismissed by FCC this week, but not under new rules. Since Storer already fully controlled 5 stations, Miami application was regarded as dismissable under old rules.

\* \* \* \*

CBS is hit directly in AM, however. It owns 100% of 6 stations, minority in 3. Also hit is J. Elroy McCaw, who holds interests in 8. Both were directed to come forth and "show cause" by Dec. 31 why they shouldn't be required to divest themselves of ownership to bring them down to interests in 7 each. Commission would give them 3 years to sell off excess stations. In the show-cause orders, FCC said: "Decision as to whether divestment will be required will be made on the basis of the arguments adduced and the factors involved in each case."

[For text of new rules affecting TV, and list of TV & AM stations most directly affected, see p. 5. Copies of full decision (Notice 53-1570, Mimeo. 97842) are available from Commission, or we'll get them for you.]

\* \* \* \*

Ownership of any portion of a station counts as much as 100% ownership under new rules -- except where there are more than 50 voting stockholders. In latter case, 1% is minimum. There's an exception to this, too; if stockholder is an officer or director, any degree of ownership counts.

Yet this is all going to take some interpreting. For example, FCC this week granted Ch. 8, Florence, S.C., to Jefferson Standard Bcstg. Co., which recently purchased part of Storer's public stock offering (Vol. 9:47). Comr. Bartley stated belief grant contravenes new multiple ownership rule.

Principal difference between old rules and new is that former didn't count minority holdings in limit of 5 unless FCC was satisfied that minority controlled or could control station.

Rules proposed in 1948 would have placed limit at 5 but count minority ownership as one-half a station. Thus, had rule passed, one could have owned majority interests in 5 stations or minority in 10 -- or combinations in between.

**3 GRANTS, INITIAL DECISION FROM FCC:** Commission issued 3 CPs, one initial decision this week, and tentatively denied another grantee's request for more time to build.

The week's CPs: Spartanburg, S.C., WORD, Ch. 7; Florence, S.C., Jefferson Standard Bcstg. Co., Ch. 8; Traverse City, Mich., WTCM, Ch. 7.

Initial decision favored Tri-City Bcstg. Co., Newport, Ky., for Cincinnati's Ch. 74, after competing Gordon Bcstg. Co. dropped out.

Spartanburg grant arose from complex agreement under which competitor WSPA dropped application, WORD agreeing to buy WSPA for \$400,000 within 30 days after the grant; if sale deal falls through, WSPA would simply take over CP -- provided, of course, that FCC agrees. FCC made it clear that grant doesn't prejudice any action it may take on proposal to sell WSPA. Latter station is owned by Bcstg. Co. of the South, licensee of WIS-TV & WIS, Columbia, S.C. and radio WIST, Charlotte.

Jefferson Standard Life Insurance Co., owner of Florence grantee, also owns WBTV & WBT, Charlotte, and 16.5% of WFMY-TV, Greensboro. In statement accompanying

grant, Comr. Bartley raised question whether Jefferson Standard's ownership of some Storer Bestg. stock places it in conflict with new TV ownership rules (see pp. 1-2).

Grantee called on carpet was WHFB-TV, Benton Harbor, Mich. (Ch. 42), which was told Commission can't grant its application for additional time to build on the basis of available information. It gets opportunity to reply.

**MANY IMMINENT AS 4 MORE GET UNDER WAY:** Only 4 new starters this week -- but there were several dozen with equipment delivered who said they would begin in November or early December, and our records show 44 with equipment on hand who have promised to be on air before end of year. Not all will make it, of course, but it looks like the month of December will be exceptionally active in the way of new stations.

Except for a sort of satellite operation in Maine, week's starters meant no new TV areas, included second vhf in Nashville. They brought to 328 the total now on air, 216 of them vhf, 112 uhf. CPs total 248 -- 86 vhf, 162 uhf. Latest starters:

WSIX-TV, Nashville (Ch. 8), city's second, began testing Nov. 26, using old 247-ft. FM tower on hill about 8 mi. south of Nashville with GE transmitter and antenna. Planned on same site is 630-ft. tower, as well as new combined office-studio building in downtown Nashville. Commercials start Dec. 1 with CBS affiliation and base rate of \$425. Chief owner-gen. mgr. is Louis R. Draughon, with E.S. Tanner as commercial mgr.; Shelton Weaver, operations mgr.; Charles Duke, chief engineer. Grant last July permits withdrawn applicant WMAK to acquire 25%. Rep is Hollinbery.

WITV, Ft. Lauderdale, Fla. (Ch. 17) began tests Nov. 25 for Thanksgiving Day commercial debut, following closed-circuit testing since Sept. and heavy promotion via theatre trailers, newspaper ads, radio spots, window cards, direct mail. It gives city its second uhf, WFTL-TV (Ch. 23) having started last April. Located just 8 mi. north of Miami, 6 mi. south of Ft. Lauderdale, with 762-ft. Ideco tower having RCA "peanut pattern" antenna, station is designed for maximum effect "below Miami to beyond Palm Beach" and will sell that area at \$150 rate. It affiliates with ABC & DuMont. Its prime mover is Comdr. Mortimer E. Loewi, ex-DuMont executive, who with son Bob operates resort known as Out-of-This-World at nearby Hallandale. He owns 25%, along with similar holdings by realtor L.C. Judd, contractor E.J. Richardson, lawyer George English. Robert W. Standart is gen. mgr.; Wallace E. Stone, sales mgr.; J.R. Troxel, operations; Stan Shaw, programs; Wm. Latham, chief engr. Rep is Taylor.

WLAM-TV, Lewiston, Me. (Ch. 17) began test patterns Nov. 22, regular programming Thanksgiving Day -- with unique "interconnection" whereby it operates as a virtual satellite of WPMT, Portland (Ch. 53), both stations controlled by broadcaster Frank S. Hoy, their transmitters only 35 mi. apart. WLAM-TV picks up WMPT programs -- network, film and local -- directly off the air and rebroadcasts them at option of sponsor. WLAM-TV base rate is \$150, WMPT's \$200, but in combination they are available for \$225. They carry ABC, DuMont & NBC shows, and Hoy has arranged with 4 big film distributors for special combination purchases. His station mgr. is Elden H. Shute Jr., with Lester J. Richards as program director and Henry G. Root as chief engineer. Equipment is RCA. Rep is Everett-McKinney.

KTVA, Anchorage, Alaska (Ch. 11), second outlet in that boom town, started test patterns Nov. 26, and gen. mgr. A.G. Hiebert, who also heads KENI there, wires it gets "excellent coverage of all Anchorage and vicinity plus Palmer and Matanuska Valley, 40 mi. distant." First station in city was Kiggins & Rollins' KFIA (Ch. 2) which started Oct. 16. New KTVA has DuMont transmitter with GE studio equipment, will get NBC & DuMont programs. C.M. Connor is commercial mgr.; Jack Walden, chief engineer. Neither rate card nor rep has yet been announced.

\* \* \* \*

Our records show these promised November starters, who may be delayed into December but who have equipment ordered and delivered: KTVU, Stockton, Cal. (Ch. 36); WJHP-TV, Jacksonville, Fla. (Ch. 36); WJDN, Panama City, Fla. (Ch. 7); WBLN, Bloomington, Ill. (Ch. 15); KOAM-TV, Pittsburg, Kan. (Ch. 7); KSLA, Shreveport, La. (Ch. 12); WWTW, Cadillac, Mich. (Ch. 13); KOMU-TV, Columbus, Mo. (Ch. 8); WAYS-TV, Charlotte, N.C. (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42).

These have stated they will start in early December, all having equipment:

KATV, Pine Bluff, Ark. (Ch. 7); KID-TV, Idaho Falls, Ida. (Ch. 3); KWIK-TV, Pocahontas, Ida. (Ch. 10); WINT, Waterloo, Ind. (Ch. 15); WCSH-TV, Portland, Me. (Ch. 6); KDRO-TV, Sedalia, Mo. (Ch. 6); KHOL-TV, Kearney, Neb. (Ch. 13); WRTV, Asbury Park, N.J. (Ch. 58); KFYR-TV, Bismarck, N.D. (Ch. 5); WMAC-TV, Massillon, O. (Ch. 23); WSTV-TV, Steubenville, O. (Ch. 9); KWTW, Oklahoma City (Ch. 9); WAIM-TV, Anderson, S.C. (Ch. 40); KMID-TV, Midland, Tex. (Ch. 2); WBTM-TV, Danville, Va. (Ch. 24); WEAU-TV, Eau Claire, Wis. (Ch. 13); WCOC-TV, Meridian, Miss. (Ch. 30).

There may be others, and not all of foregoing will make it -- but that's the best available lineup of "imminents" as of this writing.

**LITTLE INTEREST IN COLOR PROJECTIONS:** What are prospects for color projection sets? Slim, at the moment -- because they seem to suffer the same limitations, as against direct-view color, that they suffered in respect to black-&-white direct-view sets.

Direct-view color tubes will be bottleneck, from both quantity and picture-size standpoint, for long time to come -- most set makers are agreed on that. So question naturally arises whether projections will enjoy a rebirth in color and then escape the dreary demise they suffered in monochrome.

Several manufacturers are exploring color projections, but we can find no evidence that any have found a way to make them competitive or superior to direct-view. Since some were very badly burned with black-&-white projections, you can well imagine they're loathe to stick out their corporate necks in color projections.

To the layman, color projections may appear to have a superficial attractiveness. It would be no trick to turn out the 3 little (2½-to-5-in.) tubes required for each set, each having one colored phosphor -- and, ergo, the tube bottleneck is broken! "Sure," says one tube maker, "we could turn out zillions of them a minute," but he recoiled in horror at thought of registering 3 color tubes.

It's recalled that RCA made several color projections, demonstrated a few during FCC's 1949-50 color hearings, as did luckless Color Television Inc. But unsatisfactory signal made it impossible to determine whether sets were getting fair showing. As soon as RCA pioneered a good direct-view tube, projections were pulled back into the labs and RCA has put its emphasis into direct-view tubes since.

North American Philips Co., once a vigorous protagonist of projections, selling a few "Protelgram" tube-&-optical systems to set makers, is doing nothing in color projections, though it reports a few unidentified set manufacturers showing considerable enthusiasm for them.

Dr. Allen B. DuMont, who proved right-as-rain in kissing off projections when a lot of his big competitors wasted time and money on them, has merely this to say now: "Same as in black-&-white. The picture is not very good."

GE's Dr. W.R.G. Baker agrees: "They have the same limitations, technical and commercial, that they did in black-&-white. They'd be damned expensive. I think the industry ought to concentrate on making big direct-view tubes."

A Sylvania official can't see projections as a permanent thing in color, can scarcely visualize them even as a temporary expedient. "Registration is the thing," he said, "You may be able to control it in the lab. The home is something else."

CBS once showed color projection on field sequential system, still does for industrial uses. It doesn't indicate plans, if any, for home receivers.

None of foregoing knows of others hepped about color projections, though some report that they hear "the usual rumors."

It's always dangerous to write anything off in this business, and there's always possibility someone will win on a long shot, but if there's anything hot in the works -- it's well concealed.

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When it didn't pay to advertise: John Begue, announcer of WICS-TV, Springfield, Ill., as part of a commercial, took a knife and ripped apart 2 mattresses to reveal the voluminous interior foam padding, reports AP. Coming home, he learned that his young son Johnny, having watched the commercial on the TV, had duplicated his daddy's performance on 2 family mattresses.

Chesapeake Industries Inc., holding company which owns Pathe Laboratories, N. Y. film processor, has bought Lady Esther Ltd., Chicago cosmetics firm and onetime leading radio advertiser, for reported \$3,275,000.

Storer Broadcasting Co. has completed removal of executive offices from Birmingham, Mich. to 1005 Kane Concourse, Bay Harbor Island, Miami Beach 41, Fla.

**Personal Notes:** John J. Fitzgibbons, pres. of Famous Players of Canada and prime mover in grant of upcoming CFCM-TV, Toronto (Ch. 4), named "Film Pioneer of the Year" at Canadian Picture Pioneers Assn. testimonial banquet Nov. 25 . . . Richard D. Buckley resigns as pres., John Blair & Co., and Mr. Blair has resumed presidency . . . Gordon Gray, WJR & WGAR eastern sales v.p., succeeds James Gaines as v.p. in charge of operations of WOR-TV & WOR, N. Y., when Gaines leaves Dec. 31 to head WOAI-TV & WOAI, San Antonio; Teleradio's Mutual network, meanwhile, has named Glen Taylor as administrative v.p. in charge of policy, under pres. Tom O'Neil . . . J. G. (Gus) Rountree, onetime FCC field engineer, with A. Earl Cullum consulting engineers since 1946, is establishing his own TV-radio consulting engineering practice in Prentice Bldg., Dallas, effective Dec. 1 . . . Clarence L. (Chick) Doty resigns from Edward Petry & Co. to become v.p. & gen. mgr. of WSBA-TV & WSBA, York, Pa. . . . Robert H. Boulware, mgr. of WLWT, Cincinnati, hospitalized as result of auto accident Nov. 17, was to be released this week . . . Martin H. Percival promoted to mgr. of San Francisco office, NBC Spot Sales, succeeding Heber H. Smith Jr., named mgr. there of John Blair & Co. . . . Rev. Charles Brackbill Jr. named director of TV-radio committee of Presbyterian Synod of N. J., Princeton, which is headed by Jack Poppele, now with Scheck Adv., Newark . . . Herbert A. Carlborg named CBS-TV director of editing, succeeding James Shattuck, now assigned to color sales . . . John McCormick, ex-gen. mgr. of WNBK, Cleveland, joins Screen Gems Inc. as midwest sales mgr., Chicago . . . James A. Lilly, ex-KOY-TV, Phoenix, named production mgr. of new KBID-TV, Fresno (Ch. 53), due on air in Dec. . . . Warren Park named director of color TV by WJAR-TV, Providence . . . Donald H. Saunders, engineer in charge of technical operations, appointed to new post of station exec., WTOP-TV & WTOP, Washington, in charge of operations evenings & weekends

. . . Ansel E. Gridley, gen. mgr. of new WWOR-TV, Worcester, Mass. (Vol. 9:47), no longer controls radio WGFM, Fitchburg, Mass., whose principal stockholder is now F. D. Edes, with Raytheon, Chicago . . . Charles R. Freburg named administrative asst. in charge of programming of new KWVL-TV, Waterloo, Ia. (Ch. 7); Ralph Maska, chief engineer; Jack Turley, production mgr.; Warren Mead, program director . . . Allen Preville named sales mgr. of WRTV, Asbury Park, N. J. (Ch. 58) due shortly; Richard Behrman, production mgr. . . . John Grant, ex-CBS, N. Y., joins Desilu Productions Inc. as house attorney and asst. to Martin Leeds, exec. v.p. . . . Will Williams, ex-Better Business Bureau, named mgr. of adv. & publicity, KGO-TV, San Francisco . . . John Hitt, ex-WFAA-TV, Dallas, named asst. chief engineer of new KSLA, Shreveport . . . Edward F. Lethen Jr., ex-CBS Radio sales extension director, named asst. to Leonard F. Erikson, director of Voice of America . . . Dr. Benjamin Shimberg, ex-Public Health Service, joins Educational Testing Service, Princeton, N. J., as director of educational TV research . . . Alvin Kabaker, TV-radio director, Dancer-Fitzgerald-Sample, named TV chairman and Wm. B. Templeton, Sherman & Marquette, named radio chairman of 1954 Heart Fund . . . John G. Cole, ex-Ruthrauff & Ryan, named asst. director of Hollywood office, Sullivan, Stauffer, Colwell & Bayles . . . Wendell Adams named radio director, Wm. Esty Co., as George I. Chatfield is promoted to exec. v.p. and James Behane & John Peace to v.p. . . . Harold L. Maddox, TV-radio executive, named to head new midwest branch office in St. Paul set up by Western Adv. Agency, Los Angeles. . . . Dale Hart, ex-WBAP-TV, Ft. Worth, named program director of upcoming KARK-TV, Little Rock, Ark. . . . Mary Dunlavey, ex-Harry B. Cohen Adv., N. Y., named TV-radio director of Town Adv. Agency, Philadelphia . . . Nadine Miller resigns as administrative v.p., C. E. Hooper Inc. . . . Allan H. Kalmus, onetime NBC publicity, resigns as mgr. of Lever Bros. news bureau.

