

**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:**

- { More Post-Freeze Stations Being Sold, page 1
- FCC Looking into Network-UHF Relations, page 1
- 3 More Start, 210 Stations Now on Air, page 3
- 10 CPs as More Competitors Join Forces, page 3
- FCC Analyzes 1952 TV Income & Expenses, page 4
- FCC Color Rule-Making Likely Next Week, page 5

- Transmitter Shipments & Upcoming Stations, page 7
- Clogged Pipelines Deter Price Hikes, page 10
- RETMA—Growing with the Industry, page 11
- Raytheon Convention Goes in for Showmanship, page 12
- Truce in Korea—What It Means to Electronics, page 13
- Network TV-Radio Billings—First Half 1953, page 14

**MORE POST-FREEZE STATIONS BEING SOLD:** Our prediction last week that more ownership changes can be expected (Vol. 9:30) wasn't long in coming to pass -- for this week 2 more transfer deals involving post-freeze stations were revealed. Neither was said to be a distress sale, yet amounts involved didn't indicate big capital gains deals.

Buying KDZA-TV, Pueblo, Colo. (Ch. 3) with KDZA (250-watt independent on 1230 kc) is Gene O'Fallon, of Denver, whose KFEL-TV there was first post-freeze outlet to go on air in July 1952. He's paying \$350,000 for 1030 of 1080 outstanding shares in company, including Zela Seaton's 52% holdings. That includes assumption of about \$100,000 owed to DuMont on transmitter. Station began March 16. Cash payment is to be 26% down, balance in 5 years secured by 5% chattel mortgage. No overlap is involved since Pueblo is 104 air miles from Denver.

Ex-Gov. Horace Hildreth of Maine, now U.S. Ambassador to Pakistan, acquires control of WABI-TV, Bangor, Me. (Ch. 5) along with WABI (5-kw ABC outlet on 910 kc) in deal whereby mgr. Murray Carpenter sells his 50% holdings for \$125,000, payable \$60,000 down. Details aren't settled beyond Carpenter sale, but it's understood Mr. Hildreth, who already owns 50%, will hold 60%; Oliver Bctg. Co. (WPOR, Portland) will acquire 25%; Kennebec Bctg. Co. (WTWL, Waterville) 15%.

Bangor AM has long been profitable, TV is well in black, says Carpenter, who now is filing for Portland's Ch. 13 in competition with Guy Gannett interests (WGAN-Portland Press-Herald & Express). Gov. Hildreth also is pres. and 35.2% owner of the Ch. 8 grant to Poland, Me. made by FCC a few weeks ago, involving wide-area coverage station to be built atop Mt. Washington by summer or fall of 1954 (Vol. 9:29).

**FCC LOOKING INTO NETWORK-UHF RELATIONS:** Policies of networks toward affiliation of uhf stations in vhf-uhf markets are now getting quiet scrutiny from FCC -- although there have been no formal complaints or petitions.

Informally, there's been plenty of squawking -- nearly all of it directed at CBS & NBC -- by uhf stations in localities where both networks are stringing along with the same vhf station (Vol. 9:29). Some of these uhf stations claim that they're not getting fair shake; they say the least the networks could do is place programs on local uhf stations when time can't be cleared on the vhf.

In areas which are "uhf-only" -- no vhf within 40-50-mi. -- uhf stations are having no trouble grabbing top-network affiliations. For those beyond the good reception range of vhf it's been clear sailing, with good network business. But in the one-vhf markets there are plenty of rumblings from present and prospective uhf operators. These quotes from letters from 2 CP-holders are examples of bitterness of some uhf station owners in or near communities with vhf stations:

"The networks' attitude toward uhf, in my opinion, can probably be the one thing that will bring about the licensing of networks by the Govt. I feel that networks could save uhf, and in the long run it would be to their advantage to do

so. However, it is quite apparent that they are only interested in the fast buck via vhf. [We] are going to see uhf through to the bitter end, and if necessary find out just what the position of the Govt. will be in regard to anti-trust."

"FCC has created a more vicious monopoly in its high-power vhf stations than exists in AM clear channels. [Perhaps] the answer may lie in Congress giving FCC power to regulate network affiliations and service. It seems to me to be inevitable unless the networks wake up to their obligation to render a full national service even though some parts of it may not be as profitable as the big cities. The people are going to demand service from more than one station where market can support two."

Another uhf grantee dropped out this week because of vhf competition. Owner W. Erle White of KTVW, Wichita Falls, Tex. (Ch. 22) told FCC it would be "economically unsound to build the station at this time" in city which already has two vhf. Since freeze, 7 uhf and 2 vhf grantees have turned back their CPs (for list, see Vol. 9:29). Two uhf applicants dropped out this week -- in Spartanburg, S.C. and Claremont, N.H. -- giving economics and prospect of vhf competition as reasons.

\* \* \* \*

What are the policies of the networks with regard to uhf? ABC & DuMont have large numbers of uhf affiliates in all types of markets. As to CBS & NBC, both say they have no ironclad rules governing affiliation of stations, but they do follow broad, general practices with regard to uhf stations in "vhf markets" -- and these practices differ between the 2 networks.

NBC, now engaged in big promotion campaign to boost uhf conversions for its new Norfolk area affiliate WVEC-TV on Ch. 15 (see p. 9), says it is following same general policy of encouraging uhf in other vhf-served areas.

It would rather affiliate the vhf station in any community -- naturally, since vhf at present time can supply larger audience quicker. But where an existing vhf has affiliation with both major networks, NBC says it often will give the new uhf a secondary affiliation -- to place shows which can't be cleared on the vhf, in cases where sponsor insists he must have the particular market.

For example, NBC has signed contract with upcoming WJHP-TV (Ch. 36) on a secondary basis in Jacksonville, where vhf WMBR-TV has all 4 networks. This week it will announce secondary affiliation with new WKJF-TV (Ch. 53) in Pittsburgh, where DuMont's WDTV has all networks. In Miami area, WFTL-TV, Fort Lauderdale (Ch. 23), has secondary NBC affiliation, though Miami's WTVJ carries all networks.

In markets with no pre-freeze stations, where vhf & uhf outlets got an even start, NBC chooses vhf where it can. But where CBS wins out and gets the only vhf station, in many cases NBC is now signing up the uhf as primary affiliate, rather than take second-fiddle position on the vhf. For example, in Hutchinson, Kan., CBS signed up vhf KTVH. So NBC made deal with upcoming KEDD (Ch. 16) in nearby Wichita. Announcements of more NBC uhf affiliations in post-freeze markets are expected soon.

As to promotion of uhf stations, NBC spokesman says the advertising methods and material used in Norfolk area (Vol. 9:29) will be available to any and all upcoming NBC uhf affiliates.

\* \* \* \*

CBS's current policy, as explained to us by station relations v.p. Herbert Akerberg: "We're convinced that the time is coming when the public won't differentiate between vhf & uhf. But we have an obligation to the public, which bought vhf sets in good faith; we'd be the last ones to pull the cork, to tell these people, 'if you want to see Lucy, Godfrey and the Wednesday night fights you'll have to spend \$25, \$50 or \$80 to convert your set.' The public is the most important factor.

"Our second obligation is to our advertisers. They want maximum circulation. And we can't take our shows off vhf -- losing our audience while we wait for conversion of sets -- and still remain competitive."

In cities where one vhf station shares both major network affiliations, this is CBS' policy in placing programs: (1) Place it live on vhf, if advertiser wants the market. (2) If station can't clear it live, ask vhf station for time for kine recording, at request of sponsor. (3) Failing this, if sponsor still wants the mar-

ket and specifically requests use of a local uhf station, "we will do it". But CBS isn't going in for secondary affiliation with uhf stations in same sense as NBC.

In new TV markets with post-freeze vhf & uhf stations, CBS, like NBC, tries to get primary affiliation with vhf. But if NBC gets the only vhf, CBS will settle for secondary affiliation with same station, rather than turn to uhf, at present time. Akerberg explains it this way:

"When a uhf station can demonstrate substantially equal circulation to the vhf, at as good or better cost per thousand viewers, there's no problem. But we can't go whole hog merely to build up an audience for uhf stations at the expense of the viewing public."

\* \* \* \*

Indicative of networks' plans to add new uhf stations are AT&T's applications pending before Commission. Following are uhf stations for which networks have ordered interconnection, according to FCC: WOSH-TV, Oshkosh, Wis. (Ch. 48); WTOB-TV, Winston-Salem, N.C. (Ch. 26); WKOW-TV, Madison, Wis. (Ch. 27); WTVP, Decatur, Ill. (Ch. 17); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WNAO-TV, Raleigh, N.C. (Ch. 28); WVEC-TV, Hampton (Norfolk), Va. (Ch. 15). And these vhf: WBAY-TV, Green Bay, Wis. (Ch. 2); KKTV, Colorado Springs, Colo. (Ch. 11); WMT-TV, Cedar Rapids, Ia. (Ch. 2); KTXL-TV, San Angelo, Tex. (Ch. 8).

**3 MORE START, 210 STATIONS NOW ON AIR:** Quite a few CP holders were priming for possible starts this week end or early next week -- but only 3 new ones were definitely offering test patterns as we went to press. They bring total on air to 210, of which 51 are uhf. It's noteworthy that 102 new stations have taken to the air post-freeze, and we still see probability of 100 or so more before year's end. These are the new starters you can add to your cumulative logs:

WETV, Macon, Ga. (Ch. 47) started testing July 25, plans commercial programming Aug. 21, interconnecting on that date with NBC. RCA equipment is used. Base hourly rate is \$200. Station is owned by principals in WNE (E.M. Lowe) and WMBL (Allen Woodall) who are v.p.'s of licensee Macon Television Co.; also a v.p. is Peyton Anderson, publisher of Macon Telegraph & News, owner of 16% of WNE. John Hicks is program director, R.R. Owen chief engineer. Headley-Reed is national sales rep.

KMMT, Austin, Minn. (Ch. 6) began test patterns July 27, starts programming Aug. 17, affiliated with ABC and with \$150 base rate. It's owned by combination of Minnesota-Iowa broadcasters (see TV Factbook No. 17), has DuMont transmitter. L.L. McCurnin is mgr. Pearson is rep. Station is second in southeastern Minnesota to get going in as many weeks, Rochester's KROC-TV (Ch. 14) having started July 14.

KBES-TV, Medford, Ore. (Ch. 5) has been testing since July 14 but held back on fanfare for formal Aug. 1 inaugural. Using GE transmitter and temporary one-bay antenna pending 5-bay due in about 60 days, it reports good reception as far away as Eugene to west (129 mi.), Bend to east (143 mi.) and Yreka, Cal. to south (47 mi.). It's first of 2 stations in which veteran broadcaster Wm. B. Smullin has interests; he owns 50% and also holds CP for KIEM-TV, Eureka, Cal. (Ch. 3) due in about month. Mgr. of KBES-TV is Everett Faber. Base rate is \$200, will be \$150 for new KIEM-TV. Blair will represent both stations.

**10 CPs AS MORE COMPETITORS JOIN FORCES:** Mergers, dropouts and the like are still order of the day, enabling FCC to grant 10 CPs this week, including some for previously hotly-contested vhf channels. The week's grants:

Vhf CPs: Anchorage, Alaska, Kiggins & Rollins, Ch. 2, and KENI, Ch. 11; Portland, Me., WCSH, Ch. 6; Wilmington, N.C., WMFD, Ch. 6; Greenville, S.C., Carolina TV Inc., Ch. 4; Knoxville, Tenn., Mountcastle Bctg. Co., Ch. 6 (via final decision); Nashville, Tenn., WSIX, Ch. 8.

The uhf grants: Cedar Rapids, Ia., Hawkeye TV Co., Ch. 20; Brockton, Mass., Trans-American Enterprises, Ch. 62; Spartanburg, S.C., Sterling TV Co., Ch. 17.

[For details about principals, see TV Factbook No. 17.]

Sidelights on grantees: Keith Kiggins & R.R. Rollins also hold CP for Ch. 2 in Fairbanks. Greenville grant is result of 3-way merger -- WFBC, WMRC & Carolina TV Inc.; one AM must be sold. WSIX got Nashville CP when WMAK dismissed under op-

tion to buy 25%; it must sell WMAK. WMFD's Wilmington grant came when WGNI simply dismissed and FCC itself dismissed application of WHPE, High Point. WHPE had asked FCC to put Ch. 6 in High Point; Commission didn't rule on that petition but it dismissed application with statement that Ch. 6 isn't allocated to High Point.

Cedar Rapids grantee is headed by famed New York realtor Wm. Zeckendorf, 68% stockholder; he's an ex-ABC board member. Top man in Brockton organization is pres.-treas. Harry E. Franks, clothing mfr. Spartanburg organization has interlocking ownership with WMRC, Greenville, and WBCU, Union, S.C.

\* \* \* \*

FCC set dates for new batch of hearings, still using old priority lists, for new lists aren't effective until Aug. 24. Commission will continue to use old priorities as long as responses to current "McFarland Letters" return. Thus, it's possible some hearings will be scheduled under old priorities for a while after the new ones become effective. Hearings scheduled:

Aug. 6, Canton, O., Ch. 29; Aug. 28, Grand Rapids, Mich., Ch. 23; Little Rock, Ark., Ch. 11; Erie, Pa., Ch. 35; Jackson, Miss., Ch. 3. Commission also finalized some allocation changes, proposed some new ones.

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

**FCC ANALYZES 1952 TV INCOME & EXPENSES:** Final FCC report on last year's financial data of networks and stations, released this week, agrees fairly well with preliminary report last March (Vol. 9:13) which showed telecasting industry's striking increase over 1951 -- 38% greater total revenues, 33% greater income before Federal taxes. In this week's final audit report on 1952, biggest change from preliminary figures was boost of about 10% in networks' net income.

Report necessarily deals in cumulative figures, for FCC auditors are pledged to keep individual returns confidential. Averages and the market breakdowns make it possible, however, for station operators to adduce their relative standings.

Aggregate revenues of \$324,200,000 are shown vs. \$235,700,000 in 1951. Net income was \$55,500,000 (before Federal income taxes) vs. \$41,600,000 in 1951. Here are summaries of the salient final figures (all before taxes):

(1) Networks and their 15 owned stations took in \$180,200,000, spent \$170,-300,000, netted \$9,900,000. (Though the networks and their stations took in only \$95,800,000 from AM in 1952, expenses were only \$85,600,000, leaving slightly higher net than for TV -- \$10,200,000.)

(2) The 93 pre-freeze stations not owned by networks enjoyed revenues of \$143,400,000, expenses of \$97,600,000, net of \$45,800,000. For average station, this meant \$1,541,825 income, \$1,049,474 expenses, \$492,351 net. The 14 post-freeze stations were on air only a few months at most, collected \$600,000, spent \$800,000.

(3) Profits were reported by 94 of the 108 pre-freeze stations. Of the 14 losers, 9 were in New York & Los Angeles and lost average of \$457,000. All telecasters in the 40 one-station markets made money. There was one loser in the 2-station markets, 2 in the 3-station, 2 in the 4-station.

(4) Breakdown of revenues shows network time sales producing \$137,664,000, national & regional spot \$80,235,000, local \$65,171,000. For individual stations not owned by network, average was \$387,252 network, \$626,489 spot, \$518,584 local.

(5) Breakdown showing cost of film is included for first time in report. Average station spent \$117,006 for film rentals, \$2374 for film purchases, \$3780 for "other film expense" -- out of total \$468,348 spent for programming. Only larger item in programming costs was salaries & wages -- \$129,163. Entire industry spent \$14,590,000 for film rentals, \$3,283,000 for film purchases, \$2,607,000 for "other."

(6) Also shown for first time are employment figures. Entire industry had 14,099 employes (12,412 fulltime). The networks and their 15 stations employed 6687 while the 93 other pre-freeze stations had 7412. Average station with revenues less than \$1,250,000 had 42 fulltime people, 11 part-time. Stations with revenues over \$1,250,000 had 94 fulltime, 12 part-time.

(7) Importance of talent sales and other non-time-sale income was again emphasized. It amounted to \$87,677,000, about 25% of total income. In AM, figure is only about 10%. This income means most to the networks, of course, amounting to \$67,825,000 of their \$180,200,000 revenues.

Report is 22 pages, contains many other tables and breakdowns. It's Public Notice 93525, may be obtained from Commission -- or we'll get copy for you. To compare salient figures with all previous years in TV, see p. 351, TV Factbook No. 17.

**FCC COLOR RULE-MAKING LIKELY NEXT WEEK:** FCC's first critical move on color TV front is expected next week -- in shape of notice of proposed rule-making looking towards adoption of the compatible system unanimously recommended by industry.

Commission discussed color all day July 31, instructed staff to draft proposal to be considered Aug. 6. If the draft is satisfactory, notice will be issued next day -- and wheels will be officially in motion.

Notice will probably give industry 30-40 days to comment. Questions uppermost in everyone's mind -- whether the FCC will waive Washington demonstrations and ease requirement that color sets be cheap initially -- aren't likely to be answered with finality in notice. More likely, document will be rather exploratory, stating any questions FCC has and inviting industry comment.

Commission is moving with great speed, no doubt of it, yet guessing around FCC is that timetable we reported last week (Vol. 9:30) is still quite realistic -- namely, that new system can't be "law of the land" much before year's end.

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GE this week joined other petitioners requesting approval of compatible system. Like others -- RCA, NTSC, Philco, Sylvania -- GE is recommending same system. Curiously, some people still don't seem to understand that everyone is asking for approval of exactly the same system -- the standards approved by NTSC. (For technical details, see our Special Report, July 25.)

GE concedes, as did Philco, that current color receivers aren't "cheap enough in price to be available to the great mass of the American purchasing public" -- as FCC's 1951 criteria required. GE points out that criteria were written when FCC was hell-bent to push field-sequential system and was assuming that compatible system would come along after a lot of field-sequential sets had been sold. Since public has no investment in field-sequential sets, GE says, Commission should be able to interpret its criteria more liberally, once it's satisfied that new standards permit eventual production of inexpensive sets.

GE says it has put over 1000 engineer man months into color, spent millions of dollars. Like Philco, it wants its contributions recognized, saying:

"Merely as an example of contributions made by [GE's] personnel, it is believed that one of [GE's] engineers made to NTSC the first proposal to proportion the bandwidth allocated to the chrominance components' signals according to their importance in contributing to the subjective sharpness of the color picture [narrow band (B-Y)] so that the sum of their bandwidths would not exceed the allotted bandwidth of the chrominance channel, thereby eliminating any so-called 'cross talk'..."

\* \* \* \*

One of hottest behind-the-scenes stories is in the production and procurement of color transmitting equipment. Little Telechrome Inc., at Amityville, Long Island, seems to have its foot in the door. Headed by former Hazeltine engineer J.R. Popkin-Clurman, Telechrome has been quietly building and selling color equipment for some time. Last year, it sold color scanner to FCC and to west coast electronics manufacturer Gilfillan Bros. (Vol. 8:3,42). Gilfillan, incidentally, is the only firm ever to ask NPA for application blank to build color sets under M-90 order.

Situation is really explosive now, says Clurman, who reports sales to just about every company of prominence except Zenith and Sylvania. These include: RCA, GE, Philco, Bell Labs, DuMont, Raytheon, Motorola, Sears Roebuck, Admiral, Sentinel, Crosley. He says he's sold CBS everything except color cameras. Rumor has it that CBS purchased RCA camera which had been used by WPTZ, Philadelphia, recently sold

by Philco to Westinghouse. Clurman also plans production of cameras in 6-8 months.

Clurman says he's writing orders and producing at rate of \$1,000,000 a year. He's added new plant, has eye on another, now employs 44 and hiring more. Sales to CBS alone run about \$100,000 to date.

Clurman is completely satisfied with NTSC system, foresees no difficulty in bringing receiver costs down. "There's every likelihood of a 25-tube receiver," he says, "faster than most people think. For example, there's a new demodulator tube past the development stage which will mean a great deal."

Philco is said to be making hay with its color film scanner (Vol. 9:18). Trade gossip is that it has sold a 35mm scanner to NBC, another to Technicolor, has 4 more orders on tap. In all, it's reported to have sold 17 of its 16mm scanners, made for black-&-white but adaptable to color.

**Personal Notes:** Hamilton Shea, since April 1952 gen. mgr. of WNBK & WTAM, Cleveland, named gen. mgr. of WNBT & WNBC, New York, succeeding Ted Cott, now operating v.p., NBC-Radio network; Cott has named these new executives: Fred Horton, director of radio network sales; John P. Cleary, director of radio programs; Merrill Mueller, radio news & features executive, succeeded on *Today* by Frank Blair, from Washington NBC-TV staff . . . Mort Weinbach, ex-TV operations director, appointed ABC director of labor relations . . . Arden B. Rodner, ex-WPIX commercial mgr., joins WABC-TV as program mgr. under new mgr. John H. Mitchell . . . Nona Kirby, ex-sales mgr. of WLAW, Boston, announces Nona Kirby Co., TV-radio station reps, with New England headquarters in Statler Office Bldg., Boston . . . Bob Forward, ex-KTTV, succeeds James Pollak as program director, KECA-TV, Los Angeles . . . Phil Hoffman, ex-Cowles, ex-gen. mgr. of KECA-TV, Los Angeles, recently mgr. of KOB, Albuquerque, will be gen. mgr. of new KOAT-TV, Albuquerque (Ch. 7), granted in June, expected to be ready in about 2 months . . . Roger S. Underhill, ex-WJIM-TV, Lansing, Mich. and WICU-TV, Erie, Pa., named asst. commercial mgr. of new WILS-TV, Lansing, due on air Sept. 15 . . . Henry R. Flynn named gen. sales mgr., CBS Radio Spot Sales . . . Robert C. Mayo placed in charge of sales for both WOR-TV & WOR, John F. Sloan named sales mgr. of WOR-TV, in integration policy announced by James M. Gaines, General Teleradio v.p.; Lawrence Menkin is director of programs for both stations, v.p. Julius F. Seebach Jr. in charge of operations, with Ivan Reiner handling as production mgr. . . . John B. Hayes named gen. mgr. of Mutual-WOR recording div. . . . Carl Reinschmidt, of Columbia Transcriptions, Columbia Records Inc. subsidiary, named TV-radio consultant to Rev. Dr. Clayton T. Griswold, exec. director of TV-radio dept. of the Presbyterian Church in the U.S.A. . . . T. R. Thompson, ex-RKO branch mgr., named film editor of new KCMO-TV, Kansas City . . . Pierre Boucheron resigns as mgr. of WGL, Ft. Wayne, succeeded by Merrill Johnson . . . Robert L. Foreman, BBDO v.p., named chairman of TV-radio plans board, retaining responsibilities over TV-radio dept. . . . Tom McDermott appointed v.p. in charge of TV-radio production, Benton & Bowles; he has been acting since resignation of Walter Craig (Vol. 9:30) . . . Henry S. White named mgr. of TV-radio dept., Biow . . . Sam Chase promoted to TV-radio editor, *Billboard* . . . Lee Gorman, business mgr., upped to gen. mgr. of WABI-TV & WABI, Bangor, Me., succeeding Murray Carpenter, who has sold his half interest . . . Carl E. Lee, chief engineer of Fetzer stations (WKZO-TV & WKZO, Kalamazoo, and WJEF, Grand Rapids) promoted to managing director; Arthur Covell now chief engineer, Francis Morse, asst. chief . . . Wm. R. Wyatt, ex-N. Y. v.p., George W. Clark, reps, joins BAB as director of member services . . . Hugh Sebastian, ex-Lever Bros. TV-radio specialist, joins C. E. Hooper Inc.

Theodore C. (Ted) Streibert, ex-pres. of WOR-TV & WOR and ex-MBS chairman, this week was appointed by President Eisenhower as director of new U. S. Information Agency, which on Aug. 1 supersedes State Dept.'s International Information Administration. New agency embraces Voice of America, overseas libraries and other overseas information activities. Streibert succeeds Dr. Robert L. Johnson, resigned. He was recalled this week from Germany where he has been consultant to High Commissioner James B. Conant, in office of public affairs, which operates the American radio RIAS in Berlin. He's 54, a 1921 graduate of Wesleyan U and 1923 graduate of Harvard Business School, was asst. dean of latter 1929-33. Directing Voice of America under him will be Leonard F. Erikson, v.p. & director of McCann-Erickson, who was sworn in July 27 at its N. Y. offices.

WOOD-TV & WOOD, Grand Rapids, Mich., earned combined net profit of \$183,019 during 12 mo. ended June 30, compared to \$60,511 preceding year, according to report filed with FCC this week in connection with request for modification of CP to change transmitter location. Balance sheet showed total assets of \$2,279,025, including earned surplus of \$245,102. Licensee Grandwood Bestg. Co. is 95% owned by WFBB Inc., Indianapolis (WFBB-TV & WFBB), which shows net income of \$685,237 for year ended June 30 vs. \$472,763 for preceding year. WFBB Inc. is controlled by Bitner family, who also own radio stations WFDF, Flint, Mich. and WEOA, Evansville, Ind.

George J. Higgins, KMBC, Kansas City, named chairman of NARTB sports committee this week. Other members: Wm. E. Ware, KSTL, St. Louis; Harold Hough, WBAP-TV, Ft. Worth; Mortimer Watters, WCPO-TV, Cincinnati; D. L. Provost, WBAL-TV, Baltimore; Robert Hanna Jr., WRGB, Schenectady; Robert Tincher, KVTV, Sioux City, Ia.; Ben Strouse, WWDC, Washington; Ben Laird, WDUZ, Green Bay, Wis.; John Fulton, WQXI, Atlanta; Wm. McGrath, WHDH, Boston.

NARTB's TV labor advisory committee, appointed this week by pres. Harold Fellows: Robert D. Swezey, WDSU-TV, chairman; John M. Clifford, NBC-TV; Frank B. Falknor, CBS-TV; Leslie C. Johnson, WHBF-TV; Philip G. Lasky, KPIX; Donald H. McGannon, DuMont; Richard A. Moore, KTTV; Donald W. Thornburgh, WCAU-TV; Mort Weinbach, ABC-TV; Edwin K. Wheeler, WWJ-TV. Added to employee-employer relations dept. as asst. to v.p. Richard Doherty was Robert P. Gormley, ex-ODM labor economist.

Edward C. Buddy, 46, gen. mgr. of CBS-TV news film div., died of a heart attack July 29 at his home in Westport, Conn.

Edwin J. Saulpaugh, 54, DuMont Network supervisor of continuity acceptance and a stage-radio director for many years, died July 29 of heart ailment.

GENERAL ELECTRIC shipped Ch. 4 transmitter July 24 to KGBS-TV, Harlingen, Tex., and in early Aug. has vhf transmitters scheduled for WSVA-TV, Harrisonburg, Va. (Ch. 3) and KATV, Pine Bluff, Ark. (Ch. 7). By mid-Aug., or thereabouts, GE will ship to KDRO-TV, Sedalia, Mo. (Ch. 6) and KOMU-TV, Columbia, Mo. (Ch. 8). All are 5-kw.

GE shipped 12-kw uhf transmitters July 21 to WENS, Pittsburgh (Ch. 16) and WVEC-TV, Hampton-Norfolk, Va. (Ch. 15), and in Aug. has 12-kw units destined to go to WILK-TV, Wilkes-Barre, Pa. (Ch. 34) and KETX, Tyler, Tex. (Ch. 19), both of which already have their initial 100-kw units. Also scheduled for Aug. shipment are 12-kw to WEEU-TV, Reading (Ch. 33), which is already on air; and new 12-kw transmitters to WKLO-TV, Louisville (Ch. 21) and WIFE, Dayton, O. (Ch. 22).

Federal this week shipped transmitter to WTVI, Belleville, Ill.-St. Louis (Ch. 54), which now expects to be ready for first test patterns in week or so. Within next 2 weeks, transmitter of WTVU, Scranton, Pa. (Ch. 73) will be shipped; that station is now managed by ex-Federal transmitter sales chief Martin Silver. Week of Aug. 3 Federal is sending its first 16-bay, high-gain, triangular-loop antenna to KSWS-TV, Roswell, N. M. (Ch. 8). This week it shipped new 25-gain antenna to WICC-TV, Bridgeport, Conn. (Ch. 43).

DuMont ships transmitter week of Aug. 3 to KOAT-TV, Albuquerque (Ch. 7), and this week got order from Television de Quebec Ltd.'s upcoming CFCM-TV, Quebec (Ch. 4), controlled by Famous Players Canadian Corp. Ernest Miller, CFCM-TV chief engineer, is spending 2 weeks at DuMont plant studying equipment. DuMont also reports sale of 5-kw transmitter and associated equipment for KFBB-TV, Great Falls, Mont. (Ch. 5), total order amounting to \$180,000.

RCA's only new shipments this week were 10-kw transmitter to serve as driver for 25-kw, sent to KFSD-TV, San Diego (Ch. 10) and 1-kw uhf to WBES-TV, Buffalo, N. Y. (Ch. 59). RCA has no shipments scheduled week of Aug. 3 due to readjustments at factory as main crews return from 2-week vacation.

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In our continuing survey of upcoming new stations, these are latest progress reports received:

KOPR-TV, Butte, Mont. (Ch. 4), first reporting spring 1954 debut (Vol. 9:16), has advanced target to Aug. 15, will use low-power RCA transmitter purchased from WGAL-TV, Lancaster, Pa., according to pres. Frank C. Carman. Hollingbery will be rep. KXL-TV (Ch. 6), other Butte grantee, has also reported it will be ready in Aug. (Vol. 9:25).

KNOE-TV, Monroe, La. (Ch. 8), last reporting July tests (Vol. 9:13), is not getting antenna up until next week, now plans tests with RCA equipment week of Aug. 24, according to Garland D. Shell, adv. agent. National rep will be H-R Television.

WTOK-TV, Meridian, Miss. (Ch. 11), although construction has been delayed by recent severe rains, hopes to raise antenna by Aug. 15. DuMont equipment is due by Sept. 1, test patterns scheduled for Sept. 15, according to pres. Robert F. Wright. Headley-Reed will be rep.

WSLI-TV, Jackson, Miss. (Ch. 12), granted last week, has ordered GE equipment, hopes to start "in about 6 months," reports mgr. L. M. Sepaugh. Weed will be rep.

KHOL-TV, Kearney, Neb. (Ch. 13), hasn't ordered equipment or begun construction, but expects to make Nov. 15 debut, reports Dr. F. Wayne Brewster, 40% partner. Rep not yet chosen.

WICA-TV, Ashtabula, O. (Ch. 15), its RCA transmitter shipped July 27, now plans Aug. 15 start, according to business mgr. D. W. Fassett. Gill-Perna will be rep.

WENS, Pittsburgh (Ch. 16), has 12-kw GE transmitter on hand and, with antenna due momentarily, still plans latter Aug. start (Vol. 9:26) from "highest site in the city," reports co-mgr. Larry Israel. It will be basic ABC affiliate, also reports it has working agreement with CBS, and 24 network programs are assured from outset, according to Israel. Hour rate will be \$350. Petry will be rep. WENS will be Pittsburgh's second uhf—first case where a vhf faces 2 uhf competitors in same city. WKJF-TV (Ch. 53) began operation July 14 (Vol. 9:29).

KEDD, Wichita, Kan. (Ch. 16), last reported for Aug. 1 commercial debut (Vol. 9:24), its RCA antenna now scheduled to leave Camden this week, now expects to begin tests Aug. 15, says pres. Stanley H. Durwood.

WOKY-TV, Milwaukee (Ch. 19), plans mid-Sept. debut and has named H-R Television as rep, reports H-R pres. Frank M. Headley.

WNLC-TV, New London, Conn. (Ch. 26), won't make announced July target (Vol. 9:2), now has no set date, awaiting higher power transmitter, according to gen. mgr. Gerald J. Morey. Rep will be Headley-Reed.

WCMB-TV, Harrisburg, Pa. (Ch. 27), DuMont equipment on contingent order, will adapt its radio studios for TV use, aims at mid-Dec. start, writes gen. mgr. Ed K. Smith. Antenna will adjoin WTPA (Ch. 71) which began operating June 20 (Vol. 9:25). Donald Cooke will be rep.

WHKP-TV, Hendersonville, N. C. (Ch. 27), now plans "early 1954" start with RCA equipment in lieu of first-reported Aug.-Sept. debut (Vol. 9:12), according to mgr. Kermit Edney. Rep not yet chosen.

KTVE, Longview, Tex. (Ch. 32), has GE equipment scheduled for Sept., will not make original July target (Vol. 9:12), reports new commercial mgr. Wm. M. Morrow. Other new staffers are sales & program director K. Jay Hawks and women's activities director Mrs. Toni Pruitt. Hour rate will be \$150. Forjoe will be rep.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34), has GE equipment on hand, now plans to begin programming Sept. 14, test patterns "a week or so prior" in lieu of last reported late Aug. date (Vol. 9:26), according to managing director Thomas P. Shelburne. Avery-Knodel will be rep.

KSTM-TV, St. Louis (Ch. 36) construction is "continuing at a slow pace pending the settlement of the strike of steelmen and ready-mix concrete workers," according to pres. Bill Ware. Sept. 1 target (Vol. 9:24) has not been changed. Rep will be H-R Television Inc.

WAYS-TV, Charlotte, N. C. (Ch. 36), last reporting Aug. 30 target (Vol. 9:16), has met delay in DuMont equipment delivery, now has no set target, according to new gen. mgr. James P. Poston. Bolling will be rep.

WPMT, Portland, Me. (Ch. 53), has scheduled Aug. 20 tests, will meet Aug. 30 commercial debut date (Vol. 9:29), reports pres. Frank S. Hoy. F. Parker Hoy named asst. gen. mgr.; Gerald T. Higgins, adv. & promotion director; Murray Shepard, film & photography director; George F. Crandon, chief engineer. Hour rate will be \$200. Everett-McKinney will be rep.

WATR-TV, Waterbury, Conn. (Ch. 53), now figures on Aug. 8 test patterns, reports mgr. Sam Elman. It will maintain own micro-relay station, already up, at Oxford, Conn., to pick up N. Y. It affiliates with ABC & DuMont. Rambeau is rep.

WTAO-TV, Cambridge, Mass. (Ch. 56) due to be first uhf in Boston area, now plans Aug. 31 tests with RCA equipment and Sept. 28 formal opening, reports gen. mgr. Frederic S. Bailey. Rep not yet chosen.

WGBH-TV, recent educational grantee for Boston (Ch. 2), RCA equipment specified, begins construction at Blue Hill transmitter site within 60 days. Programming is scheduled for Oct. 1954, according to Ralph Lowell, pres. of Lowell Institute Cooperative Bestg. Council.

**Station Accounts:** TV has helped piano business so much, that at least one piano manufacturer is turning to it as a "natural" for advertising. Piano makers agree that industry's boom—greatest in nearly 30 years—should largely be credited to TV, which builds up demand for pianos by familiarizing public with the instrument in use and by restoring the home to its former position as a center of entertainment. Steinway & Sons, whose agency is N. W. Ayer, celebrates centennial in October, and Steinway Dealer Assn. plans ad campaign, including TV-radio to back up newspapers . . . Druggists' Supply Corp., at N. Y. meeting with its 159 wholesale drug company members last week, launched "Gifts Galore for 1953" campaign designed to stimulate independent drugstore sales of Christmas gifts; TV will be used, thru Ruthrauff & Ryan . . . Chunky Chocolate Corp. sponsoring new Abbott & Costello film series on local TV stations, thru Peck Adv., N. Y. . . . Remington Arms films series of TV commercials at Robert Lawrence Productions, N. Y., to be placed by BBDO . . . Swift & Co.-sponsored *How Does Your Garden Grow?* live with John Ott on WNBQ, Chicago, being filmed by International Film Bureau for spotting for Swift's Vigoro plus other partic. sponsors on other stations . . . Kasko Mills Inc. (dog food) buys *Linkletter & the Kids* for 7 new markets from CBS-TV film sales, placed thru Clark & Rickerd, Detroit; it's now in 25 markets. Nalley's Inc. (salad dressing) buys *Amos 'n' Andy* for 7 Pacific northwest markets, thru Ruthrauff & Ryan, Seattle, making 31 in all . . . Phillips Petroleum buys *Ziv's I Led 3 Lives* for key midwest markets; Golden State Co. (dairy) buys it for 9 California markets . . . Alliance Mfg. Co. (Tenna-Rotor)

**Network Accounts:** Standard Oil of Indiana to sponsor half of each of Chicago Cardinals & Chicago Bears home football games on ABC-TV for 12 Sundays, beginning at 2 p.m., thru McCann-Erickson; other half of each game to be offered for local co-op sponsorship . . . Admiral Corp. sponsors *All-Star Football Game* from Soldiers Field, Chicago, on 69-station DuMont hookup Aug. 14, beginning 9:30 p.m., thru Erwin, Wasey . . . Hazel Bishop (lipstick) buys *Peter Potter's Juke Box Jury*, musical panel show featuring popular west coast disc jockey, for 52 weeks on ABC-TV beginning Oct. 4, Sun. 9:30-10:30, thru Raymond Spector Co. . . . Landers, Frary & Clark (Universal appliances) buys Wed. 3:30-3:45 p.m. segment of *Kate Smith Show* on NBC-TV, thru Goold & Tierney . . . Sealy Mattress Co. to sponsor *Comeback*, new audience partic. drama on ABC-TV, beginning Sept. 18, Fri. 9:30-10 p.m., thru Olian & Bronner . . . Mutual of Omaha (hospital insurance) buys segment of *Arthur Godfrey Time* on CBS-TV, 8 weeks beginning Aug. 3, Tue.-thru-Thu., 10-10:15 a.m., alternating with Kleenex, thru Bozell & Jacobs . . . Toni Co. buys *Bride & Groom* on CBS-TV, starting Aug. 4, Tue. & Thu. noon-1 p.m., thru Leo Burnett Inc.; General Mills has Mon.-Wed.-Fri., thru Knox Reeves Adv. . . . Carter Products (patent medicines) to sponsor *Walter Winchell* on ABC-TV alt. weeks, beginning Oct. 11, Sun. 9-9:15 p.m., thru Sullivan, Stauffer, Colwell & Bayles; alternates with Gruen . . . Johnson's Wax to sponsor *Life with Father & Mother*, based on Clarence Day memoirs, on CBS-TV, beginning in fall, Sun. 7-7:30 p.m., thru Needham, Louis & Brorby . . . Thor Corp. (appliances) renews *Quick as a Flash* on ABC-TV, alt. weeks, beginning Sept. 10, Thu. 10:30-11 p.m., thru Henri, Hurst & McDonald.

New mobile unit for TV remotes (type TJ-53A), announced by RCA this week, includes air-conditioned control room, "air exhaust" enclosure for power supplies, storage space for 3 camera chains, numerous innovations. Descriptive booklet is available from RCA Broadcast equipment section, Camden, N. J.

planning new fall campaign, thru Foster & Davies, Cleveland . . . Paramount buys saturation campaign of 76 partic., 20-sec. spots and IDs on WCBS-TV to promote its *War of the Worlds*, thru Donahue & Coe, N. Y. . . . Illinois Bell Telephone Co. sponsoring repeats of *Victory at Sea* on WNBQ, Chicago, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: Hayr Co. (Hayr hair restorer), thru Lewis F. Herman Co., Newark; Burma Vita Co. (Burma Shave), thru Bozell & Jacobs, Chicago; Pharmaco Inc. (Chooz and Feen-a-mint), thru Doherty, Clifford, Steers & Shenfield, N. Y.; Flagg Bros. (shoes), thru Campbell-Ewald, Chicago; Huddnut Sales Co. (Tru-Tint hair coloring), thru Dancer-Fitzgerald-Sample, N. Y.; Aerator Sales Co. (Firestone faucet aerator), thru Jones Frankel Agency, Chicago; Lindavap Corp. (Bug-It insect control), thru Thomas Lacey Agency, Ann Arbor, Mich.; Antonio Palazzolo Co. (Duncan Hines macaroni products), thru Ralph H. Jones Co., Cincinnati; Sharon-Jay Togs Inc. (playwear for boys & girls), thru Ovesey, Berlow & Straus, N. Y.; National Tea Co. (food stores), thru Schwimmer & Scott, Chicago; George S. May Engineering Co. (business engineering), thru M. M. Fisher Assoc., Chicago; Billings & Gage (Puffy-Fluff meringue mix), thru Fairall & Co., Des Moines; Hirsch Bros. & Co. (Paramount foods), thru Fred A. Becker Adv., Lexington, Ky.; Speedy Specialties (Speedy potato cutter & dicer), thru Alan Cameron Co., San Francisco; Turner-Smith Drug Co. (Poundex reducing formula), thru Dowd, Redfield & Johnstone, N. Y.; Dad's Root Beer Co., thru Ross Roy, Detroit; International Latex Corp. (Dryper & Flush-away panties), thru Chas. Dallas Reach, N. Y.

**T**HOUGH AT&T filed its first application for microwave to feed proposed community antenna system in Casper, Wyo., this week, some community operators are seriously exploring idea of using cable for distances as far as 70 mi. What's wrong with microwave, they say, is that ordinary radio relay will provide only one program and that FCC is mighty niggardly with its precious frequencies. They point out that a cable can handle many programs simultaneously and that FCC doesn't care how much cable is used. In some areas—parts of Pennsylvania, for example—a 70-mi. run of cable could feed several dozen towns, making it economically practical.

Microwave to serve Casper with Denver TV signals (Vol. 9:7) was applied for by Mountain States Telephone & Telegraph Co. Proposed community operation will be headed by Casper insurance man Bill Daniels, backed by oilmen Earl Lyle & Hal Barnes and attorney W. J. Wehrl. To date, all other community systems in country, totaling about 240 (see directory in *TV Factbook No. 17*), have picked signals directly out of air. Microwave would start at Crow Creek Hill, 9 mi. from Laramie, require 5 intermediate repeaters, could also serve Douglas and Wheatland. Phone company estimates cost at \$166,000, construction period 8 months, says: "The residents of Casper have expressed a strong desire for this service and it is the applicant's belief that the system [will] provide a type of TV service [which is] not available by any other method."

Equipment maker Spencer-Kennedy, Cambridge, Mass., reports community system under way in Brattleboro, Vt., plus new system to begin shortly in Globe-Miami (Ariz.) area.

**Power increases:** KETV, Denver boosted power July 31, feeding 25-kw amplifier into 12-bay antenna. GE reports shipment of 20-kw amplifier to WENR-TV, Chicago, 35-kw amplifiers to WMBR-TV, Jacksonville; KEYL, San Antonio; KPIX, San Francisco. RCA shipments included 25-kw amplifier to WBAY-TV, Green Bay, Wis., and 10-kw transmitter to KROD-TV, El Paso.