**T**EXT OF FCC's new TV multiple ownership rule (see p. 1), effective 30 days after publication in *Federal Register*:

*Section 3.636 Multiple Ownership*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control<sup>1</sup>) if

(1) such party directly or indirectly owns, operates, or controls another TV broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other TV broadcast station if the grant of such license would result in a concentration of control of TV broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than 5 TV broadcast stations.<sup>2</sup>

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

<sup>1</sup> The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

<sup>2</sup> In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

New multiple ownership rules (see p. 1) involve these groups most directly: (1) CBS-TV owns 100% of WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; 47% of WCCO-TV, Minneapolis; 45% of WTOP-TV, Washington; 100% of applications for Boston & St. Louis; 45% of application for Pittsburgh. CBS-AM owns 100% of WCBS, New York; WBBM, Chicago; KNX, Los Angeles; KCBS, San Francisco; WEEI, Boston; KMOX, St. Louis; 47% of WCCO, Minneapolis; 45% of WTOP, Washington; 45% of KQV, Pittsburgh. (2) J. Elroy McCaw owns 100% of AMs KORC, Mineral Wells, Tex.; 50% of KYA, San Francisco; 50% of KELA, Centralia, Wash.; 50% of KPOA, Honolulu; 50% of KILA, Hilo, Hawaii, 33 1/3 % of KYAK, Yakima, Wash.; 33 1/3 % of KALE, Richland, Wash.; 20.369% of KLZ, Denver. He also has application pending for purchase of 75% of WINS, New York, and is required to drop ownership in KPOA as condition of purchase of KONA (TV), Honolulu.

Of 30 channel shifts ordered by FCC for pre-freeze stations under new allocation plan, 21 have already moved and most of rest are due shortly. Here's FCC's informal information about plans of the 9 remaining: WNHC-TV, New Haven, Ch. 6 to 8, was due to shift Nov. 25; WOC-TV, Davenport, Ch. 5 to 6, this weekend; WOOD-TV, Grand Rapids, Ch. 7 to 8, Dec. 8; WTTV, Bloomington, Ch. 10 to 4, mid-Dec.; WNBK, Cleveland, Ch. 4 to 3, Dec.; WXEL, Cleveland, Ch. 9 to 8, Dec.; WRGB, Schenectady, Ch. 4 to 6, Jan. 3; WTAR-TV, Norfolk, Jan.; WHAM-TV, Rochester, Ch. 6 to 5, spring.

FCC Broadcast Bureau's TV and aural divisions were consolidated this week into new broadcast facilities div. under James E. Barr, former chief of aural facilities div. Cyril M. Braum, ex-TV div. chief, is now engineering consultant, Joint Committee on Educational TV (Vol. 9:46).

GE SHIPPED 5-kw transmitter Nov. 21 to Guy Nett newspapers' newly-authorized WGAN-TV, Portland, Me. (Ch. 13), along with temporary 2-bay antenna, to be followed Dec. 20 with 20-kw amplifier. This pointed to race with hotelman Wm. H. Rines' WCSH-TV (Ch. 6), which got 10-kw RCA transmitter in Oct., announced tests to begin Dec. 1. GE's only other vhf shipment this week was antenna that went out Nov. 23 to complete installation of 5-kw KHOL-TV, Kearney, Neb. (Ch. 13).

Only new uhf shipment reported this week was 12-kw amplifier for WCAN-TV, Milwaukee (Ch. 25), which went on air Sept. 6; also reported was order for 100-watt driver for Dec. 4-5 shipment. Old orders shipped this week included 12-kw amplifiers to WKAR-TV, E. Lansing, Mich. (Ch. 60), and 5-bay antenna to complete 12-kw installation of WJHP-TV, Jacksonville (Ch. 36).

RCA shipped only one uhf this week—to WARM-TV, Scranton, Pa. (Ch. 16)—but reports 6 more vhf that have gone out: 10-kw last week to KWTW, Oklahoma City (Ch. 9), which has order for 50-kw later; 10-kw to WEAR-TV, Pensacola, Fla. (Ch. 3); and 25-kw units this week to KOA-TV, Denver (Ch. 4); WJDX-TV, Jackson, Miss. (Ch. 3); WSTV-TV, Steubenville, O. (Ch. 9); WGCT, Greenville, S. C. (Ch. 4). Also shipped by RCA this week was 10-kw driver to WBAP-TV, Ft. Worth (Ch. 5), with 25-kw amplifier to follow shortly.

DuMont reports new order for 5-kw uhf from WFMZ-TV, Allentown, Pa. (Ch. 67), also reports 5-kw transmitter to be shipped shortly to new WNEM-TV, Bay City, Mich. (Ch. 5).

\* \* \* \*

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

KMID-TV, Midland, Tex. (Ch. 2), reports its 5-kw RCA transmitter is installed, plans Dec. 1 tests, goes commercial Dec. 6. Ownership interlocks with KWSO-TV, Lawton, Okla. Rep will be Taylor.

WGCT, Greenville, S. C. (Ch. 4), has transmitter and studio building all ready, 10-kw RCA driver on hand, 25-kw amplifier due for delivery this week, antenna due Nov. 30. Thus it hopes to begin testing by mid-Dec., go commercial Jan. 1 as NBC outlet. It's result of 3-way merger under which Textile Bestg. Co. is divesting itself of 5-kw WMRC (1440 kc), now silent, whose physical facilities are being taken over by KAKE. New ownership will comprise Textile Bestg. Co. group headed by Robert A. Jolley, 39%; Roger Peace's *Greenville News-Piedmont* (WFBC), 39%; Carolina Television Inc. group headed by Alester G. Furman Jr., 22%. WFBC (AM) gen. mgr. B. T. (Bevo)

Whitmire will be mgr. of new station, whose call letters may later be changed to WFBC-TV. Weed will be rep.

KFBB-TV, Great Falls, Mont. (Ch. 5), last reporting Dec. start with DuMont equipment, has experienced delay in antenna delivery, now plans "early 1954" debut, according to TV director LeRoy Stahl. Weed will be rep.

KWTW, Oklahoma City (Ch. 9), rushing to be second vhf in town, has RCA engineers due to arrive Nov. 30 to complete installation of newly-arrived 10-kw transmitter and 6-bay superturnstile. Gen. mgr. Edgar T. Bell says most of equipment is installed, tower will be completed within 10 days, target date is now Dec. 15. It's scheduled to go on CBS, has base rate of \$465, will be represented by Avery-Knodel.

KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13), last reporting Nov. start, was due to get its 5-kw GE transmitter Nov. 24, now plans to turn on the test juice during first ten days of Dec., according to mgr. Duane L. Watts. It begins with filmed CBS & DuMont programs, gets interconnection next March. Hour rate will be \$200. Meeker will be rep.

WBOC-TV, Salisbury, Md. (Ch. 16), has ordered RCA equipment for Jan.-Feb. delivery, plans tests March 1, 1954, goes commercial March 15, according to gen. mgr. Charles Truitt. Rep not yet chosen.

WHCU-TV, Ithaca, N. Y. (Ch. 20), Cornell U commercial grantee last reporting Nov. start, has had CP extended to next March and may not get on air until late 1954, according to gen. mgr. Michael R. Hanna.

WBTM-TV, Danville, Va. (Ch. 24), expects to begin tests Dec. 10 with 1-kw RCA transmitter, will go commercial by mid-Jan., reports program director Milton N. Adams. Rep will be Hollingbery.

WMIL-TV, Milwaukee (Ch. 31), last reporting Dec. start with GE equipment (Vol. 9:36), has stopped all construction pending FCC final decision on Ch. 6 allocation to Milwaukee area, according to gen. mgr. Jerome Sill.

WCIG-TV, Durham, N. C. (Ch. 46), which got FCC go-ahead last June when protest by applicant WSSB for Ch. 73 was overruled, hasn't set target date, reports gen. mgr. John G. Johnson. It's waiting to see how WTOB-TV, Winston-Salem (Ch. 26), which began in Sept., fares in competition with vhf there which got going same month. WCIG-TV ownership interlocks with WTOB-TV.

WPAQ-TV, Mt. Airy, N. C. (Ch. 55), last reporting start sometime this fall (Vol. 9:12), has been delayed but is "still interested in completing construction" and has requested an extension of CP, according to gen. mgr. Ralph D. Epperson. Thomas F. Clark Co. will be rep.

"3-D TV" without any added cost or equipment to station is claim of Geneoscope Co., Bloomington, Ill., which plans national distribution of its viewing glasses (\$1.50) beginning Dec. 5. So far, one station—WEEK-TV, Peoria—has signed up to use "Geneoscope Video Technique," with appropriate on-air announcements. System was developed by Mrs. Genevieve L. Fuller, who heads Geneoscope Co. and describes technique as combination of 3 factors: "Studio camera coordination with certain specific transverse speed travel in relation to the scene being televised, masking of TV receiver and viewing through optical arrangements." She further describes system thus: "Geneoscope consists of a pair of glasses or lens, mounted in shadow boxes [composed so that] one eye sees the image a fraction of a second later than the other eye. When a character is in motion, or the camera scans a scene, the picture is in 3 dimensions . . ." She adds that present output of viewers is now "3,000,000 every 6 weeks and we hope to cover the trade in the coming year." Mrs. Fuller says company is now negotiating with 18 eastern stations "and we will possibly put them all on the air at the same time."

Increases to maximum transmitter power at moderate cost will be made possible by new 25-kw vhf tetrode now in production, according to GE officials. New tube, type GL-6251, with gain "in excess of 10," is most powerful able to operate in all vhf channels, says GE. Only 5 kw is needed to drive a pair of the tubes, which can deliver maximum antenna input power of 50 kw. Therefore, low-power stations now on air can increase power to top FCC-authorized levels by adding 2 of the new tubes in an amplifier stage, says tube dept. marketing mgr. Grady L. Roark. Heretofore, 5-kw stations have been required to add both a driver and an amplifier to reach maximum power. New tube and associated equipment are expected to be available first quarter next year, and GE will also offer new 50-kw transmitter incorporating new tube.

Low-priced studio vidicon cameras and equipment made by Dage Electronics, Beech Grove, Ind., are now in use by 37 stations, reports sales mgr. Dan Meadows. First installation of Dage's new optical multiplexer with film camera (Vol. 9:46) has been completed at WCHA-TV, Chambersburg, Pa.

**Station Accounts:** Hawley & Hoops Inc. (M&M candies) has ordered 30 more stations for its *Johnny Jupiter* children's series, extending present contracts in 35 markets from 26 to 39 weeks, thru Roy S. Durstine, N. Y.; program, filmed by Kagran Corp. (Martin Stone), was originally carried sustaining on DuMont, may also be offered for syndication to non-M&M areas . . . Coca-Cola sponsoring 24-time *Santa Claus at Macy's* on WABD, N. Y., starting Dec. 1, Mon.-Fri. 5:45-6 p.m., series leading up to remote of party for underprivileged children in Macy's store just before Xmas . . . Illinois-Bell Telephone Co., sponsoring re-run of *Victory at Sea* on WNBQ, Chicago, inserts plugs for show in its recorded weather service . . . Among other advertisers reported using or preparing to use TV: Gem Fisheries, Boston (Gem O' the Sea frozen fish), thru Ben B. Bliss Co., Boston; So. California Pharmaceutical Assn., thru Tullis Co., Los Angeles; Paramount Macaroni Mfg. Co. (macaroni & egg products), thru J. Franklyn Viola & Co., N. Y.; Charles of the Ritz (Empty Powder Box gift package), thru Peck Adv., N. Y.; Glamorene Inc. (rug cleaner), thru Hicks & Greist, N. Y.; Diamond Hosiery Corp. (Fruit of the Loom hosiery), thru Cunningham & Walsh, N. Y.; John Morrell & Co. (Red Heart dog food), thru N. W. Ayer, N. Y.; Sessions Clock Co. (industrial products), thru C. J. LaRoche, N. Y.; Plumrose Inc., Boston (Denmark dairy producer), thru Ben B. Bliss Co., Boston; Wizard Mfg. Co., Los Angeles (radio controlled garage doors), thru Walter McCreery, Beverly Hills, Cal.; Vita-Cell Products Co., Los Angeles (pharmaceuticals & Godissart's cosmetics), direct; Tasty Baking Co., thru Gray & Rogers, Philadelphia; Deko Chemical Co., Hawthorne, Cal. (Dish-A-Way liquid suds, Arko industrial detergents), thru Jimmy Fritz & Assoc., Hollywood.

**Network Accounts:** Gillette will sponsor Orange Bowl from Miami New Year's Day on CBS-TV, starting at 1:45 p.m., in addition to Rose Bowl game from Pasadena on NBC-TV (Vol. 9:47), both thru Maxon . . . Calgon Inc. (water softener), in first TV sponsorship, buys Wed. 3:30-3:45 p.m. segment of *Bob Crosby Show* on CBS-TV, starting in Jan., 3:30-4 p.m., thru Ketchum, McLeod & Grove, Pittsburgh . . . Parker Bros. (games) buys 6 partic. on alt. Wed. 3:15-3:30 segment of *Kate Smith Hour* on NBC-TV, Mon.-thru-Fri. 3-4 p.m., starting Dec. 23, thru Badger & Browning & Parcher, Boston; American Hair & Felt Co. (Ozite carpet cushions), buys 9 partic. on same segment, starting Jan. 14, thru Grant Adv., Chicago . . . Wembley Inc. (ties) buys one partic. a week for 52 weeks on NBC-TV's *Today*, starting Feb. 3, thru Fitzgerald Adv., New Orleans . . . Allis-Chalmers, for 6th straight year, sponsors championship judging at Chicago's International Livestock Exposition on NBC-TV Tue. Dec. 1, 2-3 p.m. . . . Pabst Beer thru Warwick & Legler, Hill Bros. Coffee thru N. W. Ayer & Son, and Pontiac thru McManus, John & Adams, are new partic. sponsors of *Panorama Pacific*, new 7-9 a.m. show on CBS-TV's Pacific Network (Vol. 9:47) . . . Procter & Gamble (Tide) buys *The Brighter Day* on CBS-TV, starting Jan. 4, Mon.-thru-Fri. 1-1:15 p.m., thru Young & Rubicam . . . Sealtest Products will omit all commercials on Christmas Day *Big Top* on CBS-TV, 3-4 p.m.

More rate card increases, effective in Nov., Dec. & Jan., to add to those previously reported (Vol. 9:44-45): KLZ-TV, Denver, Class A hour from \$380 to \$500, min. from \$80 to \$100; KBTW, Denver, \$350 to \$450 & \$70 to \$90; KMJ-TV, Fresno, \$250 to \$300 & \$50 to \$60; WFBG-TV, Altoona, \$300 to \$400 & \$60 to \$90; WBRC-TV, Birmingham, \$400 to \$550 & \$80 to \$100; WFTL-TV, Ft. Lauderdale, Fla., \$150 to \$300 & \$25 to \$60; WNBK, Cleveland, \$1000 to \$1100 & \$175 to \$225 (new Class AA, \$1300 hour, \$300 min.).

**HIGHEST RATE** in TV is that of NBC's WNBT, New York, whose Rate Card No. 13, effective Dec. 1, calls for \$5500 an hour for Class AA time (10:30-11 p.m. daily, 6-7:30 p.m. Sun.)—and also contains new and higher B, C & D rates. New rate card is based on anticipated total of 4,043,000 sets in N. Y. area by Dec. 1, an increase of 275,000 new TV families in WNBT area since Jan. 1, 1953. It's WNBT's fifth rate increase since Nov. 1, 1950.

Class A continues at \$4250, and station-break rates start from \$1095 for 20 sec. and \$565 for 10 sec. in Class AA time (7:30-10:30 p.m. Mon.-Sat., 6-10:30 p.m. Sun.). CBS's WCBS-TV recently issued Rate Card No. 13, effective Sept. 15, upping Class A rate from \$4500 to \$4800 (7-11 p.m., Mon.-Sat., 6-11 p.m. Sun.), with \$1075 for Class A 1-min. film or 20-sec. sound spots (Vol. 9:36).