PLAY-AS-YOU-LOOK TV popped into the news again this week, in wake of introduction of bill to call subscription TV or radio "common carrier" (H. R. 6431), submitted by Rep. Hinshaw (R-Cal.), Pasadena Congressman who ranks next to Chairman Wolverton on Commerce Committee. Cries of anguish rose from subscription-TV proponents, and understandably so, since status as common carrier would make fee-TV subject to rate regulation by FCC, limitation of profits to "reasonable return on investment," etc.—hardly what they have in mind.

It will be months before House gets around to considering bill, but its introduction may well prove to be spark finally setting off official debate on subject. It's long been our opinion that Congress will regard subject too juicy for FCC to handle alone (Vol. 7:34). Even if FCC finds time to consider matter (it has petition for hearing from Zenith), mere pendency of bill may well forestall decisive Commission action.

Hearing that he is being charged with "blocking" subscription TV, Hinshaw stated that bill is "exploratory," that purpose is to get everyone's views on subject.

In wake of Hinshaw's bill, Zenith held press conference in New York this week, showed new promotional film. Zenith publicity consultant Millard Faught opined that FCC will "cooperate with the inevitable" and approve idea.

Another fee-TV proponent, Arthur Levey (Skiatron Corp.) said he was sure Congress would prove reasonable, stated he plans west coast demonstration of his punched-card technique.

"Extraordinary expenditures" by NBC in promoting WVEC-TV (Ch. 15) in Norfolk area were suggested as "proper subject of inquiry" in letter this week to FCC from Eliot Lovett, Washington attorney for WTAR-TV, Norfolk vhf which is switching its affiliation from NBC to CBS (Vol. 9:20-21, 24, 29). He said Commission may wish to determine whether WVEC-TV "has relinquished control of the station, even on a temporary basis." WVEC-TV attorney Marcus Cohen quickly shot letter to Commission charging "what WTAR-TV is really complaining about is the fact that it will no longer enjoy a complete monopoly of newspaper and TV circulation in the market." Meanwhile, WVEC-TV pres. Thomas P. Chisman announced station, due on air in few weeks with full NBC-TV schedule, has signed \$125,000 worth of local business in last 10 days, including 52-week contracts for one 30-min. and two 15-min. programs as well as 30 weekly station breaks. The 30-min. was sold to Smithfield Packing Co. (hams), thru Ferguson & Kennerly, Norfolk.

Walter Schwimmer Productions Inc., Chicago, has filed \$1,000,000 damage suit in Chicago Federal court charging copyright infringement by Cowles Publications Inc., United Television Productions Inc. and Telenews Productions Inc., claiming UTP-distributed *Look Photoquiz* is copy of Schwimmer's phone quiz *Movie Quick Quiz*. In \$505,000 plagiarism suit filed in Santa Monica, Cal. against CBS, N. W. Ayer and sponsors, radio writer John W. Greene alleges *You Are There* copies his *Broadcasting History* submitted to network in 1947.

National Union Radio Corp. reports sales of \$7,723,082, net profit of \$334,844 (13¢ a share) for 6 mo. ended June 30 vs. sales of \$6,580,642 and loss of \$34,963 in same 1952 period.

Muter Co. reports net profit of \$261,447 or 40¢ per share on 661,825 shares, for first 6 months of 1953 vs. \$212,002 (33¢ on 651,200 shares) same 1952 period.

Cornell-Dubilier reports \$34,081,000 sales, \$1,258,353 net profit (\$2.35 a share) for 9 mo. ended June 30 vs. \$27,396,372 sales, \$1,105,743 profit (\$2.05) previous period.

**Financial & Trade Notes:** A rosy picture of present and prospective business is painted by Philco exec. v.p. James H. Carmine, in response to inquiry from *Television Digest*. He said company's 6-mo. report, due in few days, will show total sales well over \$235,000,000, about 40% ahead of last year, marking records for both second quarter and first half 1953. Both sales and earnings are substantially above prior periods despite rising manufacturing costs and strong competition, he said.

"Philco sales of TV receivers in the first 6 months of 1953 were an astounding 59% above same period of 1952. Sales in new uhf markets have been well up to expectations. Sales of radio sets were 42% ahead. Sales in the booming air conditioner market, in which Philco has led in sales for the last 17 consecutive years, were 62% above the first 6 months of 1952.

"The fact that Philco's TV sales were 59% above last year while the subject of color TV was being widely discussed and when some persons were predicting 'color by Christmas' proves that the sale of black-&-white sets has not been seriously harmed by publicity about color. The public understands that color TV is a long way off, that it will be very expensive at first and that it will continue to get the same high class entertainment now being enjoyed on new black-&-white receivers."

\* \* \* \*

Motorola achieved all-time peaks in both first half and second quarter sales, reports pres. Paul Galvin. First half sales were \$109,532,968, up 57% from the \$69,793,051 of first half 1952. Second quarter sales were \$44,673,101, up 44% from the \$30,939,956 of 1952 quarter. Earnings after taxes for first half were \$4,640,679 (\$2.40 per share) vs. \$3,129,704 (\$1.62), and for second quarter were \$1,466,471 (76¢) vs. \$891,569 (46¢).

Pres. Galvin reported communications products and home and car radios were up considerably over last year and said Motorola "expects to maintain company's No. 1 position in both two-way and consumer radio." With new TV markets opening and existing stations extending range of coverage, he looks for satisfactory last half in TV. When color is ready, he assured stockholders, Motorola will be ready for its share of market; but due to smaller picture and prices 3 to 4 times equivalent size black-&-white, he predicted color will start out very slowly and will accelerate to become quite important from a sales standpoint in 1956 & 1957. "But black-&-white," he added, "will represent large volume and profit for many years to come."

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Stromberg-Carlson sales for first half 1953 totaled \$31,042,754, net profit \$1,071,271 (\$2.43 on 420,875 shares), compared with sales of \$19,861,125, profit of \$580,342 (\$1.56 on 329,119 shares) for first half 1952. Second quarter sales were \$17,703,551, profit \$404,971 (88¢) vs. \$10,860,316 and \$248,191 (91¢). Pres. Robert C. Tait said outlook for rest of year is "encouraging," predicted "steady improvement throughout the balance of the year" for TV-radio div. Broadcasting div. (WHAM-TV & WHAM, Rochester) continues to operate profitably, he said, and along with telephone and sound equipment divisions, has "assumed major importance in our over-all sales and earnings picture."

Packard-Bell sales for 9 mo. ended June 30 were record \$24,952,801, net profit \$1,151,729, which compares with \$22,724,273 sales for all fiscal 1952 and with \$17,008,627 sales and \$863,426 profit for 9 mo. ended June 30, 1952.

Magnavox report for fiscal year ended June 30, due in few weeks, will show sales of about \$60,000,000, compared with \$37,000,000 in preceding fiscal year, according to pres. Frank Freimann.

**CLOGGED PIPELINES DETER PRICE HIKES:** It remains to be seen whether Admiral's action raising list prices of 21 models by \$20 to \$40 will touch off a wave of price rises by time the fall trade gets under way. Admiral's avowed purpose was to increase its discounts to distributors and dealers, though it probably picked up a little margin for itself, too, to help offset higher labor and materials costs.

Fact that Philco hiked four 21-in. models \$10 each tended also to create uncertainty among other manufacturers, particularly the smaller ones, for it's fact that costs are rising and their profit margins narrowing. It's even less secret, of course, that distributors-dealers everywhere are clamoring for longer discounts.

One of the major producers, observing that perhaps the trade is willing to sell fewer sets if it can get better discounts by way of higher lists, indicated an uncertainty about future prices that to us betokens a strong probability that a reasonably good market this fall will quickly signal higher prices. Even if the market is slow, he said, it's conceivable prices will have to go up because of the cost factors as well as the need to get "a better push from the dealers."

This spokesman noted that refrigerators and stoves, which are having tough going and loaded with inventory, recently raised prices. With so many new markets opening up, TV should be able to absorb any rises much more readily, he opined.

But he was alone in opinion that prices could go up despite basic economic factors of supply and demand. Philco says it isn't planning any more hikes, nor are Crosley, Emerson, Motorola, Magnavox -- at least, that's their position now. On the other hand, should another major entity raise prices substantially, it might very well set a trend in motion even against present retarding factors.

\* \* \* \*

That main retarding factor, of course, is the heavy inventory with which the industry as a whole enters its fall season. At mid-year, some 3,818,000 TV sets had been produced and about 2,000,000 were in all trade pipelines (693,490 of them factory inventory). That compares with 2,300,000 produced, 1,500,000 in pipelines (418,000 factory) at end of first half of 1952, with no new markets then in sight.

Rate of inventory climb is indicated by fact that pipelines at end of first 1953 quarter held 1,600,000 sets (205,496 factory) and at beginning of this year they had 1,200,000 (119,345 factory). High factory inventory of all time was 717,000 as of last June 19, but figure has been diminishing gradually since then.

While July 1 total of 2,000,000 TVs in all pipelines is highest on record, it should be noted that these represent preparation for fall trade, for new markets. Midsummer doldrums are traditional, with pickup always in August and September.

There's nothing alarming about the figures, we're told, but an industry spokesman quickly added that "unless business balloons" the heavily supplied pipelines will lead the industry to cut back production during last 6 months -- this despite fact those are usually better output months than first half. Good guess is that not more than 3,000,000 more sets will be made during second half, so that the 1953 total should fall short of 7,000,000. In "normal" 1952, it was 6,096,279.

\* \* \* \*

Production pace, which in May began to go below 100,000 weekly (from as high as 150,000-190,000 per week first quarter) continued at considerably slackened level third week of this third quarter. Week ended July 24 saw 68,371 sets produced (5682 private label) as against 70,619 week ended July 17 and 65,790 week ended July 10. Figures for first 6 months (see p. 11) embraced 26 weeks ended July 3.

Radio sets jumped to 180,200 week ended July 24 (93,960 private label) which compares with 131,488 week ended July 17 and 126,486 week ended July 10. Radios for July 24 week were 42,747 home sets, 27,325 portables, 25,307 clock, 84,821 auto.

RETMA released revised figures for first 6 months, showing 3,834,236 TVs and 7,266,542 radios produced, which compares with 2,318,235 TVs and 5,456,035 radios in same 1952 period. Here's the official breakdown:

	Total TVs	Total Radios	Home Sets	Portables	Auto	Clock
January .....	719,254	1,093,142	361,921	93,962	447,667	189,592
February .....	730,597	1,192,439	402,742	87,711	491,062	210,924
March (5 wks) ....	810,112	1,549,203	442,101	177,656	654,367	275,079
April .....	567,878	1,158,936	286,974	201,476	483,092	187,394
May .....	481,936	1,108,991	278,156	204,065	497,379	129,391
June (5 wks) ....	524,479	1,163,831	287,724	239,189	505,774	131,144
TOTAL	3,834,236	7,266,542	2,059,618	1,004,059	3,079,341	1,123,524

**RETMA—GROWING WITH THE INDUSTRY:** For second time in less than 4 years, the trade association formed in 1924 to serve radio manufacturing industry has had to change its name, revamp its organizational setup. Such is the dizzying progress of the industry based on the magic electron, which this year will do business of more than \$5 billion -- and which still has no place to go but up.

Radio-Electronics-Television Manufacturers Assn. is new name of old RTMA, which changed name from Radio Manufacturers Assn. in June 1950 (Vol. 6:23). New name and bylaws were approved by overwhelming proxy vote of membership counted at meeting of officers in Washington July 27 (Vol. 9:6,14,17,22,25).

Reorganization recognizes fact that electronics has grown far beyond fields of communications and home entertainment -- that dollar volume of military electronics alone now exceeds TV-radio. It signals big new recruiting drive by RETMA among electronics firms not in TV-radio business -- probably with special emphasis on the aircraft companies which now have large electronics depts.

New RETMA bylaws divide board of directors into parallel committees -- the Radio-TV Industry Committee, headed by board chairman Robert C. Sprague, and the Electronics Industry Committee, headed by Western Electric's Fred Lack. Permanent committee chairmen will be elected Sept. 17. RETMA's various divisions (set, parts, technical products, tube, amplifier) will come under one or both committees.

To give representation to new electronics companies, board was empowered to elect up to 10 additional directors-at-large, and set, parts & tube divisions were allocated total of 9 new directors. Each director will serve on either Radio-TV or Electronics committee. If his company falls in both categories, he may designate alternate to serve on second committee.

Of RETMA's 350 members, some 75% fall within both "TV-radio" and "other electronics" categories. Alternative to broadening organization would have been the formation of a second trade association for electronics industry -- which would have meant two "rival" organizations, both pursuing same basic interests, with much of the same membership and with considerably less strength and prestige than a single group representing entire electronics industry.

**Trade Personals:** John B. Swan Jr., Philco, reappointed chairman, Wm. L. Fogelson, Mallory, vice chairman, of RETMA traffic committee, to which board chairman Robt. C. Sprague appointed 24 other members this week. Leslie F. Muter reappointed chairman of annual awards committee, whose membership includes pres. Glen McDaniel, the 4 other past presidents (Max Balcom, Paul Galvin, A. D. Plamondon Jr., H. E. Richmond) and the 5 div. v.p.'s (Robt. S. Alexander, sets; R. E. Carlson, tubes; R. G. Zender, parts; H. J. Hoffman, technical products; Sidney Harman, amplifier & sound equipment) . . . David Sarnoff, RCA chairman, one of dinner guests at White House July 27 . . . James McGuire, ex-Motorola and Thor, named Hallicrafters credit mgr., succeeding Caleb A. Shera, promoted to distributor sales counselor . . . James J. Bacher appointed Pacific northwest sales rep for General Instrument's new Silverline vhf-uhf converters . . . Martin W. Krenske, ex-Standard Transformer, joins Edwin I. Guthman Co. as asst. sales mgr. . . . Bert Cole advanced

to v.p. & director of Servel-N. Y. . . . Jerome Bresson promoted to chief engineer, Tele King . . . Sandy Cameron appointed Arvin TV-radio district mgr. for southwestern states, succeeding Elmer Jorgensen, promoted to merchandise mgr. at main plant . . . Harry Goodstein promoted to mgr., Clarostat precision control div. . . . Abe Kosakowsky, ex-Tele King, named field service mgr., Jewel Radio . . . Bert Miller, ex-Westinghouse, appointed Seattle regional sales mgr., Stewart-Warner . . . Vinton K. Ulrich, ex-National Union renewal sales mgr., joins David Bogen Inc. . . . John Littlekin promoted to sales mgr., Merit Coil, succeeding W. J. Barron, now manufacturer's rep on the west coast . . . Dr. T. T. Goldsmith, DuMont research v.p., named honorary mayor of his home town of Greenville, S. C. while there for Aug. 1 formal opening of new WGVL.

Robert B. J. Brunn, 42, Hazeltine senior staff engineer, died of heart attack this week while vacationing at Grand Forks, N. D.

**R**AYTHEON went in for showmanship in a big way at its distributor-dealer convention in Chicago Opera House July 30, attended by some 1500. It had actor Edward Arnold and bevy of models on stage to introduce line of 40 new TV models, along with trumpeter Louis Armstrong with group of entertainers singing music and lyrics specially written for big sales meeting, which was addressed by C. F. Adams Jr., pres.; Wm. F. Dunn, TV sales & engineering v.p.; Wm. J. Helt, TV-radio div. gen. sales mgr.; Henry F. Argento, TV-radio div. v.p.; George M. Hakim, adv. mgr.

More than half of line, which ranges from 17-in. leatherette table model at \$200 to 24-in. vhf-uhf console at \$600, has built-in all-channel tuner. Line actually is comparatively short one, Helt explained, for some vhf models have vhf-uhf optional in same cabinet, and cabinet finishes account for most of seemingly large total.

Tables start at \$200 for 17-in. vhf, go up to \$240 & \$250 for 17-in. uhf-vhf; \$240 & \$250 for 21-in. vhf; \$300, \$320, \$360 & \$370 for 21-in. uhf-vhf. Consoles are \$250 & \$260 for 17-in. vhf, \$280 & \$290 for 17-in. uhf-vhf, \$280 & \$300 for 21-in. uhf-vhf—with deluxe line ranging from \$280 to \$350 for 17-in. and from \$330 to \$595 for 24-in. Aluminized tubes run \$10 & \$20 more. There are also two 21-in. uhf-vhf-radio combinations at \$545 & \$575.

Besides "memory tube" (see below), Raytheon promised it will be in forefront of color tube production, which v.p. Wm. Dunn called "type of problem right down our alley." But he said, "You cannot possibly expect color TV receivers on the market before spring of next year [and] present techniques will permit the production of only a dribble of tubes [because] entirely new manufacturing processes and techniques must come out of the laboratory before large scale production at reasonable prices can be expected." It's Raytheon's intention, backed by big developmental and promotional program, "to storm the top production ranks of the TV industry," he added.

Pres. Adams also said: "Color TV is the springboard from which Raytheon will work itself into of the first 8 set manufacturers in the industry."

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New "memory tube" developed by Raytheon can store TV image for 2 months or more and "holds promise of bringing trans-Atlantic TV nearer to reality." So pres. C. F. Adams Jr. told Raytheon distributors and dealers at Chicago convention this week, in outlining company's research and development work. Because memory tube can be fed information at relatively slow rate, wide bands of frequencies aren't necessary and pictures presumably could be sent across ocean on regular "short waves." Pictures wouldn't be in motion, but would consist of rapidly changing series of stills. "Motion, we believe, will come later," said Adams.

New method of helping TV servicemen diagnose and repair TV set troubles was offered in manual titled *Service Saver* released at Raytheon Chicago convention this week by Carroll W. Hoshour, sales engineering director. Booklet contains photos of 40 possible picture troubles, each numbered. When something goes wrong with set, owner calls serviceman and tells him, "My picture looks like No. 7 or No. 10 or No. 24," as case may be. Serviceman has manual giving schematics for each numbered condition, what causes trouble, list of parts involved.

RCA Victor this week reported that Schine hotel chain has ordered 2000 sets for hotels in Miami, Boca Raton, Los Angeles, Albany, together with master antenna systems.

"When UHF Comes to Town" is new 15-minute film produced by Philco and shot in 6 different uhf cities; it's available to distributors to show dealers in new uhf areas.

Distributor Notes: Crosley distributors appeared this week to be holding onto Crosley franchises and adding Bendix Home Appliance line, as result of consolidation of sales organizations of the 2 Avco subsidiaries (Vol. 9:30). In many cases, reluctance of Bendix distributors to give up franchises from "big 4" TV manufacturers is reported to have been deciding factor. Reported continuing Crosley and adding Bendix line were: California Electric Supply, San Francisco; Pittsburgh Products Tri-State Co., Pittsburgh; Graybar, St. Louis; Superior Distributing Co., Kansas City; Walding, Kinnan & Marvin, Toledo; Steel City Supply, Birmingham, Ala. . . . Crosley distributorship discontinued by Capitol Paper Co., South Bend, Ind. . . . Westinghouse appoints Tristate Electrical Supply Co., Baltimore, for Md., Va., W. Va. & parts of Pa. & Del. . . . Specialties Distributing Co., Detroit (DuMont), elevates gen. mgr. Wm. Rutherford to v.p. . . . DuMont Miami factory distributing branch names Edward T. Crane district mgr. for Jacksonville area, with headquarters at 730 Dellwood Ave. . . . Olson & Co., Philadelphia (DuMont) sales mgr. Rowland Guildford resigns . . . Graybar names S. M. Cook mgr. of Milwaukee branch, replacing R. J. Harkins, who retires Aug. 15 . . . Hoffman Radio appoints Savage & Son Inc., Los Angeles, replacing Ward-Terry Co., now handling RCA; Hoffman also names Thomas-Hamilton Co., Columbus, O. (Gail Thompson, pres.) ; Modern Appliance & Supply Co., New Orleans (B. M. Meyers, pres.) . . . Raytheon appoints Higgins Distributing Co., Baltimore (W. T. Higgins, pres.) . . . Hallicrafters-Chicago Inc. names ex-credit mgr. Don. J. Mackenzie to post of gen. mgr., replacing Thomas Paxton, resigned . . . Motorola sets up factory branch, Motorola-Baltimore Co., 522 Light St. (Charles F. Shaw, gen. mgr.), replacing Greber Distributors, Baltimore; Mory Distributors Inc., New Haven, no longer handling Motorola . . . Raytheon appoints Daybert Mfg. Co., Detroit (Robert Parkins, pres.) . . . CBS-Columbia appoints Love Electric Co., Seattle-Spokane, Wash., Portland, Ore. (Jack Burnett, sales mgr.).

\* \* \* \*

TV business is "a Garden of Eden" compared with refrigerator trade, according to Irving Sarnoff, Bruno-N. Y., biggest RCA distributor, also handling Bendix refrigerators. Reason, he says, is that refrigerator field is 90% saturated, hasn't offered anything technically new for long while. As for TV: "Considering the time of year, the season looks good to us, though dealers aren't doing enough business. But you can't judge the market by its activity now." Radio business is good, he added, and record business is extraordinarily good.

Scott Radio pres. John S. Meck, in statement July 29, foresaw TV price increases this fall as result of 21.8% higher cost of manufacturing than year ago. He said TV prices "probably will never again be as low as they are now" and attributed summer overstocks as only reason they've been held down so far. Cost increases listed by Meck: labor, up 18.5%; materials, up 8-10%; cabinets, up 14.5%; engineering, doubled; merchandising, up slightly.

DuMont closed deal this week with Statler hotels of New York, Boston and Hartford for installation of 3800 specially-designed TV sets, all 17-in., all capable of tuning in 5 AM and/or FM stations as well as TV, with system capable of being used by management for announcements to all rooms. Installation will be by American Communications Corp., N. Y. New York and Boston installations are to be completed this fall, Hartford in summer of 1954.

Camden police reported last week that \$100,000 worth of radio crystals, made for Army, had been stolen from RCA Victor plant. They were pilfered gradually since last March. Costing about \$14 each, they were being sold at \$2 each. No arrests have yet been made.

**T**RUCE IN KOREA—what does it mean, business-wise, to electronics-TV-radio? From standpoint of consumer purchases of TV-radios, outlook is tied to that of other consumer durable industries—autos, furniture, appliances—and question is largely psychological one: Will there be “peace panic” among consumers? So far there are no signs of consumer letdown, and most prognosticators agree fall business picture looks good.

As to military orders, there seems to be unanimous agreement that electronics (together with aircraft) will probably suffer from fewer cutbacks than other defense industries, with no appreciable slackening of military business for remainder of fiscal year. This week we asked several of the top TV-radio manufacturers to comment on business significance of truce, and these are the highlights:

Motorola exec. v.p. Robert Galvin says his company expects “no appreciable change in the military load,” its 1954 defense business running about the same as 1953. Much of electronics military gear, he points out, isn’t expendable in same sense as munitions, and many electronics orders are long-range, for advanced equipment or research & development—vital to preparedness program. Cutbacks to date, he added, have been balanced by additional orders for other equipment. As to civilian business, he looks for “good, stable fall market.” Motorola pres. Paul V. Galvin, in half-year report to stockholders July 31 (see *Financial & Trade Notes*), foresaw “no significant change in military production due to the Korean truce.” As an indication of company’s confidence in the increasing need for military electronics development, he announced plans for addition of 40,000 sq. ft. to Phoenix (Ariz.) lab, doubling its military research and development facilities.

**Electronics Reports:** Prospects for Commerce Dept.’s Business Services Agency, which is slated to include an Electronics Div., looked dim at week’s end. Commerce Secy. Sinclair Weeks had asked \$7,000,000 to carry on Commerce Dept.’s defense production activities now being handled by Commerce’s NPA. House approved only \$4,000,000 and Asst. Secy. Craig Sheaffer pleaded with Senate Appropriations Committee that small appropriation would delay vital military production. This week Senate voted \$5,500,000 for agency, but Senate-House Conference Committee July 31 cut amount down to \$4,200,000. Meanwhile, 3 of the 4 staff members of NPA Electronics Div. were released July 30, only acting dir. Donald S. Parris remaining. Leaving are Joseph Bauer and Ray Knobbe.

“First Five years of the Transistor,” article by Bell Labs president Mervin J. Kelly in summer issue of *Bell Telephone Magazine*, is restrained yet exciting report on transistor’s development and potential. Though transistor will find its way into Bell System only gradually, Kelly says, “other fields of application—military electronic systems, home entertainment, special services—may well have the larger initial uses.” Interesting footnote on transistor production: “The germanium [prepared for transistors] may very well be the purest material in existence.”

Tactical use of TV to observe and direct troop movements was demonstrated this week to 500 West Point cadets at Ft. Monmouth, N. J. They witnessed simulated beach invasion and destruction of “enemy” radar station at Fort Hancock, 12 mi. away, on 8 TV receivers. Camera got clear view of action from L-20 plane at 3000-ft. altitude. Picture was microwaved to Signal Corps’ mobile TV unit at Monmouth, then piped by closed circuit to screens.

Motorola is setting up new test lab at Loyal Oak, O., suburb of Akron, to which TV & radio receivers picked at random from Chicago and Quincy plants will be shipped for quality control checks. Arthur Pape, from service dept., is in charge of lab on Rymer Rd. & U. S. Highway 21.

Said another major electronics manufacturer, who asked his name not be used: “Our backlog of defense orders as the Korean War ends is the same as it was last Dec. 31—altogether it will run about 18% of our business this year. We’ve had no cancellations and no indications of cancellations. Govt. business is nice, but not too profitable. It fills a gap, of course, but I believe our industry is flexible enough to take any cutbacks in stride.”

One of very biggest electronics companies concurs, adding it sees no signs of cutbacks as yet—though it’s inevitable that later appropriations for war purposes will be cut if Korean peace sticks. The electronic defense items it turns out are highly specialized, much going to Air Force. Long-range govt. planning has always been predicated on a “plateau” or decline after second half 1954, so spokesman said this company won’t be taken by surprise. Moreover, govt. business isn’t highly profitable, represents less than 20% of this company’s over-all—and it wouldn’t hurt much if it all were taken away tomorrow.”

This spokesman added philosophically: “Quite aside from sentiment, peace is welcome because war business creates nothing. It just destroys, and doesn’t contribute anything to the national wealth.”

Philco exec. v.p. James H. Carmine contributes this view of truce’s effect on business: “Cessation of hostilities in Korea and possible cutbacks in govt. defense orders should not have a serious impact on the industrial economy. American industry is better prepared for any economic adjustments that may come than it has been in advance of a similar event in the past half-century. Our industrial climate is healthy, our financial position is strong, and our people are psychologically prepared for a long era of continued expansion and prosperity.”

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Novel bent-neck picture tube, developed experimentally by Philips in Holland, is described in August *Tele-Tech Magazine*. With tube neck bent at angle somewhat more than 90 degrees, complete receiver is housed in cabinet 13.6-in. deep, 19.7-in. wide, 14.2-in. high. Picture size is about 13x10-in. Special focusing coil and beam-bending magnet are used. Technical description is given in Philips’ June *Technical Review*.

Westinghouse has bought govt.-owned electronics plant at Lansdowne, Md. which it has operated under lease since 1942. Purchase price of 60-acre facility, which Westinghouse built for Govt., was not disclosed. It produces induction heating equipment, microwave equipment, railroad radios, power line carriers, radio transmitters & radar components.

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Donald A. Quarles, v.p. of Western Electric Co. and pres. of its subsidiary Sandia Corp., Albuquerque, N. M., has been chosen by President Eisenhower as Asst. Secy. of Defense for Research & Development. Quarles was vice chairman of committee on electronics of govt. Joint Research & Development Board, is past pres. of AIEE, one-time mayor of Englewood, N. J. and ex-Bell Labs v.p.

Stanford Research Institute’s engineering div. has revised its aircraft radiation systems lab and regrouped technical sections under a radio systems’ lab headed by Dr. J. V. N. Granger, asst. chairman of engineering dept., with Dr. John T. Bolljahn as asst. head. New groupings: communications, John F. Honey, head, and Dr. Frank W. Clelland, supervisor; antenna research, Dr. Bolljahn, head; antenna development, Allen Ellis, head; airborne applications, Dr. Donald R. Scheuch, head, and Henry Blanchard, supervisor; microwave, Dr. Seymour Cohn, head.

Karl W. Jensen, Jensen Industries Inc., elected chairman, Assn. of Electronic Parts & Equipment Mfrs., succeeding Francis F. Florsheim, Columbia Wire & Supply Co.; Theodore Rossman, Pentron Corp., is vice-chairman.

## Network TV-Radio Billings

June 1953 and January-June 1953

(For May report see *Television Digest*, Vol. 9:26)

**I**T'S NIP & TUCK between NBC-TV and CBS-TV for top place in network billings, judging from June Publishers Information Bureau report which for second time this year gives CBS-TV slight edge. Achieving new summer peaks, CBS-TV registered \$7,399,078 vs. NBC's \$7,249,395. It was in April that CBS-TV first took lead away from NBC-TV by about \$250,000 (Vol. 9:22). Record June's cumulative total for all networks was \$17,049,574 vs. \$13,209,836 in June 1952.

Illustrating rising tempo of TV network sponsorships, 6-mo. total of all 4 networks rose to \$104,503,846 from \$92,178,666 the preceding 6 mo. and \$88,616,114 the same 6 mo. of 1952. NBC-TV continues to lead cumulative total slightly for half year, with \$45,044,048 vs. CBS-TV's \$44,205,527. ABC-TV is down about \$900,000 from same 6 mo. of 1952; DuMont is up about same amount.

In radio, CBS continues its consistent lead, June billings totaling \$5,220,143 vs. \$4,629,252 in June 1952 and comparing with NBC's \$3,979,471 vs. \$3,708,014 in June 1952. Cumulative radio billings for Jan.-June are \$31,281,720 for CBS, \$24,732,789 for NBC, \$15,353,074 for ABC, \$11,174,831 for MBS—all save ABC well ahead of same 1952 months. Cumulative radio billings of \$82,542,414 for combined networks are only about \$1,000,000 down for the month. Following is the complete PIB report:

### NETWORK TELEVISION

	June 1953	June 1952	Jan.-June 1953	Jan.-June 1952
CBS	\$ 7,399,078	\$ 5,385,820	\$ 44,205,527	\$ 32,451,094
NBC	7,249,395	5,794,534	45,044,048	40,957,481
ABC	1,597,253	1,279,985	9,866,205	10,717,768
DuMont	803,848	749,497	5,388,066	4,489,771
Total	\$17,049,574	\$13,209,836	\$104,503,846	\$88,616,114

### NETWORK RADIO

	June 1953	June 1952	Jan.-June 1953	Jan.-June 1952
CBS	\$ 5,220,143	\$ 4,629,252	\$ 31,281,720	\$ 29,640,429
NBC	3,979,471	3,708,014	24,732,789	24,183,934
ABC	2,110,958	3,001,314	15,353,074	19,403,716
MBS	1,807,206	1,632,977	11,174,831	10,262,680
Total	\$13,117,778	\$12,971,559	\$82,542,414	\$83,490,759

### NETWORK TELEVISION—January-June 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$ 17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860*	17,720,036*
May	1,813,985	7,622,432	864,870	7,987,065*	18,288,352*
June	1,597,253	7,399,078	803,848	7,249,395	17,049,574
Total	\$ 9,866,205	\$44,205,527	\$ 5,388,066	\$ 45,044,048	\$104,503,846

### NETWORK RADIO—January-June 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	1,974,699	4,342,082	14,640,685
Apr.	2,637,364	5,375,243*	1,974,359	4,196,009	14,182,975*
May	2,593,923	5,333,481*	1,994,358*	4,141,070	14,062,832*
June	2,110,958	5,220,143	1,807,206	3,979,471	13,117,778
Total	\$15,353,074	\$31,281,720	\$11,174,831	\$24,732,789	\$82,542,414

\* Revised as of July 28, 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.

Sen. John Bricker (R-O.) is new chairman of Interstate & Foreign Commerce Committee, succeeding late Sen. Tobey (R-N.H.), after senior committee Republican Sen. Capehart (R-Ind.) chose to retain chairmanship of Banking & Currency Committee. Sen. Bricker hasn't been particularly active in communications; he was quite intent on seeing that Ohio State U got an educational TV grant, though he failed in attempt to get it a vhf channel.

**Telecasting Notes:** Trend to film in TV is more apparent than real, judging from Hollywood dispatch to July 29 *Variety*, captioned "Bring 'Em Back Live Trend Worrying Vidpix Industry." Says story: "Despite roseate promises, not a single live N. Y. teleshow made the transition to film this season and the telepix industry, which mushroomed steadily since its birth several years ago, has struck its first snag. Comparatively little new production has been set aside for the coming season." One leading film producer said, "TV film is in a very hazardous stage and may not come out of it for 2 or 3 years." . . . Producers queried about Hollywood TV film situation gave reasons ranging from rising labor costs to lack of original ideas and lack of prime time slots on networks, noting that even such film comics as Red Skelton are reverting to live. Producer Michael Meshekoff (*Dragnet*) is quoted: "There's a real fight on the part of network interests and agencies to keep TV shows off film. They feel film spells doom or death for the networks" . . . Mae West to produce series of half-hour TV films, starring herself in famous historical romances; partner in venture is Wm. LeBaron, ex-Paramount chief . . . Nanette Fabray, musical comedy star featured in RCA-NBC color experiments, returning from Hollywood to N. Y. to prepare for new series of NBC colocasts . . . Fred Coe on 5-week leave of absence to produce Horton Foote's *Trip to Bountiful* for Broadway, gets first trial at Westport (Conn.) Playhouse Sept. 7 week; play was first presented on *Goodyear Playhouse* (NBC-TV) last March 1 . . . CBS-TV signs Red Skelton to exclusive contract for Tue. 8:30-9 p.m. show from Hollywood; also signs up producer-writer Carroll Carroll, whose first assignment will be *Bob Crosby Show*, Mon.-thru-Fri. 3:30-4 p.m. . . . Little League Baseball Inc., whose "little world series" will be played Aug. 28 at Williamsport, Pa., has signed exclusively with CBS-TV for 3 years . . . "TV's Best Idea," caption of article in Aug. 1 *Saturday Evening Post* by Maurice Zolotow, is said to be panel-type program; they're also easiest to produce and cheapest, says writer . . . WHAS-TV, Louisville, publishes 38-p. brochure on its cancer operation telecast of last April 22, gen. mgr. Victor Sholis stating he hopes other stations and medical associations will undertake similar efforts in battle against cancer . . . Some 1400 program ideas and lists of program production and sales organizations are contained in 156-p. "Shows" edition of *Radio-Television Daily* published July 30; very useful reference volume for all telecasters . . . Petry takes over representation of WICU, Erie, Pa., Aug. 18, succeeding Headley-Reed . . . KROD-TV, El Paso, names Branham as national rep, succeeding Taylor.

Four applications for TV stations were filed with FCC this week, including another for uhf Ch. 31 in New York City. Together with this week's 10 grants and 11 dismissals, these bring total pending to 548, of which 175 are uhf. New York application is owned half-&-half by AMs WHOM (*Il Progresso Italiano*) and WOV, will compete with WNEW and city-owned WNYC, earlier applicants. Other applications were for Buffalo, Ch. 2, by group headed by George F. Goodyear, investments, and including ex-Sen. Herbert R. O'Conor (D-Md.); Portland, Me., Ch. 13, by Murray Carpenter, ex-WABI-TV, Bangor, whose previous application for Ch. 13 with ex-Gov. Horace Hildreth, was dismissed; Grand Forks, N. D., Ch. 10, by principals of WMIN-TV (CP) & WMIN, St. Paul, who hold majority interest in KELO-TV, Sioux Falls, S. D. [For further details about these applications, see *TV Addenda 17-D* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, see *TV Factbook No. 17* with *Addenda* to date.]

**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:** { FCC Unanimously Proposes NTSC Standard, page 1  
Nashville & Valley City, N. D. Grants, page 2  
2 in Kansas City, 3 Others Start, page 2  
UHF Grantees Seek Approval of Fee-TV, page 3

Lineup for 'Tallest TV Tower' Race, pp. 4 & 7  
Transmitter Shipments & Upcoming Stations, page 5  
Trade Enters Era of 'Hard Selling', page 8  
New Hallicrafters and Capehart Lines, page 10

**FCC UNANIMOUSLY PROPOSES NTSC STANDARDS:** Timing and nature of FCC's color proposal, as reported last week (Vol. 9:31), came off exactly according to schedule. Aug. 7, Commission released its notice of proposed rule-making looking toward adoption of standards requested by industry -- all 6 commissioners voting unanimously. Industry is given until Sept. 8 to file comments, then 15 more days for replies to comments.

Notice is brief, uncomplicated, and defers decision on two matters, as was expected -- on industry's requests that demonstrations in Washington be dispensed with and that criteria on initial receiver costs be interpreted liberally.

Commission limited its comments on field-sequential system -- which is still officially on the books -- to statement that field-sequential equipment isn't being built; that no one plans to use system; that it's incompatible; that Commission has always said it would have picked a compatible system if a satisfactory system had been available at time field-sequential system was adopted.

FCC then listed the criteria which new compatible system had to meet before it could be considered. It stated that a signal on air in Washington isn't necessary to start rule-making -- but that "the Commission will determine at a later date whether during the course of the proceedings [Washington signal] will be required."

Regarding cost and performance of present color sets, the Commission said: "We are of the view that petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings."

\* \* \* \*

What these statements mean is that Commission really has no grave doubts about system but that it wants proceedings to be kept "open-ended" so that it can do anything it considers desirable at any time. Emphasizing this, final paragraph says: "The Commission will specify in subsequent notices the time and nature of demonstrations and tests, and such further proceedings as may be necessary."

When all comments and replies are in, on Sept. 23, Commission will decide whether and when to hold oral or written hearing, observe demonstrations (if it hasn't already observed them), etc. Taking everything into account, assuming no major hitches, it means final approval of system near year's end.

Rep. Wolverton, chairman of Commerce Committee, called FCC's action "gratifying," said he hopes Commission can dispense with further proceedings on Sept. 8 (when first comments are due) and adopt system immediately.

All petitions filed to date, requesting approval of standards recommended by NTSC, were automatically included as comments in proceeding. Petitioners, so far, are NTSC, RCA-NBC, Philco, Sylvania, GE, Motorola. Notice is Mimeo 93247, Docket 10637, available from FCC -- or we'll get it for you. For technical details of standards, see our July 25 Special Report.

Wholeheartedly in compatible color swim now, CBS this week got FCC per-

mission to put color on network for sustaining programs Sept. 10-Dec. 10. NBC has had such authority for some time, has transmitted several color programs to its affiliates (Vol. 9:29). Neither ABC nor DuMont has indicated similar plans yet.

More and more manufacturers and telecasters may be expected to step up color promotion as the date of final approval of new system nears. Hallicrafters' Wm. Halligan told his Aug. 3 sales convention that first sets will cost about \$1000; that color production will really hit stride in 1956; that it will launch TV industry "into a bonanza period which will last for 10 years, the greatest the industry has ever known"; that 1954 will see production of 50,000 color sets "at the most"; and that "hard selling" of black-&-white is now order of the day.

Playing up placement of order for color equipment with RCA, KMTV, Omaha, said it expects delivery May-June, 1954. It told set owners that only difference they'll probably detect on black-&-white sets will be sharper or clearer picture, and station noted that first color sets will run \$800-\$1000.

**NASHVILLE & VALLEY CITY, N. D. GRANTS:** Light action on CP front this week, with FCC granting only two: Nashville, Tenn., Ch. 5, to WLAC; Valley City, N.D., Ch. 4, to John Boler's North Dakota Bcstg. Co. Nashville's second post-freeze grantee got vhf channel allocated nearby Old Hickory, Tenn. after competing WKDA dropped out under option to buy 50% of grant and sell WKDA. WLAC is owned by Life & Casualty Insurance Co., managed by F.C. Sowell, with ex-RCA engineer Ralph L. Hucaby recently engaged as technical TV operations director and F.D. Binns to be chief engineer. It will give city 3 vhf outlets: WSM-TV (Ch. 4) is a pre-freeze station, and WSIX-TV (Ch. 8) was granted last week (Vol. 9:31).

Valley City grant is second in state to Mr. Boler, who opened KCJB-TV, Minot last April 4 (Vol. 9:15) and who owns KSJB(AM) in Jamestown. Commission scheduled 2 more hearings, to start on Sept. 4: Wilmington, Del., Ch. 83, and Saginaw, Mich., Ch. 51. [For further details about CPs and hearings, see Addenda 17-E herewith; for complete data on all applications, see TV Factbook No. 17 with Addenda to date.]

**2 IN KANSAS CITY, 3 OTHERS START:** Ch. 9 time-sharers KMBC-TV & WHB-TV, Kansas City, authorized June 24 and getting delivery of DuMont 5-kw transmitter week later, hit air with test patterns near midnight Aug. 1, ran programs next day 3-10 p.m., and on Aug. 3 went on fulltime schedule starting 8 a.m. They're basic CBS-TV with base rate of \$900 per hour. Free & Peters represents KMBC-TV, whose pres. is veteran radio-man Arthur B. Church and v.p.-managing director is George J. Higgins. Blair is rep for WHB-TV, headed by Donald D. Davis, also a broadcasting veteran.

Intense radio rivals, the KMBC (CBS) and WHB (MBS) managements got together for quick half-time grants, worked out unique deal whereby each is on air from same transmitter (atop Power & Light Bldg.) about 9 hours daily, alternating segments of 1½ hours. Each announces sign-over to the other at the 90-min. intervals.

They bring first fulltime network competition to city. Kansas City Star's pioneer WDAF-TV (Ch. 4) is NBC basic, heretofore has fed off all 4 networks. Since last June, Kansas City has had uhf service from Herbert Mayer's KCTY (Ch. 25), and the new vhf KCMO-TV (Ch. 5) is due on air on or about Aug. 20 as ABC basic.

\* \* \* \*

Three other stations started this week, making total on air 215, of which 53 are uhf. Post-freeze starters number 107 to date. Others this week:

KMO-TV, Tacoma, Wash. (Ch. 13) began tests Aug. 2 at 4 a.m., and at 7 p.m. put on 5-hour dedicatory program which owner Carl T. Haymond reports drew more than 5000 calls not only from Seattle-Tacoma area but from as far away as Vancouver, B.C. (139 mi. to north), Portland, Ore. (120 mi. south), Salem, Ore. (162 mi. south). It now has daily 3:45-11 p.m. commercial schedule, including NBC-TV shows. Base rate is \$425. Gen. mgr. is Jerry Geehan. Transmitter is 10-kw RCA with 12-bay antenna rising 951 ft., highest structure in Puget Sound area. Branham is rep.