These are the WNBT Rate Card No. 13 station time charges, all save Class AA station breaks being subject to frequency discounts:

Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
	\$5500.00	\$3300.00	\$2200.00	\$1925.00	\$1375.00	\$1095.00	\$565.00
Class A—7-7:30 p.m., Mon.-Sat.	4250.00	2550.00	1700.00	1487.50	1062.50	750.00	350.00
Class B—6-7 p.m., Mon.-Sat.	3150.00	1890.00	1260.00	1102.50	787.50	575.00	260.00
Class C—All other times.	1850.00	1110.00	740.00	647.50	462.50	350.00	150.00

\* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun. Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily. Class B—6-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 3-6 p.m., Sun. Class C—3-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11:15 p.m.-sign-off, daily. Also has Class D (sign-on-3 p.m., Mon.-Sat.), 20-Sec., \$250, 10-Sec., \$65. Time res. for network: Class A (7:30-10:30 p.m., daily; 5-6 p.m., Sat. & Sun.). Class B (5-6 p.m., Mon.-Fri.; 3-5 p.m., Sat. & Sun.). Class C (10 a.m.-1 p.m., daily; 3-5 p.m., Mon.-Fri.).

Paul H. Raymer Co. has taken over O. L. Taylor rep firm, assuming representation of 5 of its TV and 9 radio stations while continuing the Taylor firm with rest of its list under Taylor pres. Lloyd George Venard. At same time, Taylor's Dallas office is taken over by Raymer. No price was disclosed, and reasons for half-way "merger" was stated as "taxes" and O. L. Taylor's desire to concentrate on his own stations KRGV-TV (CP) & KRGV, Weslaco, and KANS, Wichita, an applicant for TV. Taylor recently lost KGNC-TV & KGNC, Amarillo; KFYO-TV & KFYO, Lubbock; KROD-TV & KROD, El Paso—former 2 going to Katz, latter to Branham. Its TV & radio stations now coming under Raymer aegis: KTBC-TV & KTBC, Austin, Tex.; KFDX-TV & KFDX, Wichita Falls; KELO-TV & KELO, Sioux Falls, S. D.; WKBH-TV (CP) & WKBH, LaCrosse, Wis.; KRGV-TV (CP) & KRGV, Weslaco; KANS, Wichita; KEYS, Corpus Christi; KLRA, Little Rock; KTOK, Oklahoma City. This brings Raymer TV list to 20, of which 5 are still CPs. Remaining on Taylor TV list are WCOV-TV, Montgomery, Ala.; KTXL-TV, San Angelo, Tex.; WILS-TV, Lansing, Mich.; WKLO-TV, Louisville; WCAN-TV, Milwaukee; WFIE, Evansville, Ind.; KCMC-TV, Texarkana, Tex.; and CP holders WERE-TV, Cleveland; WITV, Ft. Lauderdale, Fla.; KTRF-TV, Lufkin, Tex.; KMID-TV, Midland, Tex.

First remote TV pickup from U. S. by Mexican station was telecast Nov. 22 when XETV, Tijuana, carried 3-hour pageant from Miramar Naval Air Station, near San Diego. XETV sales director Alvin Flanagan received permission from FCC for special telecast. Commission sources said this action does not in any way affect XETV's long-standing petition to set up studios in San Diego and carry U. S. network programs, which has been vigorously opposed by San Diego stations and applicants.

Three new vhf educational channels for Tennessee were proposed this week by FCC in response to petition by Tennessee Educational TV Commission. Proposed additions are: Lexington, Ch. 11; Rock Island, Ch. 7; Sneedville, Ch. 2. No changes in other allocations would be required as result of additions. Deadline for comments is Dec. 31.

**Telecasting Notes:** Ed Murrow, TV's No. 1 journalist, had the great satisfaction of seeing Secy. of the Air Force Harold E. Talbott go on his *See It Now* Nov. 24 to announce overruling of 3 colonels in "The Case of Milo Radulovich"—involving proposed dismissal from Air Force Reserve of young U of Michigan GI because his aged father read a Communist-tinged foreign-language newspaper (because he "liked the comics") and his sister was alleged to have leftist leanings (which she denied). It was Murrow and his producer Fred Friendly who "exposed" this case of "guilt by kinship" on Oct. 20 *See It Now* (Vol. 9:43) in one of rare instances of outright crusading by TV-radio, using technique of letting those involved have their say before the camera . . . After Talbott, Murrow turned cameras on both sides of Indianapolis row over American Legion's refusal to permit local American Civil Liberties Union group hire a hall—again letting viewers decide for themselves after hearing conflicting arguments . . . RCA hierarchy is still tight-lipped, but ace *Variety* reporter George Rosen continues to plump for "Pat & Bob: NBC Prexy Package"—and sees former's handling of week's affiliates' meetings in Chicago (Vol. 9:47) as tipoff. Rosen calls Weaver "strong possibility" for next NBC pres., with film v.p. Robert Sarnoff, son of RCA chairman, "perhaps second only to Weaver" . . . "Weaver invaded the affiliate den," writes Rosen, "and came out a winner" . . . Appointment is due Jan. 1 or March 1, with guessing now that Gen. Sarnoff won't go outside to pick topkick; good guess is that there will not only be a new president but also new heads (maybe even called "presidents," as does CBS) of NBC's now-separated TV and radio operations . . . Recipe for an independent TV station, by Klaus Landsberg, gen. mgr. of KTLA, Los Angeles who abhors the "thrown-in" or artificial sales talk: "We have built personalities and they are selling the sponsor's product effectively. We have integrated commercials into the live performances, not in the form of spot announcements such as in film programs. Sales results depend not only on commercial copy, but on the believability of presentation. Believability of a program performer far surpasses that of a commercial announcer, and rules out the appearance of a pitchman, whose effectiveness is a thing of the past" . . . New KPMT, Oklahoma City (Ch. 19), which began testing Nov. 8, has issued Rate Card No. 2, changing base hour rate from \$400 to \$250, min. from \$80 to \$50 . . . WHBF-TV, Rock Island, Ill., first U. S. station to install UP facsimile.

NARTB sports committee, after 2-day meeting this week, sent telegram to NCAA's TV committee urging reconsideration of game-of-the-week setup in planning next year's schedule, asking greater flexibility to permit regional televising of sell-out games in nearby communities. Citing possibility of more than 400 stations being on air by next fall, committee said "nearly all of these stations will be located near colleges and universities which have football teams—and near audiences which include thousands of individuals who can become fans of the game through exposure to it via TV."

Novel TV prompting device, involving letters typed backwards on script and one-way mirror in front of camera, will be offered soon to stations by Eye-Cue Sales Inc., 218 E. Huron St., Chicago. Director Edwin James says system is already being used by several midwestern stations, will be rented for \$25-\$75 a week, depending on size of station. Principal application is for newscasters and other "desk speakers," who turn pages of own script, see lines reflected in mirror directly in front of camera.

Tenth uhf grantee to ask FCC for subscription-TV proceedings is WTVU, Scranton (Ch. 73), which filed petition this week.

CONFIDENCE IN UHF was predominant theme of Nov. 23-24 New York meeting of 22 uhf telecasters and grantees under aegis of new Ultra High Frequency TV Assn. As station owners and operators discussed common problems, it was evident most faced future with guarded optimism, although there was some singing of the blues by telecasters with stiff vhf competition.

Meeting was called to set up program for association, and, under chairmanship of pres. Lou Poller, owner of Milwaukee's WCAN-TV, group voted uhf's No. 1 need was development of "efficient" all-channel receivers and high-power transmitters, pledged to cooperate with manufacturers toward this end. Other planks in 9-point program adopted:

(1) To "center public attention on the positive superiority of uhf reception over vhf and the greater promise for the future of uhf." (2) "Legal action within the FCC to restore the balance between uhf & vhf facilities and to prevent new allocations or regulatory actions harmful to the public and the uhf industry." (3) "Negotiations with the Commission and with networks to achieve better and more stable affiliation agreements for uhf stations." (4) Research into receiver production and conversion to encourage uhf advertisers.

(5) "Cooperative liaison with other trade associations in the TV field to provide better programming, more economical station operation, compliance with program codes [and] improved service . . ." (6) Presentation to govt. tax agencies of special equipment obsolescence problems faced by uhf telecasters, "to obtain more realistic treatment of depreciation bases." (7) "Cooperation with all govt. agencies to establish uhf as a fully competitive, independent TV service, integrated with national defense . . ." (8) Fifty new association members by next meeting in Feb.

Present as observers were representatives of ABC, CBS & NBC, several station reps, and equipment makers RCA, Gates & Industrial TV Inc. Stations represented were all uhf, but not necessarily UHFSA members: WCAN-TV, Milwaukee; KLPR-TV, Oklahoma City; WGVL, Greenville, S. C.; WENS, Pittsburgh; KACY, Festus-St. Louis; KSTM-TV, St. Louis; WTVI, Belleville-St. Louis; WTAO-TV, Cambridge-Boston; WAKR-TV, Akron; WIFE, Dayton; WITV, Ft. Lauderdale, Fla.; WLOK-TV, Lima, O.; WKLO-TV, Louisville; WFTV, Duluth; WICS, Springfield, Ill.; WKNB-TV, New Britain, Conn.; WICC-TV, Bridgeport; WWOR-TV, Worcester, Mass.; WGLV, Easton, Pa.; KCTY, Kansas City; and CP-holders WIP, Philadelphia, & WTBO-TV, Cumberland, Md.

Two new regional representatives were elected to UHFSA board—Byrne Ross, KLPR-TV, Oklahoma City, and Ben McKinnon, WGVL, Greenville, S. C.

Theatre-TV "network" operating by next March with at least 4 attractions a month is aim of Box Office TV Inc., as expressed this week by exec. v.p. Wm. Rosensohn. Heartened by increasing audience buildup for Notre Dame theatrecasts this fall, BOTV is embarked on program to set up own network of TV-equipped theatres, renting TV equipment to theatres at low price (\$50-\$100 per show) in return for agreement to accept good portion of BOTV attractions over 2-year period. Rosensohn says more than 125 theatres already have agreed to install equipment and join network as soon as AT&T terminal facilities can be arranged. BOTV timetable calls for 50 installations by March, 100 by June, 200 by Sept. As for programming, Rosensohn hopes to present N. Y. City Center operas, plays & ballets, N. Y. Philharmonic & Philadelphia Symphonies, Sadler Wells Ballet, Ringling Bros. Circus, major league baseball games, weekly fights and 2 Broadway plays—with negotiations for these attractions now in progress. BOTV network would be closed-circuit operation through AT&T.

**COLOR** was subject of FCC meeting Fri. Nov. 27—but the members got no further than mere “primer” discussion of transmission fundamentals before Comrs. Webster and Sterling had to leave for a meeting on international communications—so next session is set for Mon., Nov. 30. Current belief at Commission is that it’s unlikely decision will be rendered next week. Industry seethes with activity, meanwhile, anticipating decision. Items:

(1) RCA-NBC continue to press on every front. NBC’s Barry Wood, Dick Day and Stan Parlan painted rosy picture of color to ad agencies at AAAA conference in New York this week, threw their facilities open to agencies working with color.

Color coordinator Wood reported that NBC has held 21 clinics for agencies, would continue “educating” them and its staff in color. Enlarging on plans, he visualized coverage of Washington’s Cherry Blossom Festival, New Orleans’ Mardi Gras, etc. He disclosed that a 4-camera color mobile unit is in the works.

Consultant Day stated that special studio is being prepared for commercials, said he was amazed by the revolutionary developments in TV after his years of working in color for Hollywood. Film consultant Stan Parlan told agencies that color film already offers satisfactory fidelity, gave hints on how best to prepare color TV film. He said NBC would conduct series of film demonstrations, stood ready to test agencies’ color output on closed-circuit equipment.

NBC-TV continues plans for “color premieres” of its big shows. If they come after FCC decision, they’ll go out in color. Otherwise, they’ll be color dress rehearsals unless, as in case of *Comedy Hour*, special FCC permission is obtained. Following are premieres scheduled: Dec. 5, *Show of Shows*; Dec. 9, *This Is Your Life*; Dec. 20, *Amahl and the Night Visitors*; Jan. 1, *Tournament of Roses*; Jan. 11, *Kate Smith*; Jan. 21, *Dinah Shore*.

(2) Crosley showed off Lawrence tube Nov. 22, under extremely difficult conditions, got indifferent results. For top New York area dealers and Crosley distributors, Crosley displayed a set with the tube and another with RCA tube, picking up *Comedy Hour* in color. Technicians had no NBC color signal with which to line up sets before show started, and Hotel Pierre’s antenna was faulty.

As we judged picture there, results were drab colors, considerable misregistration and “pincushioning” (bowing in of top, bottom and sides). RCA tube had good colors

but resolution was down considerably. Crosley officials were understandably glum, because Lawrence tube has performed brilliantly—as far back as last April when we viewed it along with members of House Commerce Committee (Vol. 9:16).

Crosley will invest millions in a tube plant, v.p. Leonard Cramer told the group. Pilot production is expected by February, he said, and Crosley will introduce its sets in August. He doubted there will be many sets out before then.

(3) GE announced that delivery of first color camera to CBS, using CBS’s field-sequential and coder system (Vol. 9:41) will come in February. GE declined to indicate plans beyond that, reiterated that it will also make 3-tube cameras. GE is also taking 2-page ads in technical press, stating: “Brand New Tubes for Color TV . . . GE Will Have Them For You!” Referring to receiving tubes, ad notes that first sets will employ conventional tubes developed for black-&-white, says it’s working on tubes especially tailored for color receivers.

(4) Debating east-vs.-west for film production before AAAA, west’s Ralph Cohn, Screens Gems, said that “color is an old, comfortable, usable tool to Hollywood and we’ll be ready for it when it comes.” East’s Marion Parsonnet, of company bearing his name, countered by expressing hope for great things from color magnetic tape in the east. Rounding up color film progress in Hollywood and reporting that Technicolor is finally sharing its secrets by licensing 20th Century-Fox, *Wall St. Journal* says it’s estimated Hollywood’s color film output for all purposes will rise to 730,000,000 ft. this year from 461,000,000 ft. in 1952. It noted that black-&-white TV film market is 440-465,000,000 ft. yearly.

(5) Our list of cities expected to get colorcast Tournament of Roses Jan. 1 (Vol. 9:47) brought vehement reaction from Walter Damm, WTMJ-TV, Milwaukee, who says his station should be included. Station did receive Nov. 22 *Colgate Comedy Hour* on color set in studio, and Damm says he’ll be ready to transmit color before Jan. 1. Another possibility is WNHC-TV, New Haven. AT&T should shortly reveal cities to be served.

(6) Trade seeks to stave off depressing effects of “color talk” on black-&-white sales (see p. 10), considers ways and means of producing more color sets if public goes for them in big way and won’t buy monochrome (see p. 4).

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**Trade Personals:** R. D. (Dick) Payne, national sales mgr. of CBS-Columbia and with company when it was Air King, resigns as of Dec. 31, his duties being taken over by Harry Schecter, recently named sales v.p. . . . Rollie J. Sherwood, ex-Hallicrafters sales v.p. who formed own auto parts manufacturing firm year ago, returns to electronics field as Crosley TV-radio sales consultant . . . Joseph Wright succeeds late Irving Herriott as gen. counsel of Zenith Radio Corp.; Francis Crotty named asst. gen. counsel in charge of patents . . . John A. Curtis, ex-Pullman-Standard Car Mfg. Co. and onetime Farnsworth Radio Corp., appointed gen. sales mgr. of Westinghouse electronic tube div., Elmira, N. Y., succeeding Harold G. Cheney, now asst. to div. v.p. E. W. Ritter . . . H. E. Crow, ex-WHEN, Syracuse, and WBKB, Chicago, named chief engineer of Dage Laboratories Inc., Decatur, Ill. (TV cameras); Clifford Bruhn, ex-AC Spark Plug Co., named production mgr. . . . Joseph P. Delaney, ex-Coral & Decca Records, named gen. sales mgr. of RCA Victor’s forthcoming “Label X” record line . . . Myles Spector rejoins Insuline Corp. of America, Long Island City (electronic components) in charge of new product development, following Air Force duty . . . J. T. Calvitzel, ex-Crosley, named to new post of western sales mgr., Capehart-Farns-

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worth . . . Nate Hast, ex-Olympic Radio, named Majestic Pacific coast regional sales mgr. . . . John R. Thompson named mgr. of commercial electronic sales, Hycon Mfg. Co. . . . Fred D. Pinotti, engineering asst. to gen. factories mgr., Kimble Glass, elected v.p. and member of board of directors.