KUSC-TV, Los Angeles (Ch. 28), second non-commercial educational to go on air (first being KUHT, Houston), began testing Aug. 3 and plans to continue test pattern noon-5 p.m. daily, reports William H. Sener, gen. mgr. It's supported by oil-rich

Allen Hancock Foundation, located on U of So. California campus. RCA transmitter is using interim antenna in lieu of one planned earlier atop KFMV-FM antenna. It's the first educational uhf, will be watched closely to see whether its programs (in well vhf-saturated city already served by 7 vhf stations) will attract many viewers.

WTVP, Decatur, Ill. (Ch. 17), smack in center of state and covering virgin TV territory, got first test patterns on air Aug. 4, goes commercial with good backlog of sponsorships and with interconnections with CBS, ABC & DuMont promised Oct. 1. Gen. mgr. is Harold G. Cowgill, hometown boy who quit Washington law practice to set up station for big miller Wm. Shellabarger. Equipment is RCA, with 602-ft. Stainless tower. Base hourly rate is \$200. George W. Clark Inc. is national rep.

Note: In reporting start of KMMT, Austin, Minn. (Ch. 6) last week, we gave wrong base rate; it's \$200, and station is affiliated with CBS, ABC, DuMont.

**4 UHF GRANTEES SEEK APPROVAL OF FEE-TV:** Long-anticipated wedding of subscription-TV proponents and uhf grantees in markets well-served with vhf was celebrated this week when 4 such uhf CP-holders -- none of which has yet begun to build -- joined in petition asking FCC to approve pay-as-you-look principle.

Sparkplug behind move is New Brunswick (N.J.) Home News (WDHN-TV, Ch. 47), whose TV advisor Will Baltin is credited with idea. He's former executive secy. of old Television Broadcasters Assn. Other signers of petition: WIP-TV, Philadelphia (Ch. 29); Stamford-Norwalk TV Corp., Stamford, Conn. (Ch. 27); WEI-TV, New Haven, Conn. (Ch. 59). Principals say they expect more to join.

Trepidation of these grantees about economics of their particular situations is quite understandable, since all are in heavily saturated vhf territory and have little or no prospects of getting strong network affiliations. But, merits of fee-TV aside, danger in petition is that some elements of industry may interpret it as indication that all uhf stations have similar tough row to hoe -- which is, of course, far from the truth. Petition naturally plays up the difficulties some uhf stations are encountering, dwells on demise of WROV-TV, Roanoke (Vol. 9:29).

Petitioners don't endorse any particular system of subscription TV, but they state that "adequate technical, public acceptance and economic information is available for the Commission to render a decision." They cite at length various polls indicating public's willingness to pay for certain types of programs and the statements of sports promoters who feel that fee-TV will protect them from alleged inroads of free TV. On availability of current feature films for such service, they say nothing, however. As for basic policy considerations, petition says:

"Petitioners are not in accord with the view that the establishment of subscription TV service would necessarily constitute a drastic revision in the American concept of broadcasting. Petitioners envisage subscription TV service as an adjunct [and] will support at the hearing an approach calling for a limited or regulated amount of subscription telecasting [to] preserve a proper balance..."

Cited also is material based on our reports (Vol. 9:28) of American Research Bureau surveys showing rate of uhf receiver growth and conversions in various markets, according to amount of vhf service available in each.

Whole matter "should be of grave concern to Commission," petition says, "since it raises a substantial question as to whether a fully competitive nation-wide TV system utilizing the uhf spectrum, as envisaged by the Commission in its Final Television Allocation Report, can be achieved in the absence of a satisfactory solution to the problem."

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Hanging over whole pay-as-you-look question, however, is Rep. Hinshaw's dynamite-packed bill (H.R. 6431) making such service common carrier (Vol. 9:31). One free-TV proponent says that "broadcasters wouldn't touch the idea with a 10-ft. pole, if this bill passes, unless the whole section of the Communications Act covering common carriers is entirely re-written, too."

Further identification of petitioners: New Brunswick Home News is well-heeled newspaper that sunk \$300,000 into FM-only station, lost it all. WIP-TV is owned by Gimbel store family, operates successful AM. Stamford group is headed by

Prentiss Brown (42%), ex-Senator from Michigan, chairman of Detroit Edison Co., member of Brown, Lund & Fitzgerald, Washington law firm; partner Wendell Lund also holds 42%; attorney Vincent Gaughan, who figured in Kefauver presidential campaign, owns 15%, is also 33 1/3% owner of new WBES-TV, Buffalo (Ch. 59), due on air soon. WELI-TV principals were among earliest uhf enthusiasts. Besides Brown-Lund firm, the law firms joining in preparing petition were Welch, Mott & Morgan (E. Stratford Smith) and Dow, Lohnes & Albertson (John P. Carr).

**LINEL UP FOR 'TALLEST TV TOWER' RACE:** Latest contender in "world's tallest TV tower" sweepstakes is new Ch. 9 CP-holder KWTV, Oklahoma City, building 1556-ft. structure 6 mi. north of city. The fantastic 1747-ft. proposal of WFAA-TV, Dallas (Vol. 8:45) held lead until couple weeks ago, when Govt.'s Air Space Committee turned it down. WFAA-TV was told it could erect the structure south of proposed site, but it hasn't indicated plans to go ahead with the tower at new site.

Whole KWTV plant will cost \$1,167,500, with roughly \$750,000 for tower-&-antenna system. Ideco tower will be 1500 ft., surmounted by 56-ft. RCA supergain antenna. Air Space approval has been obtained, so there should be no hitch. Ch. 13 educational applicant, Oklahoma State Regents, may also use tower when and if it is granted CP and builds. It will take 9-12 months to erect the tower, but KWTV may hit air earlier with interim setup. George Davis is consulting engineer.

Tower would be world's tallest man-made structure. Empire State Bldg., with TV tower-&-antennas, is 1470 ft. Tallest tower of any kind is still Air Forces' 1212-ft. loran tower near Rome, N.Y. And the tallest TV tower, so far, is WSB-TV's 1059-ft. structure in Atlanta. KWTV tower will weigh about 1000 tons, require plot of land 2000-ft. square for guy wires.

The KWTV call letters stand for "World's Tallest Video". It's owned by veteran broadcasters backed by millions in oil and theatre money. Grant went to Oklahoma Television Corp. after competing KOMA dropped application, agreed to buy 50%. Executive v.p. of operating company will be Edgar T. Bell, ex-Daily Oklahoman and WKY, who will own 10%. Voting stock is to be held 50% by KOMA Inc. (John T. Griffin), and these officers and stockholders are presently listed: Roy J. Turner, oilman and ex-Gov. of Oklahoma, pres., 12%; Henry S. Griffing, chain theatre operator (Video Independent Theatres Inc.), 12%; Luther T. Dulaney, RCA distributor, 12%; F.E. Harper, oilman and partner of Mr. Turner, 12%. Latter are all v.p.'s.

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Anything higher in the works? No applicant has proposed anything taller, but we hear that Air Space Committee has been queried by WCAE, applicant for Ch. 4, about feasibility of 1800-2000-ft. tower in Pittsburgh area. Under present rules, maximum power on Ch. 4 would be limited to 10 kw at 2000 ft. above average terrain.

According to FCC files, there are 28 stations or CP-holders authorized to use towers of 1000 ft. or more. Of these, 9 are now operating with such towers, though 5 of these are on Empire State Bldg. Of the 28, two don't yet have Air Space approval -- WFAA-TV's request having been turned down, and application of Crosley's WLWA, Atlanta, still waiting for clearance.

For list of the 9 now operating and the 19 with FCC approval, see p. 7. In addition to these, FCC lists 32 applicants proposing towers over 1000 ft. Some have been approved by Air Space, some not, but all applicants' proposals have yet to be approved by FCC, of course.

Talking about tall towers, one mustn't forget that Nature has done far better job of building towers, in form of mountains, than man possibly can. Thus, a mere 100-ft. pole atop Mt. Wilson, Mt. Washington or Cortez Pass (Vol. 9:28), means much more in terms of area coverage than a 1500-ft. tower in the plains.

Another contender for the "world's tallest", in terms of area coverage, is KOB-TV, Albuquerque, owned by Time Inc. and former FCC chairman Wayne Coy, mgr. It holds CP to put 183-ft. tower-&-antenna atop 10,833-ft. Sandia Crest. With 4200-ft. above average terrain, it would definitely outrank all U.S. stations. It's due on air about Sept. 15, and claims it will beat XEQ-TV at Mexico's 11,975-ft. Cortez Pass.

DUMONT BREAKS log-jam delaying its uhf shipments next week when it sends first 1-kw to WBES-TV, Buffalo (Ch. 17), followed before month ends by 5-kw to WNOK-TV, Columbia, S. C. (Ch. 67) and 1-kw to KNUZ-TV, Houston (Ch. 39). By end of Sept., another 1-kw goes to WNOW-TV, York, Pa. (Ch. 49). That's to be order of next uhf deliveries, DuMont announced, as 5-kw WGLV, Easton, Pa. (Ch. 57), which began testing June 26, (Vol. 9:27) and goes commercial Aug. 14, underwent signal surveys this week. The WGLV transmitter was DuMont's first uhf to be delivered and, except for a few bad spots due to mountainous terrain, is reported to be putting "a really solid signal over the area." Rumor has it that Eimac klystron in DuMont 5-kw transmitter may be re-rated to 10-12 kw, for some channels at least. DuMont also has order for KERO-TV, Bakersfield, Cal. (Ch. 10), due for delivery about Sept. 1 and on air Sept. 26. Note: DuMont announces new Bulletin No. TTD-T201 describing its 1-kw uhf, with diagrams, photos and graphs, available on request from transmitter div., Clifton, N. J.

GE shipped 5-kw transmitter Aug. 6 to upcoming KOIN-TV, Portland, Ore. (Ch. 6), with 35-kw amplifier due to follow in Sept. GE reports order for Aug. delivery of 5-kw transmitters to WSJS-TV, Winston-Salem, N. C. (Ch. 12), and for Sept. deliveries to WSIX-TV, Nashville (Ch. 8), and KHOL-TV, Kearney, Neb. (Ch. 13). This week, 12-kw uhf went to WEEU-TV, Reading, Pa. (Ch. 33); orders for Aug. deliveries of 100-watters were placed by WPFA-TV, Pensacola, Fla. (Ch. 15), with 1-kw to follow in Sept., and by WCOC-TV, Meridian, Miss. (Ch. 30), with 12-kw to follow in Sept. KTAG-TV, Lake Charles, La. (Ch. 25), is now slated for Sept. delivery of its 1-kw. GE also reported these new orders: WLTV, Wheeling, W. Va. (Ch. 51), KTVE, Longview, Tex. (Ch. 32) and WMAC-TV, Massillon, O. (Ch. 23), each for 100-watts in Aug., 1-kw amplifiers to follow in Sept.; WTVQ, Pittsburgh (Ch. 47), 12-kw in Sept.; KSTM-TV, St. Louis (Ch. 36), 12-kw in Oct.

Full-scale production and shipments of transmitters, now resumed at RCA after vacation slowdown, will show fruits next week when 4 uhf transmitters are due to be shipped—to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); WTAP, Parkersburg, W. Va. (Ch. 15), and California Television Co., Sacramento (Ch. 40). This week, only uhf to be shipped went Aug. 3 to WITV, Ft. Lauderdale, Fla. (Ch. 17). Next week, also, one 10-kw driver for new vhf to WCIA, Champaign, Ill. (Ch. 3).

Federal got off 2 uhf transmitters Aug. 5 to WTVU, Scranton (Ch. 73), and KFAZ-TV, Monroe, La. (Ch. 43), having last week shipped to WTVI, Belleville, Ill.-St. Louis (Ch. 54). Next on list are WACH-TV, Newport News, Va. (Ch. 33), and KHTV, Baton Rouge, La. (Ch. 40), but no delivery dates are given.

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

Buffalo's 2 uhf grantees are racing to get on air during August—and Buffalo, rather than Pittsburgh, may well be first city where 2 uhf competitors challenge a long-establish vhf. WBES-TV (Ch. 59) last week got RCA transmitter and on Aug. 15 is due to get 20-gain antenna, RCA's second of that type. It now plans to be on air before end of Aug., this week announced appointments of Roger M. Baker, ex-gen. mgr. of local WKBW, as gen. mgr.; Robert Tryon, ex-KCSJ-TV, Pueblo, Colo., chief engineer.

WBUF-TV, Buffalo (Ch. 17), has rescheduled target date to mid-Aug., though it still awaits delivery of DuMont transmitter, now due to be shipped week of Aug. 10. Exec. v.p. Gary L. Cohen this week announced appointment of G. Paschal Swift, ex-WGR, Buffalo, as commercial

mgr.; Thomas J. Maloney, ex-WSBA-TV, York, Pa. and KEYL-TV, San Antonio, program director; Victoria Patrick, ex-WKBW, Buffalo, traffic. H-R Television will be rep.

KSTM-TV, St. Louis (Ch. 36), now that 8-week steel-workers' strike has been settled, began erection of concrete footings of 600-ft. Blaw-Knox tower Aug. 3, figures now on 6-8 weeks more to complete that job and installation of GE transmitter, so defers originally announced Sept. 1 target date. Meanwhile, pres. Wm. Ware has protested to FCC and Federal Trade Commission against WTVI, Belleville, Ill. (Ch. 54), calling itself a St. Louis station and advertising it's already on air. Belleville is 13.8 mi. from downtown St. Louis, across Mississippi, and WTVI has its business office in St. Louis' Boatmen's Bank Bldg., will embrace St. Louis as primary area when Federal transmitter, delivered last week, begins telecasting shortly. There's plenty precedent in both TV & radio for utilizing contiguous or nearby big city as originating point of programs and commercials and as identification point in identifying location of station. H-R Television will represent KSTM-TV. Weed will represent WTVI.

KETC, St. Louis educational grantee (Ch. 9), planning late fall debut (Vol. 9:24) with RCA, GPL and Altec equipment, has acquired \$450,000 capital fund (\$100,000 in facilities and equipment pledged by St. Louis and Washington U's). Grantee chairman Arthur H. Compton reports response to \$490,000 operating expense fund-drive has been most encouraging. About half of \$300,000 annual operating cost will come from St. Louis area schools authorized to appropriate \$1 per year for each student; remainder raised by popular subscription. Charles Guggenheim, ex-WOI-TV, Ames, Ia., named acting station director.

WJPB-TV, Fairmont, W. Va. (Ch. 35), has ordered 1-kw DuMont transmitter and RCA antenna, began construction July 20 of addition to WVVW-WJPB transmitter building, hopes to begin testing by mid-Jan. When it goes commercial Feb. 1, WJPB-TV has agreements, reports owner J. Patrick Beacom, for affiliations with all 4 networks. Mr. Beacon recently purchased WBUT, Butler, Pa., 500-watt daytime AM on 1580 kc (with CP for 1050 kc), paying \$21,161 to *Butler Eagle* for property. He also operates WETZ, New Martinsville, W. Va. and WVVW, Fairmont, latter along with WJPB-FM. Headley-Reed will be TV rep.

WFIE, Evansville, Ind. (Ch. 62), last reporting Dec. start (Vol. 9:26), has RCA equipment due in mid-Aug., studio and transmitter under construction, but now plans tests in late Sept. and programming in Oct., according to gen. mgr. Ted Nelson. Taylor will be rep.

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KYTV, Springfield, Mo. (Ch. 3), is getting tower this week, already has its 10-kw RCA transmitter, begins test patterns Sept. 15, has signed with ABC & NBC, according to gen. mgr. J. Gordon Wardell. Homer Tindle has been named sales mgr.; Carl Fox, program director; E. Dennis White, chief engineer; Opal Lawson, traffic mgr. Hollingbery will be rep.

KVOA-TV, Tucson, Ariz. (Ch. 4), reports it will keep the Sept. 15 target that was set after many delays (Vol. 9:23), because RCA transmitter is on hand, antenna now being prepared for installation, studio-transmitter building will be ready by Aug. 30. Raymer will be rep.

WCSH-TV, Portland, Me. (Ch. 6), will expand Congress Square Hotel quarters of radio affiliate to provide TV studio space, has RCA equipment on order, plans transmitter atop nearby Blackstrap Hill, and is "going to try very hard indeed to get station on the air at least by the end of 1953," reports gen. mgr. Bill Rines. Weed is rep.

WMFD-TV, Wilmington, N. C. (Ch. 6), granted last week, hasn't ordered equipment but plans debut next spring, reports pres. R. A. Dunlea. Rep not yet chosen.

**Personal Notes:** Paul D. Miles, chosen as engineering asst. by FCC chairman Rosel Hyde, is returning to FCC after 5-year leave of absence as member of International Frequency Registration Board in Geneva, Switzerland . . . John F. Floberg, ex-asst. Secy. of Navy for Air, rejoins Kirkland, Fleming, Green, Martin & Ellis law firm as resident partner in Washington office . . . Frank U. Fletcher is merging his Washington law practice with that of Spearman & Roberson and becoming partner in latter firm as of Sept. 1 . . . Stephen W. Kershner and Howard T. Head now partners in A. D. Ring & Assoc., Washington consulting engineers . . . Frank Samuels, ex-ABC western div. v.p. recently with Wm. Morris Agency, on Sept. 1 becomes head of CBS-TV Pacific Coast network sales, King Horton having resigned as combined TV-radio sales chief to form partnership with George Foley in program packaging field; Bob Reitzel, from N. Y. spot sales office, named radio network sales mgr. . . . Robert M. Purcell, director of operations, KTTV, Los Angeles, resigns to start own management consulting service . . . Klaus Landsberg, v.p. & gen. mgr. of KTLA, Los Angeles, wins 1953 Fairfax B'nai B'rith Menorah Award, will be honored at testimonial dinner . . . Warren V. Bush resigns as TV-radio director, Young & Rubicam, to join Radio Free Europe, Munich . . . W. C. Swartley continues as mgr. of Westinghouse's WBZ-TV, Boston, as Paul Mills is transferred from sales mgr. of WOWO, Ft. Wayne, to mgr. of radio WBZ, in policy of separation newly instituted by Westinghouse Radio Stations Inc. pres. E. V. Huggins . . . George G. Tons, KDKA sales mgr., named midwest sales mgr. for all Westinghouse stations, headquartered in Free & Peters Chicago offices; John G. Stilli Jr., from WBZ-TV & WBZ, becomes KDKA sales mgr. . . . J. R. Kerns, Storer v.p. in charge of WSAI, Cincinnati, named managing director of WBRC-TV & WBRC, Birmingham, recently acquired by Storer; James E. Bailey, ex-managing director

of Storer's WAGA-TV & WAGA, Atlanta, appointed WBRC radio mgr. . . . Charles E. Trainor named promotion-publicity mgr., WAGA-TV & WAGA, succeeding Lee Brook . . . Thornton W. Chew, ex-KFMB-TV & KFMB engineering chief, joins John Poole as engineering-operations director of new KPIK-TV, Los Angeles, and KBIC-TV, Sacramento . . . Alan Bunce, New York, reelected pres. of AFTRA at Hollywood convention last week; Frank Nelson, Hollywood, first v.p. . . . Clem Randau, onetime UP business mgr. who last year purchased control of KXOB, Stockton, Cal. from Lincoln Dellar, has sold out to Joseph E. Gamble, owner of KCMJ, Palm Springs, and brother of ex-theatreman Ted Gamble (KOIN, KJR, KLZ); new KXOB owner says he will file for TV . . . Robert M. Gillham, ex-J. Walter Thompson v.p. in charge of TV film, named v.p. of Cunningham & Walsh, in charge of Liggett & Myers account . . . Wally Getze, ex-engineering supervisor, named night operations mgr., KLAC-TV, Los Angeles . . . Jason Lane, ex-Schwerin, joins NBC-TV film div. as research director . . . Reavis Winckler, ex-Filmcraft Productions, named publicity director, KTTV, Los Angeles . . . Alma Graef, mgr. of service dept., promoted to Mutual commercial operations mgr., succeeded by her asst. Katherine Johnson . . . Stan Shaw, ex-NBC, CBS & DuMont, named program mgr. of upcoming WITV, Ft. Lauderdale, Fla. . . . Wm. H. Shaw, ex-trade paper representative, named mgr. of KHMO, Hannibal, Mo., recently purchased by James P. Bolling from *Hannibal Courier-Post*, now part-owner of CP for new KHQA-TV, Hannibal . . . Lin Mason, WLWT program director, has resigned to enter advertising field in Cincinnati . . . Francis N. Littlejohn Jr. ex-CBS-TV, joins ABC-TV as director of news & special events under new TV news v.p. John Daly . . . Emanuel Sacks, RCA staff v.p. and gen. mgr. of RCA Victor record dept., elected to serve as NBC staff v.p. as asst. to Gen. Sarnoff while latter is acting pres. of network.

Radio station ownership changes continue at much swifter pace than TV—there are so many more of them, with so many more owners deciding to quit AM field because of unwillingness or inability to get into TV. This week, 2 major sales of 50-kw non-network outlets were reported—WINS, New York, and WJJD, Chicago. The WINS sale, handled by broker Howard Stark, involves price of \$450,000; purchasing company is headed by western broadcasters J. Elroy McCaw and Jack Keating, with theatreman Charles Skouras understood to be acquiring 50%. Crosley, operating 4 TV stations and radio WLW, announced it prefers to concentrate on its "expanding properties and various network affiliations in the midwest and south." The WJJD sale for \$900,000 to Plough Inc., of Memphis, means the complete withdrawal of Marshall Field, publisher of *Chicago Sun-Times*, from the broadcasting field, for he recently also sold his KOIN, Portland, and KJR, Seattle. Possible trend away from newspaper ownership into hands of professional broadcasters may also be betokened, for *Butler* (Pa.) *Eagle* also recently sold its WBUT there. Plough Inc., drug manufacturing firm headed by Abe Plough, owns WMPS, Memphis, and has competitive application (vs. WREC) for Ch. 3 there.