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Armistice Day reunion dinner of Emil J. Simon organization, first in 10 years, was held Nov. 11 in N. Y., honoring late pioneer aircraft radio manufacturer and developer of Kolster loop antenna and other devices. Among those attending: Benj. F. Meissner, who developed first radio filter circuit; Edwin K. Oxner, now with Air Force, Rome, N. Y.; Douglas Rigney, Signal Corps, Ft. Monmouth; Frank A. Hinnens, Hinnens-Galanek Radio Corp., Long Island City; Mrs. J. D. R. Freed; George Clark, recently retired from RCA; Frank A. D. Andrea; Maurice Raphael, Wilcox-Gay v.p. (toastmaster). Unable to attend: Dr. Lee DeForest, now in Los Angeles; Adm. S. C. Hooper, USN ret., now in Florida.

DuMont board elected 3 new v.p.’s last week—Thomas T. Goldsmith Jr., research; Irving G. Rosenberg, tubes & govt.; S. Edwin Williams, instruments & transmitters. Dr. Goldsmith is also pres. of DuMont Television & Electronics Ltd., Canadian subsidiary.

**HIGHER SALES SPUR TRADE'S XMAS HOPES:** Steady pickup in business last week or 10 days has aroused trade to hope that Christmas season won't be as bad as was first feared -- giving rise to the corollary hope that year-end inventories can be cut and thereby minimize possible impact of color on black-&-white sales next year.

Upsurge was attributable not only to colder weather, but by some industry people to the refusal of trade to slash prices after Westinghouse's much-publicized \$80 to \$200 cuts on lists of six 21-in. models (Vol. 9:46). In opinion of some major manufacturers, when public became aware that Westinghouse's action was an isolated one, not part of a trend, then sets began to move again. Said one:

"The industry deserves a lot of credit for not being stampeded into hasty, ill-advised price cuts after Westinghouse made its move. We could have picked up a little extra business, perhaps, but in the long run we'd be cutting our throats."

And this from a prominent dealer spokesman, who more often is seen crying blues than jumping with joy: "Business is better now than it's been in a couple of months and I think the industry's firm stand after Westinghouse's cut had a lot to do with it. At least, the upswing seemed to start just about that time. We have plenty of price-cutting in our end of the business, I'll admit, but, thank goodness, consumers proved to be more brand-conscious than price-conscious.

"Some folks did take advantage of Westinghouse's bargain basement price the first day or so after it was announced but it was just a flurry. The solid business went and is still going to established-name manufacturers..."

Extent of the business pickup was difficult to measure -- but all agreed business over-all certainly isn't as good now as this time last year. RETMA spokesman said business in 17 & 21-in. sets had shown some improvement at manufacturers' level -- but he couldn't find any 2 set makers to agree on how much. NARDA spokesman hazarded guess that retail business now is running about 80% of year ago -- but he said it was strictly a guess, based only on talks with individual dealers.

Though cutbacks and layoffs were still being made, they were on somewhat reduced scale and trade hoped worst was over. Avco laid off additional 200 workers at Crosley set plant in Cincinnati, where 500 were furloughed last month. National Union Radio announced it had cut its TV tube output by 50% from past few months due to slackening of demand, said cutbacks were made in 3 stages since mid-summer.

\* \* \* \*

Industry stepped up tempo of its preparedness for color in future, while hopefully examining signs of better business at present. Most of preparation still took form of spreading opinions about trends. Among developments:

(1) Dr. Allen B. DuMont, in letter to his N.Y. factory branch, said he feels demonstrator color models next year will build a tremendous amount of traffic in stores and advised dealers to take advantage of it "to sell DuMont monochrome popular priced television". He reiterated his estimate that 50,000 color sets will be produced next year, to retail at about \$1000.

(2) Pressure by dealers to get color set on floor in time for colorcast of Tournament of Roses parade New Year's Day was widely reported. An urgent request to supply about 40 color sets for an 11-state western retail operation was reportedly sent to one TV manufacturer. In St. Louis, an announcement by KSD-TV that it will carry the parade in color "if our plans work out" got mixed reaction from the city's dealers, some saying it would help business, others saying it would hurt.

(3) Philco exec. v.p. James H. Carmine told Retailing Daily he felt effects of color speculation on current sales have been "greatly exaggerated", noting that New York, where color publicity has been greatest, is still a good black-&-white sales market. He added that color won't greatly affect lower-priced sets next year.

Handy Reference Log of the

328 Television Stations in Operation in the U.S.

and the

248 CPs for New Stations Outstanding

As of Nov. 28, 1953

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

Dagger (†) indicates non-commercial educational station.

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

Editor's Note: *This log is another interim tabulation, published for your convenience, pending our next semi-annual TV Factbook of Jan. 15, 1954—and brings up to date our status reports on all operating stations and CPs to Nov. 28, 1953. All grantees have been queried at regular intervals about their starting plans, names of representatives, etc. Data here given was received directly from principals and/or from FCC, stations' counsel and trade sources deemed reliable. Where no starting date is given, or no national rep mentioned, principal would not or could not reply as yet. We do not guarantee accuracy of information on starting dates; in fact, we caution that these more often than not are optimistic expectations, and experience has shown that you can often add a month or more to estimates given. In some cases, where no starting date is given, it's possible station will never be constructed, for appended list of 26 CPs thus far relinquished bears evidence that not all CPs will be pursued. The weekly Television Digest Newsletters will continue to report latest data on new stations starting and upcoming new stations as fast as received.*

Stations in Operation as of Nov. 28, 1953

Total 328 (216 VHF, 112 UHF)

ALABAMA

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

ARIZONA

KTYL-TV, Mesa (Phoenix)—(Ch. 12)—Harkins Bcstg. Inc. (KTYL).  
Rep: Avery-Knodel.  
KOOL-TV, Phoenix (Ch. 10)—Maricopa Bcstrs. Inc. (KOOL);  
shares time with KOY-TV. Rep: Blair.  
KOY-TV, Phoenix (Ch. 10)—KOY Bcstg. Co. (KOY); shares time  
with KOOL-TV. Rep: Blair.  
KPHO-TV, Phoenix (Ch. 5)—Meredith Engineering Co. (KPHO).  
Rep: Katz.  
KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO). Rep:  
ForJoe.  
KVOA-TV, Tucson (Ch. 4)—Arizona Bcstg. Co. (KVOA). Rep:  
Raymer.  
KIVA, Yuma (Ch. 11)—Valley Telecasting Co. Rep: W. S. Grant Co.

ARKANSAS

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

CALIFORNIA

KAFY-TV, Bakersfield (Ch. 29)—Bakersfield Bcstg. Co. (KAFY).  
Rep: ForJoe.  
KERO-TV, Bakersfield (Ch. 10)—Kern County Bcstrs. Inc. (KERO).  
Rep: Avery-Knodel.

KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL).  
Rep: W. S. Grant Co.  
KLIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KLIEM). Rep:  
Blair.  
KJEO, Fresno (Ch. 47)—O'Neill Bcstg. Co. Rep: Branham.  
KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep:  
Raymer.  
KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep:  
Petry.  
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep:  
H-R Television Inc.  
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep:  
Katz.  
KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-  
TV Spot Sales.  
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).  
Rep: CBS-TV Spot Sales.  
†KTHE, Los Angeles (Ch. 28)—Univ. of Southern California, Allan  
Hancock Foundation (KUSC-FM).  
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.  
Rep: Raymer.  
KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.  
KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co.  
(KMBY); shares time with KSBW-TV, Salinas. Rep: Holling-  
bery.  
KCCC-TV, Sacramento (Ch. 40)—Capitol City TV Corp. Rep: Weed.  
KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW); shares  
time with KMBY-TV, Monterey. Rep: Hollingbery.  
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).  
Rep: Petry.  
KFSD-TV, San Diego (Ch. 10)—Airfan Radio Corp. Ltd. (KFSD).  
Rep: Katz.  
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).  
Rep: Petry.  
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.  
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co.  
(KRON-FM). Rep: Free & Peters.  
KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC).  
Rep: W. S. Grant Co.

**CALIFORNIA—(Continued)**

KEYT, Santa Barbara (Ch. 3)—Santa Barbara Bcstg. & Television Corp. (KIST). Rep: Hollingbery.  
 KCOK-TV, Tulare (Ch. 27)—Sheldon Anderson (KCOK). Rep: Forjoe.

**COLORADO**

KKTV, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR). Rep: Hollingbery.  
 KRDO-TV, Colorado Springs (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Rep: McGillvra.  
 KBTV, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Rep: Free & Peters.  
 KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Rep: Blair.  
 KLZ-TV, Denver (Ch. 7)—Aladdin Radio & TV Inc. (KLZ). Rep: Katz.  
 KCSJ-TV, Pueblo (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Rep: Avery-Knodel.  
 KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Rep: McGillvra.

**CONNECTICUT**

WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Rep: Adam Young.  
 WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Rep: Bolling.  
 WNHC-TV, New Haven (Ch. 6)—Elm City Bcstg. Corp. (WNHC). Rep: Katz. [Due to shift to Ch. 8 momentarily.]  
 WATR-TV, Waterbury (Ch. 53)—WATR Inc. (WATR). Rep: Rambeau.

**DELAWARE**

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

**DISTRICT OF COLUMBIA**

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

**FLORIDA**

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL). Rep: Weed.  
 WTVT, Ft. Lauderdale (Ch. 17)—Gerico Investment Co. (WBRD). Rep: Taylor.  
 WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR). Rep: CBS-TV Spot Sales.  
 WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co. Rep: Free & Peters.  
 WPFA-TV, Pensacola (Ch. 15)—WPFA-TV Inc. Rep: Adam Young.  
 WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN). Rep: Weed.  
 WIRK-TV, West Palm Beach (Ch. 21)—WIRK-TV Inc. (WIRK). Rep: Weed.

**GEORGIA**

WAGA-TV, Atlanta (Ch. 5)—Storer Bcstg. Co. (WAGA). Rep: Katz.  
 WLWA, Atlanta (Ch. 8)—Crosley Bcstg. of Atlanta Inc. Rep: Crosley Bcstg.  
 WSB-TV, Atlanta (Ch. 2)—Atlanta Newspapers Inc. (WSB). Rep: Petry.  
 WJBF-TV, Augusta (Ch. 6)—Georgia-Carolina Bcstg. Co. (WJBF). Rep: Hollingbery.  
 WDAK-TV, Columbus (Ch. 28)—Television Columbus (WDAK). Rep: Headley-Reed.  
 WRBL-TV, Columbus (Ch. 4)—Columbus Bcstg. Co. Inc. (WRBL). Rep: Hollingbery.  
 WETV, Macon (Ch. 47)—Macon Television Co. (WBML and WNEZ). Rep: Headley-Reed.  
 WROM-TV, Rome (Ch. 9)—WROM-TV Inc. (WROM). Rep: Weed.  
 WMAZ-TV, Warner Robins (Macon) — (Ch. 13) — Southeastern Bcstg. Co. (WMAZ). Rep: Katz.

**IDAHO**

KIDO-TV, Boise (Ch. 7)—KIDO Inc. (KIDO). Rep: Blair.  
 KBOI, Meridian-Boise (Ch. 2, allocated to Caldwell)—Boise Valley Bcstrs. Inc. (KDSH, Boise). Rep: Free & Peters.

**ILLINOIS**

WTVI, Belleville—see St. Louis, Mo.  
 WCIA, Champaign (Ch. 3)—Midwest Television Inc. Rep: Hollingbery.  
 WBBM-TV, Chicago (Ch. 2)—Columbia Bcstg. System Inc. (WBBM). Rep: CBS-TV Spot Sales.

WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.  
 WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.

WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.

WTVP, Decatur (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.

WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.

WTVH-TV, Peoria (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.

WGEM-TV, Quincy (Ch. 10)—Quincy Bcstg. Co. (WGEM). Rep: Walker.

WREX-TV, Rockford (Ch. 13)—Greater Rockford Television Inc. Rep: H-R Television Inc.

WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.

WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF). Rep: Avery-Knodel.

WICS, Springfield (Ch. 20)—Plains Television Corp. Rep: Adam Young.

**INDIANA**

WTTV, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTT). Rep: Meeker. [Shifts to Ch. 4 in Dec.]

WFIE, Evansville (Ch. 62)—Premier Television Inc. Rep: Taylor.

WKJG-TV, Fort Wayne (Ch. 33)—Northeastern Indiana Bcstg. Co. (WKJG). Rep: Raymer.

WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM). Rep: Katz.

WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Rep: Rambeau.

WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Rep: Walker, N. Y.; Hal Holman, Chicago.

WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Rep: Raymer.

**IOWA**

WOI-TV, Ames (Ch. 5)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.

KCRI-TV, Cedar Rapids (Ch. 9)—Cedar Rapids Television Co. Rep: H-R Television Inc.

WMT-TV, Cedar Rapids (Ch. 2)—American Bcstg. Stations Inc. (WMT). Rep: Katz.

WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC). Rep: Free & Peters.

KGTV, Des Moines (Ch. 17)—Rib Mountain Radio Inc. Rep: Hollingbery.

KQTV, Fort Dodge (Ch. 21)—Northwest Television Co. (KVFD). Rep: Pearson.

KVTV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Rep: Katz.

KWWL-TV, Waterloo (Ch. 7)—Black Hawk Bcstg. Co. (KWWL). Rep: Headley-Reed.

**KANSAS**

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.

WIBW-TV, Topeka (Ch. 13)—Topeka Bcstg. Assoc. Inc. (WIBW). Rep: Capper Publications Inc.

KEDD, Wichita (Ch. 16)—KEDD Inc. Rep: Petry.

**KENTUCKY**

WEHT, Henderson (Ch. 50, allocated to Evansville, Ind.)—Ohio Valley Television Co. (WSON). Rep: Meeker.

WAVE-TV, Louisville (Ch. 3)—WAVE Inc. (WAVE). Rep: NBC-TV Spot Sales.

WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS). Rep: Harrington, Righter & Parsons.

WKLO-TV, Louisville (Ch. 21)—Mid-America Bcstg. Corp. (WKLO). Rep: Taylor.

**LOUISIANA**

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.

KTAG-TV, Lake Charles (Ch. 25)—KTAG-TV Inc. Rep: Adam Young.

KFAZ, Monroe (Ch. 43)—Delta Television Inc.

KNOE-TV, Monroe (Ch. 8)—James A. Noe (KNOE). Rep: H-R Television Inc.

WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.

WJMR-TV, New Orleans (Ch. 61)—Supreme Bcstg. Co. Inc. (WJMR). Rep: Bolling.

**MAINE**

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery and Kettell-Carter Inc. (New England only).

WLAM-TV, Lewiston (Ch. 17)—Lewiston-Auburn Bcstg. Corp. (WLAM). Rep: Everett-McKinney.

WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Rep: Everett-McKinney and Kettell-Carter (Boston).

**MARYLAND**

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

**MASSACHUSETTS**

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales (after Jan. 1, 1954, Free & Peters).  
 WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.  
 WTOA-TV, Cambridge (Ch. 56)—Middlesex Bcstg. Corp. (WTOA). Rep: Everett-McKinney.  
 WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Rep: Branham; Weed (New England only).  
 WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.  
 WWOR-TV, Worcester (Ch. 14)—Salisbury Bcstg. Corp. Rep: Raymer.

**MICHIGAN**

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: Weed.  
 WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.  
 WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.  
 WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.  
 WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.  
 WTAC-TV, Flint (Ch. 16)—Trendle-Campbell Bcstg. Corp. (WTAC). Rep: Raymer.  
 WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz. [Shifts to Ch. 8 in Dec.]  
 WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.  
 WILS-TV, Lansing (Ch. 54)—Lansing Bcstg. Co. (WILS). Rep: Taylor.  
 WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.  
 WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

**MINNESOTA**

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

**MISSISSIPPI**

WJTV, Jackson (Ch. 25)—Mississippi Publishers Corp. Rep: Katz.  
 WTOK-TV, Meridian (Ch. 11)—Southern Television Corp. (WTOK). Rep: Headley-Reed.