Wm. J. Scripps, founder and former chief officer of *Detroit News'* WWJ-TV & WWJ, still a director and stockholder in the newspaper company but no longer active in it, listed as one of syndicate backing ex-U. S. Senator Blair Moody in planning new Detroit newspaper.

Westinghouse TV stations WBZ-TV, Boston, and WPTZ, Philadelphia, switch from NBC Spot Sales to Free & Peters as of Jan. 31, 1954. That rep firm has represented WBZ & KYW for long time, will then have the 2 TVs as well as all 5 AMs.

"The Commission had authority to adopt a nationwide television allocation plan." This statement, by U. S. Court of Appeals for District of Columbia in Ch. 8 Lancaster, Pa. decision this week, is first court decision on that controversial subject since end of freeze. Ch. 8 case, meanwhile, advanced another step when court upheld FCC's action in moving WGAL-TV from Ch. 4 to Ch. 8, with low power, pending eventual competitive hearing for Ch. 8 between WGAL-TV and WLAN. Latter had challenged FCC's right to grant channel shift. One argument of WLAN was that FCC granted the shift even though WGAL-TV hadn't made application for it. Said court, in part: "If modification of licenses were entirely dependent upon the wishes of existing licensees, a large part of the regulatory power of the Commission would be nullified. The public interest and the interests of other operators must be afforded some opportunity for consideration in this field of changing circumstances." Court also said: "The Commission has minimized the disadvantages to [WLAN] inherent in the situation. The grant is temporary, and it is for limited power. Moreover the Commission has expressly declared twice that it would not give any effect to the expenditure of funds by WGAL Inc., pursuant to the temporary grant."

Educational TV was subject of discussion at national conference of state governors in Seattle this week. Iowa's Gov. Beardsley praised Iowa State College's commercial WOI-TV; Gov. Patterson of Oregon and Gov. Driscoll of New Jersey (whose Dept. of Education holds CP for WTLV, New Brunswick) urged caution by states in getting into educational TV, while Gov. Lodge of Connecticut (holds CPs for WCBE, Bridgeport; WCHF, Hartford; WCNE, Norwich) suggested TV organizations buy time on commercial stations.

**N**OW OPERATING with towers 1000 ft. or higher (see p. 4), are following, according to FCC files (height above ground in parentheses): WSB-TV, Atlanta (1059); WBEN-TV, Buffalo (1057); WHUM-TV, Reading (1034); WTMJ-TV, Milwaukee (1032), plus 5 on Empire State Bldg., all listed with 1465-ft. above ground—WABC-TV, WABD, WCBS-TV, WNBT, WPIX.

Those with CPs to build such towers: KARK-TV, Little Rock, Ark. (1333); WLAC-TV, Nashville (1009); WLWA, Atlanta (1326); WWTV, Cadillac, Mich. (1282); WJBK-TV (1057) & WWJ-TV (1038), Detroit; WKAR-TV, E. Lansing, Mich. (1034); KMBC-TV & WHB-TV, Kansas City, share-time (1023); WHIO-TV, Dayton (1096); WFMJ-TV, Youngstown (1000); KWTW, Oklahoma City (1556); WMCT (1043) and WHBQ-TV (1073), Memphis; WFAA-TV, Dallas (1747); KFYO-TV, Lubbock (1167); WTAR-TV, Norfolk (1029); due to join other 5 on Empire State are WOR-TV & WATV.

Applicants proposing such structures: Jack Stein, Miami (1073); WFLA, Tampa (1054); WXLW (1035) & WISH (1000), Indianapolis; KANS (1064) & Wichita TV Corp. (1071), Wichita; WNOE (1045) & WTPS (1000), New Orleans; KWKH (1138), KTBS (1151) & Shreveport TV Co. (1200), Shreveport; WEEI, Boston (1006); U of Mich., Ann Arbor (1050); Copper City Bestg. Corp., Buffalo (1037); WNEW (1283) & WHOV-TV Inc. (1283), New York; Piedmont Electronics, Charlotte (1049); WTOD (1044), Crosley (1032) & Maumee Valley (1055), Toledo; State Regents, Oklahoma City (1073); TulsaVision (1101) & KRMG-KVOO (1050), Tulsa; WMPS (1100) & WREC (1050), Memphis; Ft. Worth TV Co. (1074); Houston Area TV Co. (1049) & Houston TV Co. (1079), Houston; KTSA, San Antonio (1084); WSAP, Portsmouth, Va. (1026); WSAZ-TV, Huntington, modification (1101); WEMP, Milwaukee (1074).

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NBC-TV's New York flagship WNBT sets new Class AA local rate of \$4800 per hour as of Aug. 15, network Class A rate having gone up from \$4800 to \$5200 on Aug 1. These are first rate-card changes since last November, being predicated on 400,000 increase in area's TV families. Class AA time is 10:30-11 p.m. daily, 6-7:30 p.m. Sun. Half-hour rate is \$2880; 15-min., \$1920; 10-min., \$1680; 5-min., \$1200. Class A time, now 7-7:30 p.m. Mon.-thru Sat., continues at \$4200, \$2550, \$1700, \$1487.50, \$1062.50; Class B, 6-7 p.m. Mon.-thru-Sat., now \$2750, \$1650, \$1100, \$962.50, \$687.50; Class C, all other times, \$1850, \$1110, \$740, \$647.50, \$462.50. Class AA 20-sec. station breaks go up from \$875 to \$975 net (not subject to discount) and 10-sec. (also net) from \$400 to \$500. Class D 20-sec. breaks, sign-on to 3 p.m. Mon.-thru-Sat., go up from \$150 to \$200. (For comparisons with WCBS-TV and other N. Y. area rates, see pp. 80-82, *TV Factbook No. 17*.)

NBC's AM affiliate in Norfolk area as of Sept. 19 will be WSAP, Portsmouth (5-kw on 1350-ke). Now MBS affiliate, WSAP was recently acquired by Charles Duke group and will be managed by ex-CBS stations administrator Carl J. Burkland. It has no connection with new WVEC-TV (Ch. 15) which becomes NBC-TV outlet same date as WTAR-TV & WTAR switch to CBS.

Gardner Adv., St. Louis, on Oct. 1 absorbs Brown Brothers Adv., same city, with S. W. Brown Jr. joining Gardner and Charles H. Brown continuing Brown Radio Productions Inc. as TV-radio packagers. Brown firm handles Ralston Purina account, which S. W. Brown will supervise at Gardner.

ABC-TV plans Pacific Coast regional network (like CBS-TV's), may have Los Angeles, San Francisco, Fresno, San Diego, Bakersfield, Seattle, Portland, Salt Lake, Denver linked by Oct. 1.

**Station Accounts:** National & regional TV spot advertisers totaled 1876 during second quarter 1953, according to *Rorabaugh Report* for quarter released July 25 and based on 145 stations covering 98 markets. This is considerably up from 1260 spot, 160 network in first quarter, based on 120 stations reporting for 76 markets . . . All the spot advertisers are listed alphabetically, with their agencies and markets used, in *Rorabaugh Report* (N. C. Rorabaugh Co., 347 Fifth Ave., N. Y.) which lists these as the 25 top spot TV users: Procter & Gamble, Brown & Williamson, Toni, Bulova, Lever Bros., Standard Brands, General Foods, Colgate-Palmolive-Peet, American Chicle, Miles Laboratories, National Biscuit, Ronson, Williamson Candy, Kellogg Co., Best Foods, Pacific Coast Borax, Borden, Kraft, Camels, Paper Mate Pens, Rival Packing, Trico Products, Lehn & Fink, Carter Products, S.O.S. . . . Among other advertisers reported using or planning to use TV: Colorglo Products (Slick auto polish), thru Phillip J. Meaney Co., Los Angeles; Bristol-Myers (Vitalis), thru Doherty, Clifford, Steers & Shenfield, N. Y.; National Carbon Co. (Prestone), thru Wm. Esty Co., N. Y.; Standard Packaging Corp. (packaging materials, bottle caps), thru C. Wendel Muensch, Chicago; Consolidated Cosmetics (Lanolin hand lotion), thru BBDO, Chicago; U. S. Industrial Chemical Co. (Super-Pyro anti-freeze), thru Geyer Adv., N. Y.; Sawyer Biscuit Co., thru Hartman Adv., Chicago; Rapidol Distributing Corp. (Blensol hair coloring), thru Dowd, Redfield & Johnstone, N. Y.; Plastone Co. (Turtle auto wax), thru W. B. Doner & Co., Chicago; Hanna Paint Co. (paints & varnishes), thru James A. Stewart Co., Carnegie, Pa.; Carr-Consolidated Biscuit Co. (Carr biscuits), thru BBDO, N. Y.; Raytheon Mfg. Co. (TV & radio sets), thru Cowan & Dengler, Chicago; Broil-Quik Co. (infra-red broilers & rotisseries), thru Zlowe Co., N. Y.; Sweet-Orr & Co. (work clothes), thru Friend, Reiss, McGlone, N. Y.; Patricia Reid Cosmetics (nail polish), thru Hepworth Adv., Dallas.

**Network Accounts:** Largest client list of any program in TV history—that's boast of NBC-TV's *Today*, after 18 months of 7-9 a.m. operation. George Frey, NBC-TV network sales v.p., says *Today* now has 58 regular sponsors, with 723 out of 1408 available segments sold for fall, estimates gross of \$2,169,000 for final 4 months of year, not counting special Thanksgiving and Christmas spots. Program is now carried on 46 stations—WSYR-TV, Syracuse, signing as most recent addition . . . Admiral's *Life Is Worth Living* (Bishop Sheen) adds WJAR-TV, Providence, becoming first regular weekly network program to exceed 100 stations; it resumes on DuMont Oct. 13, Tue. 8-8:30 p.m., thru Erwin, Wasey . . . Mogen David Wines buys new quiz show, *Dollar a Second*, on DuMont, beginning Sept. 20, Sun. 10-10:30 p.m., thru Weiss & Geller . . . Commercial Solvents Corp. (paints, varnish) to sponsor new Red Barber show, *Peak of the Sports News*, on CBS-TV, starting Sept. 12, 6:45-7 p.m., thru Fuller & Smith & Ross . . . Seeman Bros. (Air Wick) buys Tue. & Thu. 2-2:15 p.m. segment of *I'll Buy That*, on CBS-TV, beginning in fall, Mon.-thru-Fri. 2-2:30, thru Wm. Weintraub . . . Schick Inc. (electric razors) buys alt. week sponsorship with Carter Products (Rise shaving cream) of *This Is Show Business*, on CBS-TV, beginning Sept. 1, Tue. 9-9:30 p.m., thru Kudner . . . Gemex Co. (watch bands) joins with B&B Pens as alt. week sponsor of *George Jessel Show*, on ABC-TV, starting Sept. 6, Sun. 6:30-7 p.m., thru BBDO . . . Longines-Wittnauer Watch Co. will resume *Chronoscope*, on CBS-TV, Mon.-Wed.-Fri., 11-11:15 p.m., thru Victor A. Bennett Co. . . . Armour & Co. (meats) and Bristol-Myers (Dial soap & shampoo) to be co-sponsors of *Pride of the Family*, starting Oct. 9, on ABC-TV, Fri. 9-9:30 p.m., former thru Foote, Cone & Belding, latter thru Young & Rubicam.

WYATT BUILDING

WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report  
August 8, 1953

**TRADE ENTERS ERA OF 'HARD SELLING':** Look for TV sales to be harder to come by, with little or no help from Washington as national economy begins slow backslide -- the economists call it readjustment -- from wartime peaks. Using Korean truce as peg, NARDA Newsletter this week told the trade: "It's up to us to maintain our economy on a high level through hard, creative selling."

Hallcrafters pres. Wm. J. Halligan gave much the same advice to his distributors at annual meeting in Chicago this week. Urging them to disregard color for time being and concentrate on black-&-white sets, Halligan said:

"I think that we should regard the outlook for black-&-white sales in the transitional period between now and 1956 as a good one if all do what we ought to be doing anyway -- work hard. There are many, many markets to be exploited, but they won't come easy. They will require hard selling, pushing and pitching."

"Take the replacement market, for instance. You distributors and dealers have not as yet awakened to the importance of your real job in vigorously working these replacement markets. Most distributors have been content to let the manufacturers talk about 'second set' markets and give the replacement market message in advertising and in other means of publicity."

\* \* \* \*

Granted that more intensive selling will be the postwar order of the day, trade is still wondering what TV price pattern will be in fall. Price increases still bulk large in any prognosis -- though boosts are likely to be limited in size and scope, sort of hit-and-miss, not across-the-board.

Some think recent actions of Philco & Admiral in boosting prices, latter as means of raising dealer discounts (Vol. 9:30, 31), won't be emulated generally -- at least not before fall-winter market can be gauged. For one thing, there's the check-rein of bloated inventories in all pipelines (Vol. 9:31). For another, recent financial reports by RCA, Philco & Motorola, showing record sales and earnings first 6 months of this year, and similar one expected from Admiral within fortnight, would tend to make it a bit awkward for them to justify price increases.

Motorola's trade advertising this week, playing up "shortest line and longest discount at no increase in prices," would tend to belie any intention on its part to boost lists. Other majors say they have no such plans for present, at least. Smaller manufacturers, hit by higher labor and materials costs, have insisted prices must go up -- but none had announced any changes until this week when CBS-Columbia raised five 21-in. open-face consoles by \$10, pres. David Cogan asserting increased costs of materials and labor were responsible.

\* \* \* \*

Neither help nor much hindrance from Washington seems to be in prospect. The President did promise to urge reduction of taxes generally when Congress returns in January, but he held out little hope for any special relief when he vetoed bill to remove 20% tax on movie admissions, saying it's unfair and discriminatory to single out one industry for relief at this time.

But the industry next winter will pitch hard for elimination of 10% excise on TV receivers. RETMA pres. Glen McDaniel, in statement to House Ways & Means Committee Aug. 7, urged special consideration to exempting color TV sets "in conformance with the tradition of withholding taxes temporarily from new products." He added:

"We believe that, within our present system of selecting excises, it is both inequitable and inexpedient to place an excise on TV. In particular, we think it would be highly undesirable and a radical departure from the traditional solicitude shown for new industries to impose an excise on color TV in its early development."

McDaniel also asked committee to remove excise tax on TV-radio parts, and declared cost of collection of tax is greater than revenue derived.

Appliance industry, particularly affected by excise tax, also had its representative on Capitol Hill. Mort Farr, ex-president of NARDA, last week told committee tax "has caused the price of ironers and dryers to be priced right out of the average family budget. While consumers wait, inventories are piling up."

\* \* \* \*

TV production climbed to 80,589 (5950 private label) week ended July 31, up from 68,371 preceding week and 70,619 week ended July 17. It was year's 30th week and compared with production of 69,962 corresponding week in 1952. It also brought July TV production to estimated 285,000. (For Jan.-June figures, see Vol. 9:31.)

Radio production went up to 226,027 (101,480 private) from 180,200 week ended July 24 and 131,488 week before, bringing July radio production to estimated 675,000. Week's radios: 65,035 home, 41,575 portable, 31,332 clock, 88,085 auto.

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**Trade Personals:** John A. Rankin, director of engineering, and John S. Sturgeon, treas., elected Magnavox v.p.'s . . . Paul V. Galvin, Motorola pres., reappointed chairman of RETMA subscription TV committee. Other committee chairmen reappointed: Glen McDaniel, legal; H. A. Pope, National Union Radio, credit . . . Virgil B. Day, ex-mgr. of employe & plant community relations in Syracuse, named mgr. of GE union relations dept., in charge of negotiating all national union contracts, replacing George H. Pfeif, retired . . . Richard L. Sandefur, ex-northwestern regional mgr., named merchandise mgr., Westinghouse TV-radio div., Sunbury, Pa., replacing Jack Van Deman, reassigned to special duties under national sales mgr. J. F. Walsh; Fred S. McCarthy resigns as Westinghouse TV-radio sales promotion mgr. to form own TV-radio promotion firm . . . Robert C. Cheek promoted to asst. mgr. for engineering, Westinghouse electronics div. . . . Dave Kapp resigns as administrative asst. to Emanuel Sacks, RCA Victor record dept. v.p. & gen. mgr. . . . Ernest N. Kolonsky elected v.p., Muntz TV, replaced as secy. by Emil N. Levin . . . Jerome D. Heibel named Erie Resistor v.p. in charge of research & engineering, Allen K. Shenk sales v.p. . . . Jack Grand elected chairman, Henry Fogel elected pres., Granco Products Inc., Long Island City (converters) . . . M. F. Blakeslee resigns as CBS-Columbia eastern div. mgr. . . . William T. Dean, ex-Packard Motor Co., named Scott Radio promotion mgr. . . . Wm. Wiley, Philco district rep in Washington, Baltimore, Wilmington resigns as of Aug. 31 . . . Gerrard Quinney, veteran Canadian broadcaster, heads new equipment sales div., audio-video productions, S. W. Caldwell Ltd., Toronto . . . Katherine Crowley promoted to exec. v.p., Henry L. Crowley & Co. . . . A. J. Stobbe resigns as CBS-Columbia operations v.p. . . . Donald W. Jackson, ex-Raytheon, becomes Admiral regional sales mgr. for Indiana area out of Indianapolis; E. A. Freiburger, ex-Philco, Milwaukee, will cover for Admiral out of Des Moines . . . Jacob H. Ruiter Jr., DuMont technical adv. mgr., promoted to mgr. of public relations in reorganization of adv. & public relations occasioned by resignation of Douglas Day; he reports to Keeton Arnett, asst. to Dr. DuMont, with each division adv. mgr. handling own product advertising . . . Maurice L. Alexander named plant mgr. of Avco-Crosley Batavia (Ill.) tube plant . . . Emil A. Mesics, ex-Otis Elevator Co., named director of personnel, RCA international div. . . . Louis Jesser named Majestic district sales mgr. out of Denver . . . Clarence M. Clark named mgr. of Westinghouse electronics tube div. plant at Bath, N. Y.

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Frank D. Newbury, retired Westinghouse v.p., now Asst. Secy. of Defense for applications and engineering.

Herman L. Weckler, retired Chrysler v.p., appointed operations v.p., Clevite Corp.

Distributor Notes: Bruno-New York (RCA Victor) adv. mgr. Milton Brown resigns in week which also saw Arnold Cohan Adv. resign Bruno account so pres. Arnold Cohan could "continue my business relationship" with Gerald O. Kaye, who quit as sales mgr. 2 weeks ago after 18 years with Bruno (Vol. 9:30) and is expected to head Crosley-Bendix distribution . . . Greusel Distributing Co., Milwaukee (Crosley) adds Bendix line in furtherance of new Avco policy of consolidating distribution of its 2 subsidiaries (Vol. 9:30, 31) . . . Post & Lester, Hartford (Motorola) opens New Haven branch (Wm. Thibadeau, sales mgr.) in expansion to cover New Haven, Fairfield & Middlesex counties; Electroppliance, Milwaukee (Motorola) appoints Wm. Baker gen. sales mgr., replacing E. Patrick Toal, resigned . . . Hoffman Radio appoints American Wholesalers, Washington, for Washington & Baltimore . . . Raytheon appoints City Electric Co., Syracuse (J. S. Issacs, pres.) . . . DuMont appoints Alliance Distributors, Wichita, Kan. . . . CBS-Columbia appoints Great Lakes Auto Parts & Machine Works, Duluth, Minn. . . . Driscoll Distributing Co., Charlotte (Tele King) appoints William J. Hunt gen. mgr. . . . Horn & Cox Inc., Los Angeles, terminates Pacific Mercury distributorship by "mutual agreement," said Pacific Mercury pres. Joe Benaron . . . Trav-Ler Radio Sales Corp., Boston, names Ray Farnum, ex-Andrea, as sales mgr. . . . Graybar appoints L. J. Hartman TV sales mgr. for Chicago district . . . Majestic Radio opens new factory branch, Majestic Television Distributors Inc., 1103 Columbus Ave., Boston (Manny Rosen, mgr.).

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Muntz TV, storm center of many a pricing controversy, got into another one last week in Dallas, exchanging harsh words with local Better Business Bureau over cut-price ad by its retail store there offering TV sets as low as \$20. BBB investigated, reported: (1) Store didn't have \$20 set in stock before, at time of, or following publication of ad. (2) Other brands advertised were actually competitive makes accepted as trade-ins. Dallas Advertising League adopted resolution denouncing Muntz and its ad agency, Michael Shore Agency, for practices "contrary to public interest and unworthy of the advertising profession." Muntz v.p. Don Adams hotly denied BBB findings, said cheaper sets were clearly advertised as "floor samples and demonstrators," threatened to sue Dallas BBB for libel unless retraction is made.

Emerson is promoting Conelrad system by producing all its radios with special indicators at 640 kc and 1240 kc, the two frequencies to be employed by U. S. AM stations during enemy attack. Conelrad plan requires that all stations broadcast on one of the 2 frequencies during attack or go silent. Emerson's merchandising will stress meaning of plan.

**Topics & Trends of TV Trade:** Manufacturers shipped \$1.3 billion worth of home TVs, radio & phonos last year, with TV accounting for 76% of the dollar value.

These figures are from Census Bureau's preliminary 1952 report, which shows average manufacturer's price of TV set to be just a shade under \$179. The govt. statistics indicate manufacturers shipped 5,533,000 TVs valued at \$989,470,000 & 10,791,000 radios at \$262,506,000 in 1952.

RETMA statistical report for 1952 in our *TV Fact-book No. 17* shows factory sales of 6,193,644 TVs and 11,021,052 radios last year. Apparent inconsistency with govt. figures is explained by these differences in the statistics:

(1) RETMA's "statistical year" of 1952 included 53 weeks, whereas Census used straight calendar year. (2) RETMA figures include TV & radio chassis not shipped in cabinets as complete home instruments; Census figures don't. (3) RETMA figures are based on factory sales, Census' on shipments—which sometimes are two different breeds of cats, especially in case of private-label sets, which often are "sold" long before being "shipped."

Further breakdown of Census Bureau statistics for 1952: home type radios (including portables & phono combinations), 7,541,000 units valued at \$168,740,000, or 13% of all factory shipments; auto radios, 3,250,000 at \$93,766,000 (7%); coin-operated phonos, 40,000 at \$23,589,000; other electronic phonos, 199,000 at \$2,050,000; mechanical phonos, 69,000 at \$797,000; record players, 1,414,000 at \$23,386,000.

\* \* \* \*

Hallicrafters' line, introduced this week at distributors meeting in Chicago's Drake Hotel, comprised 8 basic TV models in 29 styles, plus 2 high-fidelity units. Latter sell for \$400 in mahogany and silver-grained walnut, \$800 in mahogany and maple. Both offer high-fidelity sound "covering a majority of 20 to 20,000 cycles per second detectable by the human ear."

Other features of line, introduced by marketing v.p. Richard A. Graver, include tuning controls set on dashboard-like panel fixed at 30-degree angle from floor for easy tuning; 2 new improved chassis; tilted screens to avoid reflections; greater emphasis on cabinet styling. Optional all-channel tuner is available at \$50 extra. Full line:

*Table Models:* 17-in. mahogany textured leatherette \$200 & \$250, blonde \$210; 21-in. mahogany textured leatherette \$290 & \$340, blonde \$300.

*Consoles:* 17-in. open-face mahogany \$290 & \$340, blonde \$300 & \$350; 21-in. open-face mahogany \$340, \$390 & \$450, blonde \$360, \$400, \$420 & \$470; 21-in.  $\frac{3}{4}$ -door mahogany \$460 & \$500, blonde \$480 & \$530; 24-in. full-door mahogany \$575 & \$625, blonde \$595 & \$645; 27-in. full-door mahogany \$695 & \$745, blonde \$725 & \$775.

Also introduced were 2 new shortwave portable radios at \$100 & \$160, two table models in ivory, blue or green, at \$40 & \$50, and a 5-tube clock radio, in French provincial mahogany cabinet, with brass antique face, \$60.

\* \* \* \*

TV set sales in Canada in first 6 months totaled 125,140, at average price of \$389, reports Canadian RTMA. Production in first 6 months totaled 167,853, and projected production figures indicate 99,086 units will be turned out in next 3 months. For June alone, sales were 10,880, production 28,681. Quebec led in sales with 3283, Toronto 2935, Ottawa and eastern Ontario 1393, Hamilton-Niagara 993, British Columbia 989, Windsor 668, other Ontario areas 473, Prairies 118, Maritime provinces 28.

Besa y Cia., Santiago, Chile, whose Juan Laporta recently headed govt. fact-finding commission surveying TV in U. S., named sales rep for DuMont telecasting equipment; Sociedad Commercial Romar Lda., Lisbon, Portugal, also appointed by DuMont.

**C**APEHART-Farnsworth this week joined growing ranks of TV manufacturers entering high-fidelity field—introducing single "hi-fi" mahogany radio-phonograph combination, along with 16 TVs, at distributors meeting in Chicago's Congress Hotel. Though unpriced at time of introduction, "hi-fi" set will be "moderate" in cost, according to Antony Wright, commercial products v.p.

Capehart also made big play with its polaroid picture system, which combines a "circular polarizer" with aluminized picture tube. It was developed by Polaroid Corp. in conjunction with Capehart engineers.

J. H. Riddel, director of market research, said table models will account for 45% of Capehart production this fall and all of next year. Line ranges from 17-in. "Floratone" mahogany finish table model at \$190 to 21-in. mahogany combination at \$795. Full line:

*Table Models:* 17-in. "Floratone" mahogany finish \$190 & \$240, bisque \$210 & \$260; mahogany wood \$230 & \$280, bisque \$240 & \$290; 21-in. "Floratone" mahogany finish \$250 & \$300, bisque \$260 & \$310; mahogany wood \$300, \$330 & \$390, bisque \$300 & \$350; 24-in. "Floratone" mahogany finish \$300, bisque \$370 & \$420, mahogany wood \$400 & \$450.

*Consoles:* 17-in. open-face mahogany wood \$270, \$300 & \$320; 21-in. open-face mahogany wood \$300, \$330, \$350, \$380, \$400, \$420, \$470, bisque \$370 & \$420; 21-in. half-door mahogany wood \$400 & \$450, bisque \$430 & \$480; 21-in. full-door bisque \$450, \$475 & \$595, mahogany wood \$475, \$525 & \$575, fruitwood \$475; 24-in. full-door mahogany wood or bisque \$600 & \$650; 24-in. "Floratone" bisque \$420, mahogany wood \$450; 27-in. full-door mahogany wood \$725 & \$775.

Only combination is a 21-in. mahogany at \$795.

Also introduced were 3 radios at \$25, \$35 & \$40, and 2 mahogany AM-FM radio-phono combinations at \$230.

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*Trade Miscellany:* Chicago area TVs totaled 1,426,396 on June 30, up 10,701 from May 31 and up 253,552 since June 30, 1952, reports Chicago Electrical Assn. . . . Philadelphia Electrical Assn. reports 4915 TV sets (19 brands) sold in area during June vs. 6138 in June 1952; for first 6 mo. of 1953 total sales were 66,390 vs. 66,827 same 1952 period . . . Des Moines survey by *Register & Tribune*, based on 2205 telephone interviews in March-April, shows Motorola leads in sets-in-use among 23 brands listed; copies available from newspaper's research dept. . . . Magnavox reinstates the 2% cash discount to its dealers which it discontinued several months ago . . . Most creditors of bankrupt Dynamic Electronics-N. Y. reported to have accepted offer of 25% over 4 years . . . Admiral Corp. obtains injunction in Federal district court of N. Y. restraining Admiral Sewing Stores Inc. from use of brand on sewing machines and appliances; it's third such injunction Admiral has obtained on infringement grounds.

Out-of-court settlement of complaint by Federal Trade Commission charging National Electronic Distributors Assn. and 37 wholesaler-distributor members with conspiracy to create monopoly in sale of TV-radio-electronics parts (Vol. 9:16, 24) looked fairly certain this week after lawyers of both sides announced a tentative consent agreement had been reached. Terms weren't divulged, since full membership of NEDA must ratify it at St. Louis convention Sept. 14. FTC had charged NEDA with limiting membership and urging manufacturers to sell only through NEDA members. NEDA denied the charges.

Commentary on eager demand for TVs when brand new market is opened: Just about year ago, on July 18, KFEL-TV began telecasting in Denver, first post-freeze station to take the air. As of July 1, according to Rocky Mountain Electrical League, total TV set sales to dealers amounted to 158,350.

**Electronics Reports:** Illustrating still further that the "wave of the future" is electronics, was Aug. 5 N. Y. press conference called by J. G. Sherman, pres. of Elgin National Watch Co. for purpose of announcing that Elgin is out shopping for "affiliations" with companies in producing miniature electronics components and precision production instruments. He called it "an intensive search program" looking to higher return on investment and greater long-term stability, though he was quick to point out that Elgin intends to keep its share of the watch market and is financially in good shape (1952 sales: \$50,800,000).

Mr. Sherman noted that manufacturers' sales of electronic items rose from \$576,000,000 in 1946 to \$4.35 billion in 1952, while automatic production instruments have had an annual growth rate of 21% since 1946. He said electronics and instrumentation were both logical diversification choices for Elgin, and released an "enterprises wanted" brochure which details objectives of his program. Company is prepared, apparently, either to buy out or buy into existing firms—but he said it will affiliate only with firms that have operated profitably over last 2-5 years and that have growing sales volume and \$1,000,000 or so net worth.

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Control of Canadian Marconi was purchased this week for unannounced sum by English Electric Co. Ltd., London, which bought 50.6% interest held by Cable & Wireless Ltd., London, with approval of British and Canadian govts. English Electric had purchased Marconi's Wireless Telegraph Co. Ltd. of England several years ago. Announcement of purchase said Canadian Marconi, created 50 years ago as subsidiary of British Marconi, will continue to operate as "a Canadian enterprise for the advancement of the Marconi organization and for the development of the electronic industry in Canada." Announcement was made jointly in Montreal by Sir George H. Nelson, chairman of English Electric; Maj. Gen. L. B. Nicholls, chairman of Cable & Wireless; Stuart M. Finlayson, pres. of Canadian Marconi.

"First use of transistors in mass-produced TV sets," says *Electronics Magazine* editor W. W. MacDonald in August issue, "may be to replace 2 germanium diodes and a triode tube in noncritical circuits. Junction types are, we understand, already being used experimentally in this application. Circuit parameters are such that good performance is obtained from near-rejects. Higher temperatures than those normally encountered in home equipment do not appear to upset operation."

Otis Elevator Co. enters electronics field with acquisition of Transmitter Equipment Mfg. Co., and has set up electronics div. at 35 Ryerson St., Brooklyn, with ex-TEC pres. Morton B. Kahn as mgr.

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To coordinate all govt. communications, Chairman Wolverton of House Commerce Committee introduced H.R. 6819 to create a Telecommunications Policy Committee to comprise one member each from Depts. of State, Defense, Commerce and FCC, plus members from other agencies as President or committee itself deems necessary. Job would be to "formulate plans and policies with respect to the best possible utilization of the radio spectrum and communications media in promoting the interests of the U. S.," make recommendations to President, Congress and interested govt. agencies. Function would be similar to that performed by Telecommunications Advisor to the President, an office abolished by President Eisenhower when Haraden Pratt resigned (Vol. 9:26) and his duties, somewhat curtailed, taken over by ODM.

**Financial & Trade Notes:** CBS achieved record for any 6 months in its history during first half of this year, with sales of \$151,253,680, up 30% from \$116,543,660 for first half of 1952. Net profit was \$4,003,377 (\$1.71 a share) after Federal income taxes of \$6,490,000 and excess profits taxes of \$980,000. Earnings were up 40% from \$2,851,415 (\$1.22) after \$4,270,000 income and \$30,000 excess profits taxes for first half of 1952. The CBS report does not break down earnings by divisions, and figures represent not only TV-radio time sales but CBS-Columbia receiver, CBS-Hytron tube, and Columbia Records Inc. phonograph record sales. For first quarter, CBS net was \$2,404,935 (\$1.03) vs. \$1,522,796 (65¢) same 1952 period. (For CBS 1951-53 sales and earnings figures, see p. 315, *TV Factbook No. 17*.)

Philco's sales totaled \$238,522,000 for record in first 6 months of 1953, up 44% from the \$165,156,000 for same 1952 period and comparing with \$171,023,000 for like 1951 period. Net income after taxes also went to record \$6,900,000 (\$1.90 per common share) plus \$5,316,000 (\$1.51) in non-recurring income from sale of WPTZ and prior years' adjustments. The net income compared with \$4,289,000 (\$1.16) in 1952 period, \$5,741,000 (\$1.58) in 1951. In second quarter of 1953, Philco sales were \$109,-464,000 vs. \$80,917,000 in 1952 period and \$57,499,000 in 1951. Second quarter net after taxes was \$3,499,000 (96¢) vs. \$1,948,000 (52¢) in 1952 period and \$2,220,000 (61¢) in 1951.

Raytheon plans to increase authorized \$5 par common from 3,000,000 to 4,000,000 shares, subject to stockholders' approval at special meeting Sept. 17. There are now 2,176,942 shares outstanding. Last dividend was 5% stock in 1945. Some equity financing is planned and proxy statement says "it is the board's present intention to inaugurate a policy of stock dividends [and] when conditions warrant, cash dividends." July 1 backlog of orders exceeded \$200,000,000.

Though Scott Radio showed net profit of \$65,556 (7¢ a share) in fiscal year ended May 31, pres. John S. Meck told stockholders in annual report that firm's retail subsidiary, Meck Television Inc., lost \$504,877 in year. Scott's profit was on sales of \$4,234,600, compared with net income of \$117,335 (12¢) on sales of \$3,908,437 preceding year.

International Resistance Co. reports net profit of \$316,863 (24¢ a share) after taxes of \$557,000 on sales of \$6,776,971 in first 6 months, compared to \$193,825 (14¢) after taxes of \$268,000 on sales of \$5,200,364 in corresponding 1952 period.

Trav-Ler Radio Corp. reports \$8,431,019 sales first 6 months of 1953, more than doubling the \$4,111,421 same period last year. Net profit after taxes was \$468,607 vs. \$37,708. Second quarter sales were \$3,606,380 vs. \$1,374,-812; net profit \$198,490 vs. \$8753.

Tung-Sol reports net income of \$1,015,355 (\$1.77 a share on 551,591 common shares) on sales of \$20,727,245 for 26 weeks ended June 27 vs. \$889,843 (\$1.76 on 495,047 shares) on sales of \$15,445,814 same period last year.

Malcolm C. Hutchinson, retired v.p., Irving Trust Co., named a director of General Instrument Co.

Dividends: Television-Electronics Fund, 14¢ payable Aug. 31 to stockholders of record Aug. 14; Philco, 40¢ payable Sept. 12 to holders Aug. 28; Tung-Sol, 25¢ Sept. 2 to holders Aug. 17; Erie Resistor, 20¢ Sept. 15 to holders Sept. 5; Standard Coil Products, 25¢ Aug. 17 to holders Aug. 7; General Precision Equip., Sept. 15 to holders Aug. 25; Westinghouse, 50¢ Sept. 1 to holders Aug. 10; CBS, 40¢ Sept. 4 to holders Aug. 21.

**Telecasting Notes:** Film industry is getting from TV "a brutal but necessary awakening," said producer Samuel Goldwyn in interview Aug. 5 in *France-Soir* while on Riviera vacation. Does that mean end of Hollywood? he was asked. His reply: "While TV is the most formidable competitor Hollywood has ever known, I am personally grateful to TV. It has provided the film industry with a badly needed rival." He said it has forced Hollywood to more quality films—"an evolution which marks the opening of a great era." To TV, he would bequeath Hollywood's "quantitative" output in favor of more "qualitative" for the theatres . . . Gloomy report on films for TV (Vol. 9:31) is followed up in Aug. 4 *Variety* with lead story about feature film production captioned "H'Wood Climbs Up Off Canvas." Story says: "Hollywood film production, virtually counted out by the gloom guys for the last 4 months, has staggered to one knee and appears to have taken good advantage of the respite offered by the long count." Thirteen weeks ago, it reports, production was 11% below normal, now it's only 7½%. Original predictions of under 250 pictures this year are being revised upward—"but it's doubtful that more than 275-300 will be finished by the year's end." Previous low: 404 in 1947 . . . WSAZ-TV, Huntington, W. Va., rejected Paramount spots promoting its *War of the Worlds*, calling it "horror picture [that is] unsuitable for home entertainment," even in abbreviated form; it thus interpreted NARTB code, says v.p. L. H. Rogers . . . Aspen Pictures and United Artists earmark \$5000 for TV promotion of Hollywood premiere of new Gary Cooper film, *Return to Paradise* . . . Ed Gardner's *Duffy's Tavern* to be filmed for 39-week annual half hour series by Hal Roach Studios with William Morris Agency; first episodes may be ready for fall syndication by Motion Pictures for TV, whose pres. Matthew Fox states project (117 subjects at \$45,000 per) make this one of biggest deals in TV history . . . Phillips H. Lord and crew of 30 filming 6 new *Gang Busters* episodes on Bartlett's Island, off Maine coast . . . William Morris Agency reported negotiating to acquire Ziegfeld Follies name for what *Variety* styles "rebirth in cafes and video" . . . Owners of WIRY, Plattsburgh, N. Y., competitive applicants for Ch. 28, planning closed-circuit demonstrations with DuMont equipment at Clinton County Fair, Aug. 10-15; DuMont transmitter div. has detailed Kenneth Peterson to chore . . . Upcoming WENS, Pittsburgh (Ch. 16), due on air in latter Aug., reports it has signed up Duquesne U home-&-away basketball games for winter season, has already sold more than 85% of time . . . Toscanini due to direct one simulcast of NBC Symphony and one full-length opera on NBC-TV next season . . . Bill Stern, sportscaster, quits NBC to join ABC with new program starting Sept. 14.

New FCC member to succeed retired Paul A. Walker had not been chosen up to press time, though trade insiders say he will be Robert J. Dean, 51, a lawyer, pres. & chief owner of radio KOTA, Rapid City, S. D., CBS affiliate and TV applicant. He's supported by Sen. Case (R-S. D.). Backers of avowed candidate Charles Garland, who manages Gene Autry's KOOL, Phoenix, were still working this week on his behalf; they include Sen. Goldwater (R-Ariz.) and Eugene Pulliam, Indianapolis & Phoenix publisher. Appointment to post, vacant since June 30, is now expected to come while President Eisenhower is vacationing in Colorado.

First issue of *Television Age*, new trade monthly, was delivered this week, contains 40 pages of advertising out of 86 total. Features of August number are reports on the CBS-NBC sales battle, what advertisers should know about color, TV spending by cigarette firms. S. J. Paul, ex-Broadcasting, is publisher.

Five applications for new TV stations were filed with FCC this week, making total pending 548 of which 175 are uhf. Applications included one for Ch. 13 in Houston by company headed by Mayor Roy Hofheinz, who controls Houston's KTHT and recently sold his KSOX, Harlingen, to grantees of KGBS-TV, there (Vol. 9:25); Hofheinz group thus becomes 6th competitor for Ch. 13. Two rivals applying for Ch. 4 in Big Spring, Tex. are principals in KBST & KTXC, former including Lewis Seibert, new owner of KGKL, San Angelo, which recently gave up CP for Ch. 3 (Vol. 9:13). Sixth applicant for Ch. 10 in Norfolk area filed this week—new owners of WSAP, Portsmouth, headed by Charles J. Duke Jr. Seeking uhf Ch. 29 allocated to Wilmington, N. C. for Carolina Beach, N. C. is company headed by contractor O. C. Tucker and including Milton Hammer, producer of TV program *Washington Spotlight*. [For further details about these applications, see *TV Addenda 17-E* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with *Addenda* to date.]

Channel shifts & power increases: WSYR-TV, Syracuse, shifted last week from Ch. 5 to 3, increased to 100 kw; WKAB-TV, Mobile (Ch. 48), added 12-kw amplifier, boosted ERP to 258 kw; WEEK-TV, Peoria (Ch. 43), put 12-kw amplifier in operation, achieved 175 kw; WLWT, Cincinnati, and KPIX, San Francisco, both now operating with full 100 kw. GE reports following shipments due this month: 1-kw uhf amplifiers to WOSH-TV, Oshkosh, Wis. (Ch. 48); KIMA-TV, Yakima, Wash.; (Ch. 29); KRTV, Little Rock, Ark. (Ch. 17); WLOK-TV, Lima, O. (Ch. 73). GE has scheduled 20-kw vhf amplifiers this month to WCPO-TV, Cincinnati, and KGO-TV, San Francisco; 35-kw units are due for WJBK-TV, Detroit, and KING-TV, Seattle. RCA reports 25-kw vhf amplifier shipments to KBTV, Denver; WHIO-TV, Dayton; WWJ-TV, Detroit.

Waiver of power limitations to permit increase from 48 kw to 146 kw (at 3070 ft. above average terrain), requested by KXLY-TV, Spokane (Vol. 9:25), was turned down by FCC this week. However, language of denial indicates Commission may eventually permit such increases. Order said that Commission is now studying proposals concerning changes in power-height rules; that such changes would involve allocation principles and therefore require more study; that approval of KXLY-TV's request would be a pre-determination of such proposals; that rule-making would be more appropriate way to effect changes.

Now come the osteopaths with sure-fire publicity at expense of TV, their recent American Osteopathic Assn. convention in Chicago having been warned by one Dr. George Tarulis that TV can make children more susceptible to diseases by keeping them indoors and paving way for "bad body mechanics." And Chaplain Louis King, of Chicago's Bridewell prison, addressing Moody Bible Institute, comes fourth with this gem: TV programs "cause a fever of the mind, tuberculosis of the heart and cancer of the soul [and] are more dangerous to youth than the atomic bomb."

Theatre Network Television (Nathan Halpern) has lined up exclusive rights to Marciano-La Starza heavyweight championship fight in New York's Polo Grounds Sept. 24 for reported \$125,000 and undisclosed percentage of theatre boxoffice receipts. It's 9th major fight televised by TNT in 3 years, will be "blacked out" in theatres in New York and parts of New England. Fight won't be telecast on networks.

Paper on booster experiments, presented at NARTB convention in Los Angeles (Vol. 9:18) and summarizing tests conducted by WSM-TV, Nashville, at Lawrenceburg, Tenn., has been reprinted and is available from NARTB.