**MISSOURI**

KACY, Festus—see St. Louis.  
 KHQA-TV, Hannibal (Ch. 7)—Lee Bcstg. Inc. (WTAD, Quincy, Ill.). Rep: Weed.  
 KCMO-TV, Kansas City (Ch. 5)—KCMO Bcstg. Co. (KCMO). Rep: Katz.  
 KCTY, Kansas City, Mo. (Ch. 25)—Empire Coil Co. Inc. Rep: Avery-Knodel.  
 KMBC-TV, Kansas City (Ch. 9)—Midland Bcstg. Co. (KMBC); shares time with WHB-TV. Rep: Free & Peters.  
 WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.  
 WHB-TV, Kansas City (Ch. 9)—WHB Bcstg. Co. (WHB); shares time with KMBC-TV. Rep: Blair.  
 KFEQ-TV, St. Joseph (Ch. 2)—KFEQ Inc. (KFEQ). Rep: Headley-Reed.  
 KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: NBC-TV Spot Sales.  
 KSTM-TV, St. Louis (Ch. 36)—Broadcast House Inc. (KSTL). Rep: H-R Television Inc.  
 WTVI, St. Louis-Bellefonte, Ill. (Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.  
 KACY, St. Louis-Festus (Ch. 14)—Ozark Television Corp. Rep: Raymer.  
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.  
 KYTV, Springfield (Ch. 3)—Springfield Television Inc. (KGBS). Rep: Hollingbery.

**MONTANA**

KOOK-TV, Billings (Ch. 2)—The Montana Network (KOOK). Rep: Headley-Reed.  
 KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Rep: Hollingbery.  
 KXLF-TV, Butte (Ch. 6)—Television Montana (KXLF). Rep: Walker.

**NEBRASKA**

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

**NEVADA**

KLAS-TV, Las Vegas (Ch. 8)—Las Vegas Television Inc. (KLAS). Rep: Weed.  
 KZTV, Reno (Ch. 8)—Nevada Radio-Television Corp. (KWRN). Rep: Pearson.

**NEW JERSEY**

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

**NEW MEXICO**

KGGM-TV, Albuquerque (Ch. 13)—New Mexico Bcstg. Co. Inc. (KGGM). Rep: Weed.  
 KOAT-TV, Albuquerque (Ch. 7)—Alvarado Television Co. Inc. (KOAT). Rep: Hollingbery.  
 KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.  
 KSWB-TV, Roswell (Ch. 8)—John A. Barnett (KSWB). Rep: Meeker; Clyde Melville Co. (Southwest only).

**NEW YORK**

WROW-TV, Albany (Ch. 41)—Hudson Valley Bcstg. Co. Inc. (WROW). Rep: Bolling.  
 WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF). Rep: Bolling.  
 WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN). Rep: Harrington, Righter & Parsons.  
 WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Rep: Bolling.  
 WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Rep: H-R Television Inc.  
 WECT, Elmira (Ch. 18)—El-Cor Television Inc. Rep: Everett-McKinney.  
 WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.  
 WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).  
 WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.  
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.  
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.  
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast).  
 WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.  
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery. [Shifts to Ch. 5 in spring 1954.]  
 WHEC-TV, Rochester (Ch. 10)—WHEC Inc. (WHEC); shares time with WVET-TV. Rep: Everett-McKinney.  
 WVET-TV, Rochester (Ch. 10)—Veterans Bcstg. Co. Inc. (WVET); shares time with WHEC-TV. Rep: Bolling.  
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales. [Shifts to Ch. 6 in Dec.]  
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.  
 WSyr-TV, Syracuse (Ch. 3)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed; Kettell-Carter (Boston).  
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

**NORTH CAROLINA**

WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.  
 WBT-TV, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.  
 WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.  
 WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.  
 WSJS-TV, Winston-Salem (Ch. 12)—Triangle Bcstg. Corp. (WSJS). Rep: Headley-Reed.  
 WTOB-TV, Winston-Salem (Ch. 26)—Winston-Salem Bcstg. Co. (WTOB). Rep: H-R Television Inc.

**NORTH DAKOTA**

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

**OHIO**

WAKR-TV, Akron, O. (Ch. 49)—Summit Radio Corp. (WAKR). Rep: Weed.  
 WICA-TV, Ashtabula (Ch. 15)—WICA Inc. (WICA). Rep: Gill-Perna.  
 WCPO-TV, Cincinnati (Ch. 9)—Scripps-Howard Radio (WCPO). Rep: Branham.  
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC). Rep: Katz.  
 WLWT, Cincinnati (Ch. 5)—Crosley Bcstg. Corp. (WLW). Rep: Crosley Bcstg.  
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc. Rep: Branham.  
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM). Rep: NBC-TV Spot Sales. [Shifts to Ch. 3 in Dec.]  
 WXEL, Cleveland (Ch. 9)—Empire Coil Co. Inc. Rep: Katz. [Shifts to Ch. 8 in Dec.]  
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS). Rep: Blair.  
 WLWC, Columbus (Ch. 4)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.  
 WTVN, Columbus (Ch. 6)—WTVN Inc. Rep: Katz.  
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO). Rep: Hollingbery.  
 WIFE, Dayton (Ch. 22)—Skyland Bcstg. Corp. (WONE). Rep: Headley-Reed.  
 WLWD, Dayton (Ch. 2)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.  
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Rep: H-R Television Inc.  
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD). Rep: Katz.  
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Rep: Headley-Reed.  
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Rep: Raymer.  
 WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Rep: Pearson.

**OKLAHOMA**

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO). Rep: Everett-McKinney and Clyde Melville Co. (Southwest only).  
 KLPR-TV Oklahoma City (Ch. 19)—KLPR Television Inc. (KLPR). Rep: Bolling.  
 KTVQ, Oklahoma City (Ch. 25)—Republic Television & Radio Co. Rep: H-R Television Inc.  
 WKY-TV, Oklahoma City (Ch. 4)—WKY Radiophone Co. (WKY). Rep: Katz.  
 KOTV, Tulsa (Ch. 6)—Wrather-Alvarez Inc. Rep: Petry.

**OREGON**

KBES-TV, Medford (Ch. 5)—Southern Oregon Bcstg. Co.  
 KOIN-TV, Portland (Ch. 6)—Mt. Hood Radio & Television Bcstg. Corp. (KOIN). Rep: Avery-Knodel.  
 KPTV, Portland (Ch. 27)—Empire Coil Co. Inc. Rep: NBC-TV Spot Sales.

**PENNSYLVANIA**

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Rep: H-R Television Inc.  
 WLFV-TV, Bethlehem, Pa. (Ch. 51) — Associated Bcstrs. Inc. (WEST, Easton). Rep: Meeker.  
 WCHA-TV, Chambersburg (Ch. 46)—Chambersburg Bcstg. Co. (WCHA). Rep: Forjoe.  
 WGLV, Easton (Ch. 57)—Easton Publishing Co. (WEEX-FM). Rep: Headley-Reed.  
 WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK). Rep: Petry.  
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Rep: Bolling.  
 WTPA, Harrisburg (Ch. 71)—Harrisburg Bcstrs. Inc. Rep: Headley-Reed.  
 WARD-TV, Johnstown (Ch. 56)—Rivoli Realty Co. (WARD). Rep: Weed.  
 WJAC-TV, Johnstown (Ch. 6)—WJAC Inc. (WJAC). Rep: Katz.  
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL). Rep: Meeker.  
 WLBR-TV, Lebanon (Ch. 14)—Lebanon Television Corp. (WLBR). Rep: Pearson.  
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Rep: Meeker.  
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU). Rep: CBS-TV Spot Sales.  
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL). Rep: Katz.  
 WPTZ, Philadelphia (Ch. 3)—Westinghouse Radio Stations Inc. (KYW). Rep: NBC-TV Spot Sales (after Jan. 1, 1954, Free & Peters).  
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc. Rep: DuMont-TV Spot Sales.

WENS, Pittsburgh (Ch. 16)—Telecasting Inc. Rep: Petry.

WKJF-TV, Pittsburgh (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM). Rep: Weed.  
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Rep: Headley-Reed.  
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Rep: H-R Television Inc.  
 WGBI-TV, Scranton, Pa. (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Rep: Blair.  
 WTVU, Scranton (Ch. 73)—Appalachian Co. Rep: Bolling.  
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Rep: Headley-Reed.  
 WILK-TV, Wilkes-Barre (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Rep: Avery-Knodel.  
 WNOW-TV, York (Ch. 49)—Helm Coal Co. (WNOW). Rep: Hollingbery.  
 WSBA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WSBA). Rep: Radio-TV Representatives Inc.

**RHODE ISLAND**

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

**SOUTH CAROLINA**

WCSC-TV, Charleston (Ch. 5)—WCSC Inc. (WCSC). Rep: Free & Peters.  
 WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS). Rep: Headley-Reed.  
 WIS-TV, Columbia (Ch. 10)—WIS-TV Corp. (WIS). Rep: Free & Peters.  
 WNOK-TV, Columbia (Ch. 67)—Palmetto Radio Corp. (WNOK). Rep: Raymer.  
 WGVL, Greenville (Ch. 23)—Greenville Television Co. Rep: H-R Television Inc.

**SOUTH DAKOTA**

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

**TENNESSEE**

WJHL-TV, Johnson City (Ch. 11)—WJHL Inc. (WJHL). Rep: Pearson.  
 WROL-TV, Knoxville (Ch. 6)—Mountcastle Bcstg. Co. Inc. (WROL). Rep: Avery-Knodel.  
 WTSK-TV, Knoxville (Ch. 26)—Television Services of Knoxville. Rep: Pearson.  
 WHBQ-TV, Memphis (Ch. 13)—Harding College (WHBQ). Rep: Blair.  
 WMCT, Memphis (Ch. 5)—Memphis Publishing Co. (WMC). Rep: Branham.  
 WSIX-TV, Nashville (Ch. 8)—WSIX Broadcasting Co. (WSIX). Rep: Hollingbery.  
 WSM-TV, Nashville (Ch. 4)—WSM Inc. (WSM). Rep: Petry.

**TEXAS**

KRBC-TV, Abilene (Ch. 9)—Reporter Bcstg. Co. (KRBC). Rep: Pearson.  
 KFDD-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDD). Rep: Branham.  
 KGNC-TV, Amarillo (Ch. 4)—Globe-News Publishing Co. Inc. (KGNC). Rep: Katz.  
 KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Rep: Taylor.  
 KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD). Rep: Branham.  
 WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA). Rep: Petry.  
 KRDD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KRDD). Rep: Branham.  
 KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Rep: Hollingbery.  
 WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP). Rep: Free & Peters.  
 KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Rep: CBS-TV Spot Sales.  
 KGBS-TV, Harlingen (Ch. 4)—Harbenito Bcstg. Co. Inc. (KGBS). Rep: Pearson.  
 KNUZ-TV, Houston (Ch. 39)—KNUZ Television Co. (KNUZ). Rep: Forjoe.  
 KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC). Rep: Petry.  
 †KUHT, Houston (Ch. 8)—University of Houston (KUHF-FM).  
 KTVE, Longview (Ch. 32)—East Texas Television Co. Rep: Forjoe.  
 KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Rep: Pearson.  
 KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Rep: Avery-Knodel.  
 KTXL-TV, San Angelo (Ch. 8)—Westex Television Co. (KTXL). Rep: Taylor.  
 KEYL, San Antonio (Ch. 5)—San Antonio Bcstg. Co. (KABC). Rep: Katz.  
 WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI). Rep: Petry.

KCEN-TV, Temple (Ch. 6)—Bell Publishing Co. (KTEM). Rep: Hollingbery.  
 KCMC-TV, Texarkana (Ch. 6)—KCMC Inc. (KCMC). Rep: Taylor.  
 KETX, Tyler (Ch. 19)—Jacob A. Newborn Jr.  
 KANG-TV, Waco (Ch. 34)—Central Texas Television Co. Rep: Pearson.  
 KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Rep: Taylor.  
 KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT). Rep: Blair.

#### UTAH

KDYL-TV, Salt Lake City (Ch. 4)—Intermountain Bcstg. & Television Corp. (KDYL). Rep: Blair.  
 KSL-TV, Salt Lake City (Ch. 5)—Radio Service Corp. of Utah (KSL). Rep: CBS-TV Spot Sales.

#### VIRGINIA

WVEC-TV, Hampton-Norfolk (Ch. 15, allocated to Norfolk) — Peninsula Bcstg. Corp. (WVEC). Rep: Rambeau.  
 WSWA-TV, Harrisonburg (Ch. 3)—Shenandoah Valley Bcstg. Corp. (WSVA). Rep: Devney & Co.  
 WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Rep: Hollingbery.  
 WACH, Newport News (Ch. 33)—Eastern Bcstg. Corp. (WHYU). Rep: Avery-Knodel.  
 WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR). Rep: Petry. [Shifts to Ch. 3 in Jan. 1954.]  
 WTOV-TV, Norfolk (Ch. 27)—Commonwealth Bcstg. Corp. (WLOW). Rep: ForJoe.  
 WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG). Rep: Blair.  
 WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS). Rep: Avery-Knodel.

#### WASHINGTON

KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Rep: ForJoe.  
 KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING). Rep: Blair.  
 KOMO-TV, Seattle (Ch. 4)—Fisher's Blend Station Inc. (KOMO). Rep: Hollingbery.  
 KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Rep: Katz.  
 KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Rep: Walker.  
 KMO-TV, Tacoma (Ch. 13)—KMO Inc. (KMO). Rep: Branham.  
 KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT). Rep: Weed.  
 KIMA-TV, Yakima (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Rep: Weed.

#### WEST VIRGINIA

WKNA-TV, Charleston (Ch. 49)—Joe L. Smith Jr. Inc. (WKNA). Rep: Weed.  
 WSAZ-TV, Huntington (Ch. 3)—WSAZ Inc. (WSAZ). Rep: Katz.

WTAP, Parkersburg (Ch. 15)—West Virginia Enterprises Inc. Rep: ForJoe.  
 WTRF-TV, Wheeling (Ch. 7)—Tri-City Bcstg. Co. (WTRF, Bellaire, O.). Rep: Hollingbery.

#### WISCONSIN

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Rep: Weed.  
 WKOW-TV, Madison (Ch. 27)—Monona Bcstg. Co. (WKOW). Rep: Headley-Reed.  
 WMTV, Madison (Ch. 33)—Bartell Television Corp. (WMFM). Rep: Meeker.  
 WCAN-TV, Milwaukee (Ch. 25)—Midwest Bcstg. Co. (WCAN). Rep: Taylor.  
 WOKY-TV, Milwaukee (Ch. 19)—Bartell Bcstrs. Inc. (WOKY). Rep: H-R Television Inc.  
 WTMJ-TV, Milwaukee (Ch. 4)—The Journal Co. (WTMJ). Rep: Harrington, Richter & Parsons.  
 WOSH-TV, Oshkosh (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Rep: Headley-Reed.

#### TERRITORIES

KFIA, Anchorage, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Weed; Moore & Lund (Pacific Northwest).  
 KTVA, Anchorage, Alaska (Ch. 11)—Northern Television Inc. (KENI).  
 KGMB-TV, Honolulu, Hawaii (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Rep: Free & Peters.  
 KONA, Honolulu, Hawaii (Ch. 11)—Radio Honolulu Ltd. (KGU). Rep: NBC-TV Spot Sales.

### Canadian Stations

CFPL-TV, London, Ontario (Ch. 10)—London Free Press Printing Co. Ltd. (CFPL). Rep: Weed (for U.S.) & All-Canada Television.  
 CBFT, Montreal, Quebec (Ch. 2)—Canadian Broadcasting Corp. (CBF & CBM). Rep: CBC.  
 CBOT, Ottawa, Ontario (Ch. 4)—Canadian Broadcasting Corp. (CBO). Rep: CBC.  
 CKSO-TV, Sudbury, Ontario (Ch. 5)—CKSO Radio Ltd. (CKSO). Rep: Weed (for U.S.) & All-Canada Television.  
 CBLT, Toronto, Ontario (Ch. 9)—Canadian Broadcasting Corp. (CBL & CJBC). Rep: CBC.

### Mexican Border Stations

XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Ch. 7)—Licensed by Mexican Govt. to Romulo O'Farrill Sr., Mexico City. Rep: Adam Young.  
 XETV, Tijuana, Mexico, near San Diego (Ch. 6)—Licensed by Mexican Govt. to Radio-Television, S.A. (Emilio Azcarraga). Rep: Weed.

## Construction Permits Outstanding and Starting Dates as Reported

Total as of Nov. 28—248 (86 VHF, 162 UHF)

#### ALABAMA

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

#### ARKANSAS

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

#### CALIFORNIA

†KQED, Berkeley (Ch. 9, allocated to San Francisco)—Bay Area Educational Television Assn. "Before end of 1953."  
 KCOA, Corona (Ch. 52)—KOWL Bcstg. Co. (KOWL, Santa Monica). December, 1953.  
 KBID, Fresno (Ch. 53)—John Poole Bcstg. Co. Rep: Meeker. December, 1953.  
 KBIC-TV, Los Angeles (Ch. 22)—John Poole Bcstg. Co. Rep: Meeker. Spring of 1954.  
 KMER, Merced (Ch. 34)—Merced Tele-Vision Corp.  
 KBIK-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co.  
 KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Rep: Bolling. [Cited by FCC on extension of CP. *Television Digest*, Vol. 9:38; granted extension to March 1, 1954.]  
 KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Rep: Hollingbery. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34. Ordered to hearing.]

KBAY-TV, San Francisco (Ch. 20)—Lawrence A. Harvey.  
 KSAN-TV, San Francisco (Ch. 32)—S. H. Patterson (KSAN). Rep: McGillvra.  
 KVIE, San Jose (Ch. 48)—John A. Vietor Jr.  
 KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). Rep: Hollingbery. November-December, 1953.  
 KAGR-TV, Yuba City (Ch. 52)—John Steventon.

#### COLORADO

KDEN, Denver (Ch. 26)—Empire Coil Co. Inc.  
 KIRV, Denver (Ch. 20)—Mountain States Television Co. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; initial decision of FCC proposes to withdraw grant, Vol. 9:46.]  
 KOA-TV, Denver (Ch. 4)—Metropolitan Television Co. (KOA). Rep: Petry. December, 1953.  
 †KRMA-TV, Denver (Ch. 6)—School District No. 1 in the City & County of Denver and State of Colorado School District.  
 KFXJ-TV, Grand Junction (Ch. 5)—Western Slope Bcstg. Co. Inc. (KFXJ). Rep: Hal Holman.

#### CONNECTICUT

WSJL-Bridgeport (Ch. 49)—Harry L. Liftig.  
 WONS-TV, Hartford (Ch. 18)—General-Times Television Corp. (WONS).  
 WELI-TV, New Haven (Ch. 59)—Connecticut Radio Foundation Inc. (WELI). Rep: H-R Television Inc.  
 WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Early in 1954.  
 WSTF, Stamford (Ch. 27)—Stamford-Norwalk Television Corp.

CONNECTICUT—(Continued)

†WCBE, Bridgeport (Ch. 71)—Conn. State Board of Education.  
 †WCHF, Hartford (Ch. 24)—Conn. State Board of Education.  
 †WCNE, Norwich (Ch. 63)—Conn. State Board of Education.

DELAWARE

WHRN, Dover (Ch. 40)—Rollins Bcstg. Inc.  
 WILM-TV, Wilmington (Ch. 83)—Delaware Bcstg. Co. (WILM).

FLORIDA

WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK).  
 Rep: Weed. December, 1953.  
 WJHP-TV, Jacksonville (Ch. 36)—Jacksonville Journal Co. (WJHP).  
 Rep: John H. Perry Assoc. November-December, 1953.  
 WOBS-TV, Jacksonville (Ch. 30)—Southern Radio & Equipment  
 Co. (WOBS).  
 †WTHS-TV, Miami (Ch. 2)—Lindsey Hopkins Vocational School of  
 Dade County (WTHS). Spring of 1954.  
 WDBO-TV, Orlando (Ch. 6)—Orlando Bcstg. Co. Inc. (WDBO).  
 Rep: Blair. April, 1954.  
 WJDM, Panama City (Ch. 7)—J. D. Manly. Rep: Hollingbery  
 November-December, 1953.  
 WEAR-TV, Pensacola (Ch. 3)—Gulfport Bcstg. Co. Inc. (WEAR).  
 Rep: Hollingbery. December, 1953.  
 WJNO-TV, West Palm Beach (Ch. 5)—Palm Beach Television Inc.  
 (WJNO).

GEORGIA

WQXI-TV, Atlanta (Ch. 36)—Robert W. Rounsaville (WQXI).  
 WRDW-TV, Augusta (Ch. 12)—Radio Augusta Inc. (WRDW). Rep:  
 Headley-Reed.  
 WTOC-TV, Savannah (Ch. 11)—Savannah Bcstg. Co. (WTOC).  
 Rep: Katz. January, 1954.  
 WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). Novem-  
 ber-December, 1953.

IDAHO

KTVI, Boise (Ch. 9)—Idaho Bcstg. & Television Co. (KGEM).  
 Rep: Hollingbery. Spring of 1954.  
 KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). Decem-  
 ber, 1953.  
 KIFT, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI).  
 Rep: Hollingbery. April, 1954.  
 KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD).  
 [Note: This station began operating June 18, 1953 but quit the  
 air Aug. 12, reverting to CP status; for details, see *Television  
 Digest*, Vol. 9:34.]  
 KISJ, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). "Late  
 spring or summer of 1954."  
 KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bcstg. & Television  
 Co. (KWIK). Rep: Hollingbery. December, 1953.  
 KLIX-TV, Twin Falls (Ch. 11)—Southern Idaho Bcstg. & Televi-  
 sion Co. (KLIX). Rep: Hollingbery. May, 1954.

ILLINOIS

WBLN, Bloomington (Ch. 15)—Cecil W. Roberts. Rep: McGilvra.  
 November-December, 1953.  
 WCUI, Champaign (Ch. 21)—Champaign-Urbana Television Inc.  
 †WTLC, Champaign-Urbana (Ch. 12)—Univ. of Illinois. "Late  
 1954."  
 WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC).  
 WIND-TV, Chicago (Ch. 20)—WIND Inc. (WIND).  
 †\_\_\_\_\_, Chicago (Ch. 11)—Chicago Educational Television  
 Foundation. October, 1954.  
 WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co.  
 (WDAN). Rep: Everett-McKinney. December, 1953.  
 WTLE, Evanston (Ch. 32)—Northwestern Television Bcstg. Corp.  
 June, 1954.  
 WSIL-TV, Harrisburg. (Ch. 22)—Turner-Farrar Assn. November-  
 December, 1953.  
 WJOL-TV, Joliet (Ch. 48)—Joliet Television Inc. (WJOL).

INDIANA

WSJV, Elkhart (Ch. 52)—Truth Publishing Co. Inc. (WTRC).  
 Rep: Pearson. February, 1954.  
 WJRE, Indianapolis (Ch. 26)—Marion Bcstg. Corp. (WBAT,  
 Marion, Ind.). January, 1954.  
 WNES, Indianapolis (Ch. 67)—Empire Coil Co. Inc.  
 WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc.  
 (WMRI-FM).  
 WRAY-TV, Princeton (Ch. 52)—Southern Indiana Tele-Casting  
 Inc. (WRAY). Rep: Walker. November-December, 1953.  
 WTHI-TV, Terre Haute (Ch. 10)—Wabash Valley Bcstg. Corp.  
 (WTHI).  
 WINT, Waterloo (Ch. 15, allocated to Angola, Ind.)—Tri-State  
 Television Inc. (WDOK, Cleveland). December, 1953.

IOWA

KEYC, Cedar Rapids (Ch. 20)—Hawkeye Television Corp.  
 WHO-TV, Des Moines (Ch. 13)—Central Bcstg. Co. (WHO). Rep:  
 Free & Peters.

KGLO-TV, Mason City (Ch. 3)—Lee Radio Inc. (KGLO). Rep:  
 Weed. Spring of 1954.

KCTV, Sioux City (Ch. 36)—Great Plains Television Properties of  
 Iowa, Inc. Rep: Adam Young.

KANSAS

†KSAC-TV, Manhattan (Ch. 8)—Kansas State College of Agricul-  
 ture & Applied Science (KSAC).  
 KOAM-TV, Pittsburg (Ch. 7)—Pittsburg Bcstg. Co. (KOAM).  
 Rep: Katz. November-December, 1953.  
 \_\_\_\_\_, Topeka (Ch. 42)—Alf M. Landon.

KENTUCKY

WPTV, Ashland (Ch. 59)—Polan Industries.  
 WLOU-TV, Louisville (Ch. 41)—Robert W. Rounsaville (WLOU).  
 Rep: Forjoe. "Sometime in 1954."  
 WTLK, Paducah (Ch. 43)—Paducah Television Corp.

LOUISIANA

KSPJ, Alexandria (Ch. 62)—Barnet Brezner.  
 KHTV, Baton Rouge (Ch. 40)—Capital Television & Bcstg. Co.  
 KLFY-TV, Lafayette (Ch. 10)—Camella Bcstg. Co. Inc. (KLFY);  
 will share time with KVOL-TV. "Early spring of 1954."  
 KVOL-TV, Lafayette (Ch. 10)—Evangeline Bcstg. Co. Inc. (KVOL);  
 will share time with KLFY-TV. "Early spring of 1954."  
 KPLC-TV, Lake Charles (Ch. 7)—Calcasieu Bcstg. Co. (KPLC).  
 WCKG, New Orleans (Ch. 26)—CKG Television Co. (WWMRY). Rep:  
 Adam Young.  
 WCNO-TV, New Orleans (Ch. 32)—Community Television Corp.  
 Rep: Forjoe. January, 1954.  
 WTLO, New Orleans (Ch. 20)—New Orleans Television Co.  
 KSLA, Shreveport (Ch. 12)—Interim Television Corp. Rep: Ray-  
 mer. December, 1953.

MAINE

WMTW, Poland (Ch. 8, allocated to Lewiston)—Mt. Washington  
 TV Inc. September, 1954.  
 WCSH-TV, Portland (Ch. 6)—Congress Square Hotel Co. (WCSH).  
 Rep: Weed. December, 1953.  
 WGAN-TV, Portland (Ch. 13)—Guy Gannett Bcstg. Services  
 (WGAN). December-January.

MARYLAND

WITH-TV, Baltimore (Ch. 60)—WITH-TV Inc. (WITH). Rep:  
 Forjoe.  
 WTBO-TV, Cumberland (Ch. 17)—Maryland Radio Corp. (WTBO).  
 Summer of 1954.  
 WFMD-TV, Frederick (Ch. 62)—Monocacy Bcstg. Co. (WFMD).  
 WBOC-TV, Salisbury (Ch. 16)—Peninsula Bcstg. Co. (WBOC).  
 Rep: Burn-Smith. March, 1954.

MASSACHUSETTS

WMGT, Adams (Ch. 74)—Greylock Bcstg. Co. (WBRK). Rep:  
 Walker. December, 1953.  
 WBOS-TV, Boston (Ch. 50)—E. Anthony & Sons Inc.  
 †WGBH-TV, Boston (Ch. 2)—WGBH Education Foundation  
 (WGBH). October, 1954.  
 WJDW, Boston (Ch. 44)—J. D. Wrather Jr.  
 WHEF-TV, Brockton (Ch. 62)—Trans-American Enterprises Inc.  
 Fall of 1954.  
 WGLM, Lawrence (Ch. 72)—General Bcstg. Co.  
 WTEV, New Bedford (Ch. 28)—E. Anthony & Sons Inc. (WNBH).  
 Rep: Walker.  
 WBEC-TV, Pittsfield (Ch. 64)—Western Massachusetts Bcstg. Co.  
 (WBEC).  
 WAAB-TV, Worcester (Ch. 20)—Wilson Enterprises Inc. (WAAB).  
 Rep: Hollingbery. April, 1954.

MICHIGAN

†WUOM-TV, Ann Arbor (Ch. 26)—Regents of the Univ. of Michi-  
 gan.  
 WBCK-TV, Battle Creek (Ch. 58)—Michigan Bcstg. Co. (WBCK).  
 Rcp: Headley-Reed. December-January.  
 WNEM-TV, Bay City (Ch. 5)—North Eastern Michigan Corp.  
 WHFB-TV, Benton Harbor (Ch. 42)—Palladium Publishing Co.  
 (WHFB). [Extension of CP tentatively rejected by FCC; see  
*Television Digest*, Vol. 9:48.]  
 WWTV, Cadillac (Ch. 13)—Sparton Bcstg. Co. Rep: Weed. Decem-  
 ber, 1953.  
 \_\_\_\_\_, Detroit (Ch. 62)—JAW-CIO Bcstg. Corp. of Michigan.  
 WKAR-TV, East Lansing (Ch. 60)—Michigan State Board of Agricul-  
 ture, Michigan State College (WKAR). [Commercial chan-  
 nel.] December, 1953.  
 WIBM-TV, Jackson (Ch. 48)—WIBM Inc. (WIBM). Rep: Forjoe.  
 WTVM, Muskegon (Ch. 35)—Versluis Radio & Television Inc.  
 (WLAV, Grand Rapids).  
 WSBM-TV, Saginaw (Ch. 51)—Booth Radio & Television Stations  
 Inc. (WSGW). Rep: Pearson. June, 1954.  
 WTCM-TV, Traverse City (Ch. 7)—Midwestern Bcstg. Co. (WTCM).

## MINNESOTA

WDSM-TV, Duluth-Superior (Wis.) (Ch. 6)—Ridson Inc. (WDSM). Rep: Free & Peters.  
 WJON-TV, St. Cloud (Ch. 7)—Granite City Bcstg. Co. (WJON). Rep: Rambeau. March, 1954.  
 WCOW-TV, St. Paul (Ch. 17)—WCOW Telecasting Co. (WCOW).

## MISSISSIPPI

WCBI-TV, Columbus (Ch. 28)—Birney Imes Jr. (WCBI). Rep: McGillvra.  
 WGCM-TV, Gulfport (Ch. 56)—WGCM Television Corp. (WGCM).  
 WJDT, Jackson (Ch. 3)—Lamar Life Bcstg. Co. (WRBC). Rep: Hollingbery. December, 1953.  
 WSLI-TV, Jackson (Ch. 12)—Standard Life Bcstg. Co. Inc. (WSLI). Rep: Weed. January, 1954.  
 WCOC-TV, Meridian (Ch. 30)—Mississippi Bcstg. Co. (WCOC). December, 1953.

## MISSOURI

KFVS-TV, Cape Girardeau (Ch. 12)—Hirsch Bcstg. Co. (KFVS).  
 KGMO-TV, Cape Girardeau (Ch. 18)—KGMO Radio Television Inc. (KGMO).  
 KFUO-TV, Clayton (Ch. 30, allocated to St. Louis)—Lutheran Church—Missouri Synod (KFUO).  
 KOMU-TV, Columbia (Ch. 8)—Curators of the University of Missouri. [Commercial grant.] Rep: H-R Television Inc. December-January.  
 †KETC, St. Louis (Ch. 9)—St. Louis Educational Television Commission.  
 WIL-TV, St. Louis (Ch. 42)—Missouri Bcstg. Corp. (WIL). Rep: Adam Young.  
 KDRO-TV, Sedalia (Ch. 6)—Milton J. Hinlein (KDRO). Rep: ForJoe. December, 1953.

## MONTANA

KRHT, Billings (Ch. 8)—Rudman-Hayutin Television Co.  
 KFBB-TV, Great Falls (Ch. 5)—Buttrety Broadcast Inc. (KFBB). Rep: Weed. "Early in 1954."  
 KMON-TV, Great Falls (Ch. 3)—Montana Farmer Inc. (KMON).  
 KGVO-TV, Missoula (Ch. 13)—Mosby's Inc. (KGVO). Rep: Gill-Perna. June, 1954.

## NEBRASKA

KHOL-TV, Kearney-Holdredge (Ch. 13)—Bi-States Co. Rep: Meeker. December, 1953.

## NEW HAMPSHIRE

WKNE-TV, Keene (Ch. 45)—WKNE Corp. (WKNE). Rep: Meeker.  
 WMUR-TV, Manchester (Ch. 9)—Radio Voice of New Hampshire Inc. (WMUR). Christmas, 1953.

## NEW JERSEY

WRTV, Asbury Park (Ch. 58)—Atlantic Video Corp. December, 1953.  
 WOCN, Atlantic City (Ch. 52)—Matta Enterprises.  
 WDHN, New Brunswick (Ch. 47)—Home News Publishing Co.  
 †WTLV, New Brunswick (Ch. 19)—Dept. of Education, State of N. J.  
 WTTM-TV, Trenton (Ch. 41)—People's Bcstg. Corp. (WTTM). Rep: ForJoe.

## NEW MEXICO

KNEH, Clovis (Ch. 12)—Teleopolitan Bcstg. Co.

## NEW YORK

WPTR-TV, Albany (Ch. 23)—Patroon Bcstg. Co. Inc. (WPTR).  
 WHCU-TV, Ithaca (Ch. 20)—Cornell University (WHCU). [Commercial channel.] Late in 1954.  
 WJTN-TV, Jamestown (Ch. 58)—James Bcstg. Co. Inc. (WJTN). Rep: Taylor.  
 WKNY-TV, Kingston (Ch. 66)—Kingston Bcstg. Corp. (WKNY). Rep: Meeker. December, 1953.  
 WEOK-TV, Poughkeepsie (Ch. 21)—Mid-Hudson Bcstrs. Inc. (WEOK). Rep: Everett-McKinney. Latter 1953. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted extension to May 26, 1954.]  
 WCBF-TV, Rochester (Ch. 15)—Star Bcstg. Co. Inc. (WGVA). Rep: Donald Cooke.  
 WRNY-TV, Rochester (Ch. 27)—Genesee Valley Television Corp.  
 WTRI, Schenectady (Ch. 35)—Van Curler Bcstg. Corp. January, 1954.  
 WFRB, Utica (Ch. 19)—Richard H. Balch. About July, 1954.  
 WWNY-TV, Watertown (Ch. 48)—Brockway Co. (WWNY). Rep: Weed.

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†WTVZ, Albany (Ch. 17)—University of the State of New York.  
 †WQTV, Binghamton (Ch. 46)—University of the State of N. Y.  
 †WTVF, Buffalo (Ch. 23)—University of the State of New York.  
 †WIET, Ithaca (Ch. 14)—University of the State of New York.  
 †WGTV, New York (Ch. 25)—University of the State of New York.  
 †WROH, Rochester (Ch. 21)—University of the State of New York.  
 †WHTV, Syracuse (Ch. 43)—University of the State of New York.  
 Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. [See *Television Digest*, Vol. 9:9.]

## NORTH CAROLINA

†WUNC-TV, Chapel Hill (Ch. 4)—Consolidated Univ. of North Carolina. September, 1954.  
 WAYS-TV, Charlotte (Ch. 36)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS). Rep: Bolling. December, 1953.  
 WCIG-TV, Durham (Ch. 46)—T. E. Allen & Sons Inc. Rep: H-R Television Inc.  
 WTVX, Goldsboro (Ch. 34)—Goldsboro Television Corp.  
 WCOG-TV, Greensboro (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. (WCOG). Rep: Bolling. January or early February, 1954.  
 WNCT, Greenville (Ch. 9)—Carolina Bcstg. System Inc. (WGTC). Rep: Pearson. December, 1953.  
 WPAQ-TV, Mt. Airy (Ch. 55)—Ralph D. Epperson (WPAQ). Rep: Thomas F. Clark Co.  
 WMFD-TV, Wilmington (Ch. 6)—WMFD-TV Inc. (WMFD). Spring of 1954.

## NORTH DAKOTA

KFYR-TV, Bismarck (Ch. 5)—Meyer Bcstg. Co. (KFYR). Rep: Blair. December, 1953.  
 KXJB-TV, Valley City (Ch. 4)—North Dakota Bcstg. Co. (KSJB, Jamestown). July, 1954.

## OHIO

WCIN-TV, Cincinnati (Ch. 54)—Rounsaville-&-Clark Television Co. Rep: ForJoe. January, 1954.  
 WERE-TV, Cleveland (Ch. 65)—Cleveland Bcstg. Inc. (WERE). Rep: Taylor.  
 †WOSU-TV, Columbus (Ch. 34)—Ohio State University (WOSU).  
 WIMA-TV, Lima (Ch. 35)—Northwestern Ohio Bcstg. Corp. (WIMA). Rep: Weed. January, 1954.  
 WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Rep: Petry. December, 1953.  
 WSTV-TV, Steubenville (Ch. 9)—WSTV Inc. (WSTV). Rep: Avery-Knodel. December, 1953.  
 WUTV, Youngstown (Ch. 21)—Polan Industries.

## OKLAHOMA

KMIV, Miami (Ch. 58)—Miami Television Co.  
 KWTW, Oklahoma City (Ch. 9)—Oklahoma Television Corp. Rep: Avery-Knodel. December, 1953.  
 KCEB, Tulsa (Ch. 23)—Elfred Beck. Rep: Bolling. November-December, 1953.

## OREGON

KTVF, Eugene-Springfield (Ch. 20)—W. Gordon Allen.  
 KVAL-TV, Eugene (Ch. 13)—Eugene Television Inc. Rep: Hollingbery.  
 KPIC, Salem (Ch. 24)—Lawrence A. Harvey. November-December, 1953.  
 KSLM-TV, Salem (Ch. 3)—Oregon Radio Inc. (KSLM).

## PENNSYLVANIA

WFMZ-TV, Allentown (Ch. 67)—Penn-Allen Bcstg. Co. (WFMZ).  
 WQCY, Allentown (Ch. 39)—Queen City Television Co. Inc.  
 WSEE, Erie (Ch. 35)—Great Lakes Television Co. (WERC).  
 WCMB-TV, Harrisburg (Ch. 27)—Rossmoyne Corp. (WCMB, Le-moyne). Rep: Donald Cooke.  
 WAZL-TV, Hazleton (Ch. 63)—Hazleton Television Corp. (WAZL). Rep: Meeker.  
 WWLA, Lancaster (Ch. 21)—Harold C. Burke.  
 WMRF-TV, Lewistown (Ch. 38)—Lewistown Bcstg. Co. (WMRF). Rep: Burn-Smith.  
 WIBG-TV, Philadelphia (Ch. 23)—Daily News Television Co. (WIBG).  
 WIP-TV, Philadelphia (Ch. 29)—Pennsylvania Bcstg. Co. (WIP). [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension from July 29 to Dec. 26, 1953.]  
 †WQED, Pittsburgh (Ch. 13)—Metropolitan Pittsburgh Educational Television Station. January, 1954.  
 WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Rep: Headley-Reed. [Transfer of ownership pending; *Television Digest*, Vol. 9:30.]  
 WARM-TV, Scranton (Ch. 16)—Union Bcstg. Co. (WARM). Rep: Hollingbery. December, 1953.  
 WRAK-TV, Williamsport (Ch. 36)—WRAK Inc. (WRAK). Rep: Everett-McKinney. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension to Jan. 12, 1954.]

## RHODE ISLAND

WNET, Providence (Ch. 16)—Channel 16 of Rhode Island Inc.  
 WPRO-TV, Providence (Ch. 12)—Cherry & Webb Bcstg. Co. (WPRO). Rep: Blair. (Delayed by protest.)

## SOUTH CAROLINA

WAKN-TV, Aiken (Ch. 54)—Aiken Electronics Corp. (WAKN).  
 WAIM-TV, Anderson (Ch. 40)—Wilton E. Hall (WAIM). Rep: Burn-Smith. December, 1953.  
 WACA-TV, Camden (Ch. 14)—Camden Bcstg. Corp. (WACA). January 1954.

**SOUTH CAROLINA—(Continued)**

—, Florence, S. C. (Ch. 8)—Jefferson Standard Bcstg. Co.  
 WGCT, Greenville (Ch. 4)—Carolina Television Inc. Rep: Weed.  
 December, 1953.  
 WCRS-TV, Greenwood (Ch. 21)—Grenco Inc. (WCRS).  
 WORD-TV, Spartanburg (Ch. 7) — Spartan Radiocasting Co.  
 (WORD).  
 WSCV, Spartanburg (Ch. 17)—Sterling Telecasting Co. (WBCU,  
 Union, S. C.).

**TENNESSEE**

WOUC, Chattanooga (Ch. 49)—Chattanooga T-V Inc. (WMFS).  
 Rep: Pearson.  
 WTVT, Chattanooga (Ch. 43)—Tom Potter.  
 WLAC-TV, Nashville (Ch. 5, allocated to Old Hickory)—Life &  
 Casualty Insurance Co. of Tennessee (WLAC).

**TEXAS**

KMBT, Beaumont (Ch. 31)—Television Bcstrs. Inc.  
 KDTX, Dallas (Ch. 23)—UHF Television Co.  
 KLIF-TV, Dallas (Ch. 29)—Trinity Bcstg. Corp. (KLIF). Rep:  
 H-R Television Inc.  
 KEPO-TV, El Paso (Ch. 13)—KEPO Inc. (KEPO). Rep: Avery-  
 Knodel.  
 KTCO, Fort Worth (Ch. 20)—Tarrant County Television Co.  
 KTFP, Houston (Ch. 23)—UHF Television Co.  
 KXYZ-TV, Houston (Ch. 29)—Shamrock Bcstg. Co. (KXYZ). Rep:  
 Free & Peters.  
 KFYO-TV, Lubbock (Ch. 5)—Globe-News Publishing Co. Inc.  
 (KFYO). Rep: Katz.  
 KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE).  
 Rep: Taylor.  
 KMSL, Marshall (Ch. 16)—Marshall Television Corp.  
 KMID-TV, Midland (Ch. 2)—Midessa Television Co. Rep: Taylor.  
 December, 1953.  
 KALA, San Antonio (Ch. 35)—Alamo Television Co.  
 KSHM, Sherman (Ch. 46)—Sherman Television Co.  
 KPAR-TV, Sweetwater (Ch. 12) — Texas Telecasting Inc. Rep:  
 Avery-Knodel.  
 KNAL-TV, Victoria (Ch. 19) — KNAL Television Co. (KNAL).  
 Spring of 1954.  
 KRGV-TV, Weslaco (Ch. 5)—KRGV Television Inc. (KRGV). Rep:  
 Raymer. November or December, 1953,

**UTAH**

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

**VIRGINIA**

WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV).  
 Rep: Walker.  
 WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM).  
 Rep: Hollingbery. December, 1953.  
 WMEV-TV, Marion (Ch. 50) — Mountain Empire Bcstg. Corp.  
 (WMEV). Rep: Donald Cooke.

**WASHINGTON**

KVAN-TV, Vancouver (Ch. 21, allocated to Portland, Ore.)—Van-  
 couver Radio Corp. (KVAN). Rep: Bolling. January, 1954.  
 KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT). November-December,  
 1953.

**WEST VIRGINIA**

WBey, Beckley (Ch. 21)—Appalachian Television Corp.  
 WJPB-TV, Fairmont (Ch. 35)—Fairmont Bcstg. Co. (WVWV).  
 Rep: Headley-Reed. January, 1954.  
 WLTV, Wheeling (Ch. 51)—Polan Industries.

**WISCONSIN**

WEAU-TV, Eau Claire (Ch. 13)—Central Bcstg. Co. (WEAU).  
 Rep: Hollingbery. December, 1953.  
 WKBH-TV, LaCrosse (Ch. 8)—WKBH Television Inc. (WKBH).  
 Rep: Raymer. Summer of 1954.  
 †WHA-TV, Madison (Ch. 21)—Wisconsin State Radio Council  
 (WHA). January, 1954.  
 WMAM-TV, Marinette (Ch. 11)—M & M Bcstg. Co. Inc. (WMAM).  
 WMIL-TV, Milwaukee (Ch. 31)—Cream City Bcstg. Co.. Inc.  
 (WMIL).  
 WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-  
 Menasha Bcstg. (WNAM). Rep: George W. Clark Inc. Decem-  
 ber, 1953.

**WYOMING**

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

**TERRITORIES**

KFIF, Fairbanks, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Weed;  
 Moore & Lund (Pacific Northwest). January, 1954.  
 KULA-TV, Honolulu, Hawaii (Ch. 4)—Pacific Frontier Bcstg. Co.  
 Ltd. (KULA). Rep: Adam Young.  
 WAPA-TV, San Juan, P. R. (Ch. 4)—Jose Ramon Quinones  
 (WAPA). Caribbean Networks Inc. December, 1953.  
 WKAQ-TV, San Juan, P. R. (Ch. 2)—El Mundo Bcstg. Corp.  
 (WKAQ). Rep: Inter-America Publications Inc. January, 1954.

**NEW CANADIAN STATIONS AUTHORIZED**

—, Calgary, Alta. (Ch. 2)—Calgary Television Ltd. (CFAC).  
 —, Edmonton, Alta. (Ch. 3)—Sunwapta Bcstg. Co. Ltd.  
 (CFRN).  
 CBHT, Halifax, N. S. (Ch. 3)—Canadian Broadcasting Corp. (CBH).  
 CHCH-TV, Hamilton, Ont. (Ch. 13)—Niagara Television Ltd.  
 (CKOC, CHML, CJSH-FM). Rep: Adam Young (for U. S.); All  
 Canada Television. December, 1953.  
 CKWS-TV, Kingston, Ont. (Ch. 11)—Brookland Co. Ltd. (CKWS).  
 CKOC-TV, Kitchener, Ont. (Ch. 13)—Central Ontario Television  
 Ltd. (CKCR). Rep: Joseph Hardy & Co.  
 CFCM-TV, Quebec City, Que. (Ch. 4)—Television de Quebec Lim-  
 itee (CHRC, CJQC, CKCV). Rep: Weed (for U. S.); Joseph  
 Hardy & Co. April, 1954.  
 CKCK-TV, Regina, Sask. (Ch. 2)—Trans-Canada Communications  
 Ltd. (CKCK). Rep: Weed (for U.S.); All-Canada Television.  
 January, 1954.  
 CJBR-TV, Rimouski, Que. (Ch. 3)—Lower St. Lawrence Radio Inc.  
 (CJBR). Rep: Adam Young (for U. S.); H. N. Stovin & Co. April,  
 1954.  
 CHSJ-TV, Saint John, N. B. (Ch. 4)—New Brunswick Bcstg. Co.  
 Ltd. (CHSJ). Rep: All-Canada Television. February, 1954.  
 CFCQ-TV, Saskatoon, Sask. (Ch. 8)—A. A. Murphy & Sons Ltd.  
 (CFCQ). Rep: Adam Young.  
 CJCB-TV, Sydney, N. S. (Ch. 4)—Cape Breton Bcstrs. Ltd. (CJCB).  
 Rep: All Canada Television.  
 CBUT, Vancouver, B. C. (Ch. 2)—Canadian Broadcasting Corp.  
 (CBU). December, 1953.  
 CKLW-TV, Windsor, Ont. (Ch. 9)—Western Ontario Bcstg. Co.  
 Ltd. (CKLW). Rep: Adam Young (for U. S.) & All Canada Tele-  
 vision.  
 CBWT, Winnipeg, Man. (Ch. 4)—Canadian Broadcasting Corp.  
 (CBW).

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**CONSTRUCTION PERMITS RELINQUISHED**

(Cancelled at Request of Grantee or Dropped by FCC)

WTVS, Gadsden, Ala. (Ch. 21)—Jacob A. Newborn Jr. Dropped  
 May 26, 1953.  
 KCNA-TV, Tucson, Ariz. (Ch. 9)—Catalina Bcstg. Co. Dropped  
 Sept. 2, 1953.  
 WOTV, Lakeland, Fla. (Ch. 16)—WONN-TV Inc. Dropped Nov. 13,  
 1953.  
 KDIO, Davenport, Ia. (Ch. 36)—Mel Foster-Harold Hoersch.  
 Dropped Nov. 18, 1953.  
 WVJS-TV, Owensboro, Ky. (Ch. 14)—Owensboro On The Air.  
 Dropped Sept. 25, 1953.  
 WBGT, Richmond, Ky. (Ch. 60)—Blue Grass Television Co.  
 Dropped Nov. 6, 1953.  
 WSEE-TV, Fall River, Mass. (Ch. 46)—New England Television Co.  
 Inc. Dropped Nov. 4, 1953.  
 WNOH, Northampton, Mass. (Ch. 36)—Regional TV Corp. Dropped  
 Sept. 18, 1953.  
 WCTV, Flint, Mich. (Ch. 28)—Trans-American Television Corp.  
 Dropped Nov. 20, 1953.  
 WKMI-TV, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped  
 Aug. 12, 1953.  
 KTVK, Santa Fe, N. M. (Ch. 2)—Greer & Greer. Dropped Nov. 20,  
 1953.  
 WHKP-TV, Hendersonville, N. C. (Ch. 27)—Radio Hendersonville  
 Inc. Dropped Nov. 5, 1953.  
 KBFM, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped  
 Sept. 11, 1953.  
 KNDK, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped  
 Sept. 11, 1953.  
 WLEC-TV, Sandusky, O. (Ch. 42)—Lake Erie Bcstg. Co. Dropped  
 Aug. 25, 1953.  
 WHHH-TV, Warren, O. (Ch. 67)—Warren Tribune Radio Station  
 Inc. Dropped July 10, 1953.  
 KCTV, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped  
 June 4, 1953.  
 KTVA, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.  
 KTVR, Galveston, Tex. (Ch. 41)—Rudman Television Co. Can-  
 celled by FCC Oct. 15, 1953.  
 KRIO-TV, McAllen, Tex. (Ch. 20)—Texas State Network Inc.  
 Dropped June 19, 1953.  
 KMID-TV, Midland, Tex. (Ch. 2)—Permian Basin Television Co.  
 Dropped May 6, 1953. [Channel and call letters reassigned to  
 Midessa Television Co.]  
 KGKL-TV, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March  
 27, 1953.  
 KTVW, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped  
 July 28, 1953.  
 WWOD-TV, Lynchburg, Va. (Ch. 16)—Old Dominion Bcstg. Corp.  
 Dropped July 10, 1953.  
 WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. [Note:  
 This station began operating Feb. 15, 1953, but quit the air per-  
 manently July 18; for details, see *Television Digest*, Vol. 9:29.]  
 WRBJ, Beloit, Wis. (Ch. 57)—Beloit Bcstg. Co. Dropped Oct. 8,  
 1953.

(4) Zenith v.p. H.C. Bonfig said mass market for color sets is at least 2 years away, added Zenith is producing 100 color receivers for January showing. He said they would cost Zenith about \$2000 each, in prime labor and material.

(5) Illustrating industry's "truth" campaign was having effect, was the increasing use of the "Don't Wait for Color" theme in newspaper ads and editorials. Nov. 27 Chicago American editorial said there will be no mass production of color sets before 1958, advised consumers to "get one of the excellent" black-&-white sets now on market. Editorial was deemed result of Motorola appeal to press for caution in handling news of color, as means of protecting trade and public (Vol. 9:46).

(6) Better Business Bureaus' booklet on color (Vol. 9:47) moved closer to publication, with indications initial 500,000 may be printed in fortnight.

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TV production still shows no signs of tapering off much. Output was 146,727 week ended Nov. 20, compared to 149,724 preceding week, 161,337 week ended Nov. 6. It was year's 46th week, compared with 198,917 corresponding week year ago, and brought 1953 output to date to about 6,670,000 -- 600,000 more than all of 1952.

Radio production totaled 280,244, compared to 276,657 week ended Nov. 13 and 285,340 week before. It compared with 220,339 corresponding week of 1952, brought 1953 output to date to about 12,140,000 -- compared to 10,934,872 all of last year.

**Topics & Trends of TV Trade:** How the "average consumer" might feel about buying a color set may be illuminated by survey, first of its kind, conducted among the 545 employes of rectifier div. of Sarkes Tarzian Inc., Bloomington, Ind., by div. director G. Eannarino. It can be presumed most of them have never seen color TV—at least not the recent experimental colorcasts from New York as seen on 12-in. screens. These questions were asked:

(1) What would you pay for a color set? 470 answered \$500; 62 said \$750; 10 said \$1000; 3 said over \$1000.

(2) Would you be satisfied to wait 2 years for the price of color set to reduce to \$300? Yes, answered 500; no, replied 45.

(3) If your present black-&-white set were to fail beyond repair, or if you were buying a new set, what kind would you buy? 263 answered large console, 150 said small console, 132 table model.

Average pay of employes, who've had no layoffs in 4 years, is \$60 a week before taxes. Most are women and live on farms or in low-rent rural areas.

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Appeal to curtail discount buying was made this week by NARDA pres. Wallace Johnston, in identical letters to AFL pres. George Meany and CIO pres. Walter Reuther. Group buying and union discount stores were special targets of Johnston, who wrote: "We are handicapped in our work by people with 'connections,' group buying, such activities as 'union discount stores,' many of which have no official sanction. The salesman who creates a sale only to find it deflected by someone who could get it for the customer wholesale is soon discouraged and he quits selling." He added: "We recognize, of course, the importance of marginal benefits to labor in addition to substantial wages and steady employment. But we urge you to seek those benefits which do not result in laying the groundwork for what could be an eventual logjam that hurts us all."

Don J. Ferraro's 3 companies—Fidelity Tube Co., Gem Radio & Television Corp., Jewel Radio Corp., all located at 900 Passaic Ave., E. Newark, N. J.—this week filed petitions under Chapter XI of the Bankruptcy Act in U. S. Federal Court in Newark. Fidelity, maker of CR tubes, proposes to pay unsecured creditors 20% -5% on confirmation and 5% every 6 months; Gem, maker of TVs and radios, 5% on confirmation; Jewel, maker of radios, 5% on confirmation.

Admiral's Ross Siragusa, back from Europe, doesn't see much of an export market there for American TV sets for main reason that wages are low and costs of receivers relatively high. In Italy, for example, the average wage of girls working in TV plants is \$35 a month, men \$65. A 17-in. TV set costs about \$400. "It doesn't require too much mathematics," he observes, "to ascertain that the average worker has enough of a problem trying to eat, let alone trying to entertain himself with a TV receiver." Another major factor in what Siragusa sees as the "poor outlook for TV in Europe" is "the lack of commercial sponsorship and with it the short periods of programming."

Blow against trans-shipping was struck last week by New Jersey legislature, which enacted law (S 364) making it misdemeanor for anyone to remove or alter serial number or trade-marks of TVs and appliances for resale purposes. State was first to enact such a law, which was strongly pushed by DuMont gen. mgr. Irving Sarlin.

\* \* \* \*

**Distributor Notes:** Admiral establishes factory branch at Sixth Ave. & E St., Anchorage, Alaska (Wm. W. Winkels, gen. mgr.) . . . Raytheon appoints H. M Tower Corp., New Haven (Wm. G. Miller, pres.) and Wayne Distributing Co., Ft. Wayne (Kenneth C. Burtner, owner) . . . CBS-Columbia appoints Peninsular Distributing Co., Detroit . . . Emerson appoints Appliance Wholesalers Inc., Portland, Me. (Peter A. Anderson, pres.) . . . Arvin names Banks-Miller Supply Co., Huntington, W. Va. . . . Warren-Connolly Co. Inc., N. Y. (Hallicrafters) appoints Ronald Caiani sales v.p. and James Mannix v.p.-treas. . . . Westinghouse Electric Supply Co., N. Y., names Howard E. Oakes gen. specialties sales mgr.

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**Dividends:** Wells-Gardner, 15¢ plus 15¢ extra payable Dec. 15 to stockholders of record Dec. 4; Sprague Electric, 40¢ Dec. 14 to holders Nov. 27; Bendix Aviation, 75¢ Dec. 14 to holders Nov. 27 and 7% stock Jan. 16 to holders Dec. 3; Electronic Assoc., 20¢ to holders Dec. 21; WJR, The Goodwill Station Inc., 40¢ Dec. 11 to holders Dec. 4; Stromberg-Carlson, 37½¢ Dec. 31 to holders Dec. 15; Standard Radio Ltd. A, 10¢ Jan. 8 to holders Dec. 18; Aircraft Radio, 35¢ Dec. 14 to holders Dec. 4; Canadian Westinghouse, 50¢ Jan. 2 to holders Dec. 14.

## Network TV-Radio Billings

October 1953 and January-October 1953  
(For September report see *Television Digest*, Vol. 9:44)

**N**EW RECORD billings for all TV networks were achieved during October, according to Publishers Information Bureau report, with NBC-TV for first time since May regaining lead from CBS-TV. Month also showed network radio well up from September, though lagging behind October 1952 and slightly behind 10-month 1952 total.

NBC-TV hit \$10,394,200, up from \$7,748,619 in September and comparing with \$8,076,848 in October 1952. CBS-TV jumped to \$9,421,202 from \$8,503,620 in September and \$6,896,206 in October 1952. It makes 5 times each has held monthly leadership this year. ABC-TV broke \$2,000,000 mark for first time this year, DuMont \$1,000,000 for second time.

Aggregate October billings for the 4 TV networks were \$23,487,072 vs. \$17,385,539 in October 1952; first 10 months, \$178,975,411 vs. \$146,228,170.

Network radio's leadership continues to be held by CBS by wide margin. The PIB breakdowns follow (for preceding years, see tables on p. 350, *TV Factbook No. 17*):

	NETWORK TELEVISION			
	October 1953	October 1952	Jan.-Oct. 1953	Jan.-Oct. 1952
NBC	\$10,394,200	\$ 8,076,848	\$ 76,979,840	\$ 67,385,750
CBS	9,421,202	6,896,206	77,367,723	55,315,230
ABC	2,297,862	1,453,811	16,094,615	15,624,416
DuMont	1,373,808	958,674	8,533,233	7,902,774
<b>Total</b>	<b>\$23,487,072</b>	<b>\$17,385,539</b>	<b>\$178,975,411</b>	<b>\$146,228,170</b>

	NETWORK RADIO			
	October 1953	October 1952	Jan.-Oct. 1953	Jan.-Oct. 1952
CBS	\$ 5,477,711	\$ 5,851,106	\$ 51,433,455	\$ 48,287,237
NBC	3,395,554	4,371,569	38,047,598	39,417,871
ABC	2,653,079	2,914,322	24,155,398	29,506,385
MBS	2,172,526	2,304,804	18,927,729	16,839,304
<b>Total</b>	<b>\$13,699,270</b>	<b>\$15,441,801</b>	<b>\$132,564,180</b>	<b>\$134,050,797</b>

	NETWORK TELEVISION—January-October 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	6,621,620	862,299	6,876,029	15,840,989
Mar.	1,728,448	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	819,398	7,513,430	17,743,606
May	1,813,985	7,622,432	864,870	8,052,545	18,353,832
June	1,607,320	7,399,078	803,848	7,324,315	17,134,561
July	1,299,471	7,422,337	511,047	6,903,092	16,135,947
Aug.	1,244,993	7,783,813	657,746	6,564,841	16,251,393
Sept.	1,376,017	8,503,620*	602,566	7,748,619	18,230,822*
Oct.	2,297,862	9,421,202	1,373,808	10,394,200	23,487,072
<b>Total</b>	<b>\$16,094,615</b>	<b>\$77,367,723</b>	<b>\$ 8,533,233</b>	<b>\$76,979,840</b>	<b>\$178,975,411</b>

	NETWORK RADIO—January-October 1953				
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$ 13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,995,478	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	14,106,684
June	2,113,725	5,226,095	1,926,865	3,979,471	13,246,157
July	2,030,989	4,869,719	1,830,467	3,494,330	12,225,505
Aug.	1,958,883	4,790,114	1,738,248	3,219,250	11,706,295
Sept.	2,156,806*	5,008,238*	1,792,736*	3,205,675*	12,163,455*
Oct.	2,653,079	5,477,711	2,172,526	3,395,554	13,699,270
<b>Total</b>	<b>\$24,155,398</b>	<b>\$51,433,455</b>	<b>\$18,927,729</b>	<b>\$38,047,598</b>	<b>\$132,564,180</b>

\* Revised as of Nov. 25, 1953.

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

Five stations were interconnected this week with AT&T network facilities, making total of 227 stations in 141 cities now hooked up for live network shows. Newly connected: WKJG-TV, Ft. Wayne, Ind.; KCRI-TV, Cedar Rapids, Ia.; WJBF-TV, Augusta, Ga.; WITV, Ft. Lauderdale, Fla.; WIRK-TV, West Palm Beach. Next on AT&T's list, possibly for next week: WSIX-TV, Nashville; KFDA-TV, Amarillo; KFOR-TV, Lincoln, Neb.; KHQ-TV & KXLY-TV, Spokane; WWOR-TV, Worcester, Mass.

Plenty of "shoppers" are out trying to buy up TV stations, particularly the well-established ones with network affiliations—but there aren't many sellers in immediate prospect, apparently. Other than Westinghouse's projected purchase of 49% of KPIX in San Francisco for \$2,450,000 (Vol. 9:45), impending sale of Los Angeles' KLAC-TV to Copley Press for \$1,375,000 (Vol. 9:46) and plan of Springfield *Union* and *Republican* interests to buy into WHYN-TV there—none of which has yet reached FCC for approval—nothing seems to have jelled to date. This week, however, *Variety*, reporting "Lotsa Fabulous Offers Rejected," states that a N. Y. syndicate recently tried to buy KSTP-TV, St. Paul, for \$6,000,000; that Time-Life (with stations in Albuquerque & Salt Lake City) offered \$5,000,000 for WAAM, Baltimore; that Bill Pape's WALA-TV, Mobile, "could have fetched him a tidy \$2,000,000"; that George Storer sought to buy WATV, Newark, for \$3,000,000. It also repeats oft-rumored story, always denied by Dr. Allen DuMont, that Westinghouse has offered \$8,000,000 for DuMont's WDTV, Pittsburgh. Note: KLAC-TV deal is understood to be completed, essentially as reported in our Vol. 9:45, with transfer papers due to go to FCC next week.

British plan for commercial TV passed first test Nov. 26 when House of Lords, by 157-87 vote, upheld govt. scheme to set up network competitive with BBC after acrimonious debate during which group of influential Conservatives led by Earl of Halifax joined Laborites in opposition. Despite heavy vote in favor of commercial TV, opponents claimed moral victory, contending that between 80 and 150 peers abstained from voting. Govt. proposal would permit only spot announcements on commercial network, no "sponsored" shows as such, and would continue BBC's non-commercial operation (Vol. 9:46). Full-scale debate on issue is scheduled in House of Commons, where anti-commercial forces are again expected to cite American TV as "horrible example." Earl Jowett, Labor Party leader in House of Lords, quoted article by humorist P. G. Wodehouse describing U. S. and Canadian TV as "the foulest, ghastliest, loathesomest nightmare ever inflicted by science on a suffering human race."

Three new applications for TV stations were filed this week with FCC: for San Antonio, Ch. 12, by owners of KONO; for Ardmore, Okla., Ch. 12, by KVSO (John F. Easley); for Seattle, Ch. 20, by Seattle Construction Co. Among week's 15 dismissals was application for Ch. 11 in E. St. Louis, Ill., by KSTM-TV, St. Louis, now operating on Ch. 36 (Vol. 9:45); Commission returned it as "not acceptable for filing." Pending FCC action are 402 applications, including 95 uhf. [For further details about these applications, see *TV Addenda 17-U* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

TV tape recording to be demonstrated by RCA at Princeton labs Dec. 1-2 (Vol. 9:45) has excited enormous interest, being first public showing of TV tape in east. We haven't seen the tape, but those who have assert it's comparable with, or even "superior" to, televised film. TV film producer Marion Parsonnet, speaking to AAAA conference in New York this week, stated that RCA's tape is "way ahead" of Bing Crosby Enterprises. Press and movie representatives will attend Dec. 1 session, Govt. and industry Dec. 2.

New FCC hearing examiners, bringing total to 17: Charles J. Frederick, 44, ex-asst. attorney general of Iowa and ex-CAB; Isadore A. Honig, 42, ex-Office of Rent Stabilization and Office of Housing Expediter; Harold L. Schilz, 47, ex-NPA and ex-member of Washington law firm Clagett & Schilz.