# Television Digest

with ELECTRONICS REPORTS

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In this issue: { FCC Ponders Economic Position of UHF, page 1  
St. Louis' Second—Total on Air Now 219, page 1  
9 CPs Granted, 1 Drops, More Mergers, page 2  
TV Time Billings \$450,000,000 This Year, page 3

{ TV-Radio Sponsorships—Current Trends, page 3  
Transmitter Shipments & Upcoming Stations, page 6  
DuMont-WGLV Showcase 5-kw Transmitter, page 7  
Color Arouses Fears All Through Trade, page 8

**FCC PONDERS ECONOMIC POSITION OF UHF:** FCC gave a lot of attention to uhf this week, took no action, will take it up again next week. Following up on its quiet "study" program (Vol. 9:31), it spent a good deal of time debating whether to send a "letter of inquiry" to networks, asking them to describe uhf affiliation policies. Commission decided to pass over subject until next week -- and there's no telling what action will be taken, if any.

It all points up growing Commission uneasiness, not strong yet, about the future of uhf, and what it can or should do to promote the medium. Commission's consideration of matter is not prompted by formal complaints or petitions from uhf grantees -- except that subscription-TV proposal by 4 uhf grantees last week (Vol. 9:32) may be considered an indirect complaint. Informally, however, uhf operators and their attorneys are squawking aplenty (Vol. 9:31).

Feeling at FCC is that uhf operators and CP holders don't want to come out in open for fear of alienating networks, killing off chances of eventually securing affiliations and/or inviting other retaliations.

The FCC has learned through bitter experience -- which depressed Commission prestige tremendously -- that it can't bludgeon industry into violating economic laws which govern industry. Most notable fiasco was in incompatible color. There was also FM. Under an Eisenhower administration, there isn't ghost of a chance that Commission would try to make industry jump through the hoop.

But FCC is feeling its way. On one hand, it wonders whether it's Commission's responsibility to probe; on other hand, it questions whether such a public inquiry, indicating concern over uhf, would do more harm than good. Uhf operators, meanwhile, are doing what comes naturally -- promoting to beat the band (see p. 7).

**ST. LOUIS' SECOND—TOTAL ON AIR NOW 219:** St. Louis area got its second station, as did Lansing, Mich. -- and others starting in Butte, Mont. and Monroe, La. this week brought total at press time to 219 operating commercially or testing -- 56 of them uhf. For first time, too, post-freeze starters (111) went ahead of pre-freeze (108).

St. Louis' second is uhf WTVI, Ch. 54, officially allocated to nearby little town of Belleville, Ill., but with business offices in city and Federal transmitter and 600-ft. tower atop Illinois Bluffs on Mississippi, about 6½ mi. from downtown St. Louis. It began operating Aug. 10 with telecast of St. Louis Browns-Cincinnati Reds game, announced by Dizzy Dean.

First competitor of 6½-year-old KSD-TV (Ch. 5) was launched amid promotional fanfare that included spots on 6 radio stations, ads in both St. Louis newspapers, kits to all dealers -- including 5-ft. window streamers and decals calling attention to baseball telecasts, etc. WTVI affiliates with DuMont, via microwave from Chicago and Terre Haute, now operates on 6-12 p.m. commercial schedule. Base rate is \$400, and it starts with exceptional lineup of sponsorships (see Station Accounts). Main-springs of project are ex-St. Louis TV-radiomen Bernard Wilson, pres.; John Hyatt, v.p. & gen. sales mgr.; W.H. Averill, national sales mgr. Weed is national rep.

St. Louis is fourth major pre-freeze one-vhf station market to get uhf -- others having been Miami, with uhf WFTL-TV in Ft. Lauderdale since April, another due soon; Kansas City, with Empire Coil's uhf KCTY on air since June, now with new vhf also; Pittsburgh, with uhf WJKF-TV now one month old, another due shortly. And it won't be long before one-vhf Norfolk, Buffalo and Milwaukee also get uhf competitors. This week's starters, in addition to WTVI:

WILS-TV, Lansing, Mich. (Ch. 54) began testing Aug. 11, and mgr. Wm. Pomeroy reported at week's end that "conversion ratio is exceeding most optimistic hopes." It's now operating 10 a.m.-10 p.m. daily with test patterns, interspersed with one feature film in afternoon, one in evening. It uses RCA transmitter, with antenna on Olds Tower Bldg. near state capital. Base rate is \$200, networks are DuMont & ABC. Wm. Pomeroy and brother John (chief engineer) control station. O.L. Taylor is rep.

KXLF-TV, Butte, Mont. (Ch. 6) began testing night of Aug. 14, first station in state and second TV outlet launched by Ed Craney, who started in radio in Butte some 25 years ago now runs string of radio stations in Montana, Washington, Oregon, and owns half (with Bing Crosby) of KXLY-TV, Spokane. He thus beats KOPR-TV (Ch. 4) on air; that Frank Carman-Grant Wrathall Butte project had also been announced for early start. KXLF-TV has RCA equipment. Walker is rep.

KFAZ, Monroe, La. (Ch. 43), opening up northeastern section of state to TV for first time, got jump on ex-Lieut. Gov. Noe's vhf KNOE-TV (Ch. 8), last reporting it plans start week of Aug. 24, by putting on first test patterns Aug. 11 and preparing to go commercial Aug. 16. Gen. mgr. J.R. White reports 60-mi. radius of signal from Federal transmitter in early tests. Base rate is \$150. Headley-Reed is rep.

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Very nearly ready to go, several possibly starting this Sat. or Sun., were KCMC-TV, Texarkana, Tex. (Ch. 6); KSBW-TV, Salinas, Cal. (Ch. 8); WVEC-TV, Norfolk-Hampton, Va. (Ch. 15); WICA-TV, Ashtabula, O. (Ch. 15); KEDD, Wichita, Kan. (Ch. 16); WBUF-TV, Buffalo (Ch. 17); WCAN-TV, Milwaukee (Ch. 25); KAFY-TV, Bakersfield, Cal. (Ch. 29) -- perhaps several others. We'll report on them as fast as we get facts.

**9 CPs GRANTED, 1 DROPS, MORE MERGERS:** As if to balance last week's light CP output, FCC this week granted 9 -- 3 of them via final decisions. At same time, another uhf CP was relinquished after Commission put squeeze on grantee to build.

In dropping the CP for WKMI-TV, Kalamazoo, Mich. (Ch. 36), Howard D. Steere pointed to "present economic uncertainties of uhf in markets [where] vhf is well established." Economic problems face some vhf grantees, too, as indicated by Commission's letter this week to KCNA-TV, Tucson, Ariz. (Ch. 9), stating it can't grant more time to build on basis of present information. Tucson (pop. 45,454) already has KOPO-TV (Ch. 13) on air, KVOA-TV (Ch. 4) under construction.

This week's grants: Fresno, Cal., John Poole, Ch. 53; Jacksonville, Fla., WOBS, Ch. 30; Evanston, Ill., WNMP, Ch. 32; Cedar Rapids, Ia., Cedar Rapids TV Co., Ch. 9; Boston, Mass., J.D. Wrather Jr., Ch. 44; Worcester, Mass., Wilson Enterprises Inc. (WAAB), Ch. 20; Steubenville, O., WSTV, Ch. 9; Allentown, Pa., Queen City TV Co., Ch. 39; San Juan, Puerto Rico, WAPA, Ch. 4.

Sidelights on grants: Final decisions were in Worcester, Allentown & San Juan. Fresno grantee John Poole, long-time uhf enthusiast, also holds uhf CPs for Los Angeles and Sacramento. Cedar Rapids grantee comprises group of businessmen, among which largest stockholders are theatreman Myron Blank (32%) and Morris Eban (16%); grant came after competitor Gazette Co. dropped out under agreement to sell its KCRG to new TV grantee and acquire 30% of CP.

Boston CP-holder Jack Wrather is the oilman who owns part of KOTV, Tulsa, and KFMB-TV, San Diego, in association with Maria Helen Alvarez. Steubenville grant resulted from termination of bitter struggle with theatreman John R. Osborne; he dropped out and, with associates, will acquire part ownership of new CP.

\* \* \* \*

With new priority rules going into effect Aug. 24 (Vol. 9:29), uhf grantees in cities with one vhf station are really putting pressure on to begin telecasting by that date. Reason, of course, is that by so doing they can push city's competing

vhf applicants further down priority lists and delay start of their hearings by many months. Any such delay gives them better chance to acquire strong network affiliations, build uhf audience, before new vhf stations get going.

Since publication of our illustrative list, showing cities' status as of July 1 (see Special Report, July 18), picture has changed. For example, Pittsburgh now has second station; Madison has 2; new starters in Buffalo and Norfolk are imminent, etc. As Aug. 24 nears, Commission will undergo more and more urging to recognize, or not to recognize, new stations as "operating" according to new rules.

**TV TIME BILLINGS \$450,000,000 THIS YEAR:** If network figures can be accepted as index -- and they usually are -- it looks like TV time sales are soaring to record heights this year, may even exceed radio's best year.

Publishers Information Bureau network report for first 6 months, released end of July (Vol. 9:31), disclosed the 4 TV networks have sold nearly \$105,000,000 worth of time first half of 1953, representing steady rise from the \$92,000,000 of preceding 6 months and \$88,500,000 in first half of 1952.

Since TV's best months come in second half, it's reasonable to assume gross for networks will reach \$225,000,000 for all of 1953 -- a considerable climb from the \$180,200,000 of 1952, \$128,000,000 of 1951, \$40,000,000 of 1950, \$12,000,000 of 1949 (figures rounded, for month-by-month details, see p. 350, TV Factbook No. 17).

Both in 1952 & 1951, network grosses ran somewhat more than half combined network-station revenues, as reported by FCC. So it can be assumed this will happen again this year -- in fact, over-all figure should be even better for there are more stations this year and many more spot and local sponsors.

Thus a conservative estimate of time billings for all telecasters this year would be \$450,000,000. Compare this with FCC's audits showing telecasters' total revenues of \$324,200,000 in 1952, \$235,700,000 in 1951, \$105,900,000 in 1950 -- and, in the inceptive years 1949, \$34,300,000; 1948, \$8,700,000 (ibid, p. 351).

This year's \$450,000,000 would compare with radio's best year which, according to FCC, was \$473,100,000 in 1952. It's questionable whether radio will achieve this total this year; certainly, it won't go very much higher, if at all. So it can even be conjectured that TV's 4 networks and 200-odd stations this year may even exceed radio's 4 networks and 2500-plus stations (Vol. 9:27).

For time-&-talent expenditures on TV, Printers' Ink calculated \$580,100,000 in 1952. From that it may be adduced that, if TV network time billings go up 25% this year, time-plus-talent will go up commensurately. It's our guess the Printers' Ink figure for 1953, when finally compiled, will run around \$700,000,000.

**TV-RADIO SPONSORSHIPS—CURRENT TRENDS:** Looked at through timebuyers' eyes, patterns of TV-radio are shifting fast-&-furiously these days -- and the industry is indebted to the authoritative Sponsor Magazine for an excellent sizeup of what it all means to the advertisers who last year spent \$580,100,000 for TV time-&-talent (Printers' Ink estimate) and who this year will spend considerably more. First, to summarize TV network trends, as culled from Sponsor's jam-packed recent "Fall Facts" issue:

(1) Big single-station markets will practically be thing of the past by Christmas, when 23 of the 28 one-station markets of April 1 should have 2 or more stations -- most of new ones uhf. Sponsor quotes NBC as expecting new outlets by then in Pittsburgh, St. Louis, Milwaukee, Buffalo, Indianapolis, Providence, Kansas City, Charlotte, Schenectady, Seattle, Houston, Memphis, Rochester, Huntington, Norfolk, New Orleans, Oklahoma City, Miami, Des Moines, Greensboro, Jacksonville, Tulsa, Portland, Ore. None forecast for Toledo, Richmond, Nashville, Erie, Binghamton. [Editor's Note: Second stations are already operating in Pittsburgh, Kansas City, Houston, Miami, St. Louis areas -- about to start in Milwaukee, Norfolk, Buffalo.]

(2) Networks will be about twice as big this fall as last; 125-station commercial hookups should be commonplace by early 1954.

(3) Program competition will be keener than ever, spurred by more multiple-station markets, by NBC's entry into late-morning field, ABC's new stable of stars.

(4) Costs-per-1000 will be high in new markets at outset, will be offset to great degree by declining costs in established markets. Sponsor quotes ad agency Sullivan, Stauffer, Colwell & Bayles study to show that for an unidentified 30-min. night show, its costs by size of market as of Feb. 1 were: (a) For 500,000 pop., \$1.06 per 1000 TV homes. (b) For 250-500,000 pop., \$1.82. (c) For 200-250,000, \$2.21. (d) Under 200,000, \$3.07. Excluding post-freeze station, average came to \$1.51, compared with average of \$1.70 year ago.

(5) Cost trends of top programs are upward (more stations, higher talent charges) but some low-cost shows will be available -- e.g., Stork Club, down from \$14,000 for 30-min. last year to \$10,400 now; U.S.A. Canteen, \$29,500 for 30-min. last year, \$9000 for 15-min. this year.

Anent new markets, Sponsor warns that market potential is more important than present set ownership in planning for future. "If advertiser must choose between one of 2 stations, the market with 20,000 sets and a potential of 100,000 may be a better buy than 30,000 sets and potential of 60,000, other things being equal."

\* \* \* \*

#### Trends in spot TV can be summarized thus:

(1) Big advertisers like Benrus, Bulova, Camels, Procter & Gamble are quick to move in on new stations to tie up favorable spots. More and more large advertisers are turning to daytime spots as viewers increase and night slots get scarcer; the earlier in the day, the more availabilities -- but TV has long way to go before it can catch up with radio's hold on breakfast audience.

(2) High costs dictate careful spot buying, with admen checking closely on set penetration, overlap, uhf conversions. Procter & Gamble, for example, prefers not to buy until there are 30,000 sets in a market.

(3) About 10% of stations will increase their spot rates after next fall, though most pre-freeze stations will hold steady.

(4) "Quickie" 10-second identification spots gaining in popularity, some big stations completely sold out. Advertisers moving cautiously in making film commercials because of re-use scales in Screen Actors Guild contracts; they're also using smaller casts in film commercials. A few advertisers (R.J. Reynolds, Colgate) are already shooting color film commercials to be ready for color TV.

\* \* \* \*

Network radio rates are pretty well stabilized, Sponsor finds, and outlook is optimistic. Network program ratings are down -- but there are more radios-in-use.

Spot radio outlook is good, by and large. Sponsor finds "TV fright beginning to wear off" and "TV-shy" clients buying so many morning spots that some big stations must put them on rotating schedules to fit them in. As night rates drop, more sponsors are attracted. Between 30-50% of major radio outlets in TV markets on single-rate basis now for day-&-night, another 10% going that way by fall. Radio timebuying is becoming more scientific (utilizing audience measurement services more) and more selective (e.g., appeals to \$15 billion Negro market). Even Storecasting, the FM in-store broadcasts, is on upbeat with more than 300 advertisers in field.

Note: Advertiser expenditures on radio time-&-talent were \$722,700,000 in 1952, of which \$401,500,000 was national (network and spot) and remainder local, according to Printers' Ink. While radio total has been going up yearly, its rate of climb has been slowed. TV's rate has been meteoric, comparatively, its 1952 figure of \$580,100,000 (\$442,400,000 of it national) comparing with \$388,400,000 in 1951. It's generally conceded that, just as network TV billings have outstripped network radio, total TV within year or two will forge ahead of total radio.

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"Highest TV station" claim for XEQ-TV, Mexico City (Vol. 9:32), is stoutly maintained by Ernest Marx, director of DuMont's international div., which built station at Cortez Pass. Though Pass itself is 11,975-ft. above sea level, transmitter site is above Pass at 13,405-ft. level and tower-&antenna add about 300-ft. more, he says. He doesn't know how station's area coverage would compare with that of projected stations on New Mexico's

Sandia Crest, because height above average terrain hasn't been calculated for Mexican station. Marx doubts whether anyone will want to build higher any place in the world—with possible exception of the Alps. Spokesman for KGGM-TV, Albuquerque (Ch. 13), incidentally, tells us that grantee pioneered possibility of putting transmitter on 10,833-ft. Sandia Crest, will get going there before KOB-TV (Vol. 9:32).

**Personal Notes:** Harry Ackerman, CBS-TV Hollywood v.p. in charge of network programs, announces these new Hollywood appointments as result of expansion of Television City originations (12 shows booked, 5 being lined up): James Fonda, promoted to director of network programs; Cecil Barker, ex-ABC, appointed exec. producer; Hal Hudson, exec. asst. to Ackerman, named to new post of gen. mgr. of CBS-TV, Hollywood; Ben Feiner, exec. producer, adds new Bob Crosby 5-a-week daytime show . . . Jerry Danzig assigned by CBS-TV as producer-in-charge of color programs . . . Lloyd E. Yoder, recently shifted by NBC from gen. mgr. of Denver's KOA to San Francisco's KNBC, named gen. mgr. of NBC's WNBK & WTAM, Cleveland, succeeding Hamilton Shea, recently promoted to gen. mgr. of WNBT & WNBC, N. Y.; George Greaves promoted from asst. to gen. mgr. of KNBC . . . Charles V. Dresser, NBC central div. TV spot sales mgr., promoted to director of sales for WNBQ & WMAQ whose respective sales mgrs. are John McPartlin & Rudi Neubauer . . . Leslie Harris, recently resigned TV-radio director, Colgate-Palmolive-Peet, now a partner in Bernard Schubert Productions, N. Y. . . . Ralph C. Robertson, ex-asst. adv. mgr., Colgate-Palmolive-Peet, named v.p., marketing director & exec. supervisor of media, TV-radio & merchandising depts., Geyer Adv., N. Y. . . . Wm. R. Seth, ex-Needham & Grohmann v.p., named v.p. in charge of TV-radio, Lewin, Williams & Saylor, N. Y.; Robert Brenner continues as TV-radio director . . . Joseph R. Matthews

**Network Accounts:** Not all summer TV shows will fade away when autumn leaves fall—several sponsors having already renewed contracts for year-round retention of programs originally intended merely as fill-ins. Though this summer failed to produce show comparable in audience appeal to last summer's *Mr. Peepers*, current record is fairly impressive. Among summer shows to be retained year-round (times & dates not yet firm): NBC-TV's *Original Amateur Hour* (sponsored by Pet Milk); NBC-TV's *Sound Stage* (Campbell Soups); CBS-TV's *Summertime U.S.A.* (GE); CBS-TV's *Medallion Theatre* (Chrysler) . . . Sherwin-Williams Co. (paints) to be alt.-week sponsor (with Lucky Strike) of *Ray Bolger Show*, on ABC-TV, starting Oct. 8, Thu. 8:30-9 p.m., thru Fuller & Smith & Ross . . . GE (Telechron clocks) buys 7-week participation on Dave Garroway's *Today*, on NBC-TV, starting Nov. 3, Mon.-thru-Fri. 7-9 a.m., thru Young & Rubicam . . . Ex-Lax (laxative) to sponsor *Leave It to the Girls* on ABC-TV, starting in fall, Sat. 7:30-8 p.m., thru Warwick & Legler . . . Consolidated Chemical Industries Inc. (chemical products) to sponsor *Arthur Murray Show*, starting in fall, on NBC-TV, Mon. 7:30-7:45 p.m., thru Brennan Adv., Houston . . . American Dairy Assn. buys Tues.-Thu. 3:30-3:45 p.m. segment of *Bob Crosby Show*, on CBS-TV, starting Sept. 14, Mon.-thru-Fri. 3:30-4, thru Campbell-Mithun Inc. . . . Congress of Industrial Organizations (labor union) after buying Mon.-thru-Fri. 7-7:15 p.m. news commentary by John W. Vandercook on ABC Radio, starting Sept. 7, negotiating with ABC-TV for monthly panel show, *Meeting Place U.S.A.*, starting in fall, Thu. 10-10:30 p.m., thru Henry J. Kaufman & Assoc. . . . Sweets Co. of America (Tootsie Rolls) renews *TV Teen Club* on ABC-TV, starting in fall, Sat. 7-7:30 p.m., thru Moselle & Eisen . . . Serutan Co. (health foods) shifts *Juvenile Jury* from NBC-TV to CBS-TV, starting Oct. 11, Sun. 4-4:30 p.m., thru Edward Kletter Assoc.

Matthew Fox, head of Motion Pictures for Television, named chairman of Pola-Lite Co., maker of glasses for 3-D motion pictures, which has signed with National Film Service for distribution through its 33 exchanges.

appointed western mgr. of A. C. Nielsen Co.'s new TV-radio sales & service office at 100 Bush St., San Francisco . . . C. Herbert Massee, sales mgr., WBZ-TV, Boston, elected pres., Radio Executives Club of New England . . . Charles Abel named chief engineer, KFMB-TV & KFMB, San Diego, succeeding Thornton Chew, now engineering operations director for John Poole TV-radio stations . . . Peter McDonald named by CBC to head its new CBUT, Vancouver (Ch. 2), due on air in Nov. . . . Edward F. Murphy, ex-WGN-TV, Chicago, appointed program director of upcoming KSTM-TV, St. Louis (Ch. 36) . . . C. Lee Smallwood promoted to sales & promotion mgr., WALA-TV, Mobile . . . Soterios Pappas promoted to program supervisor, WBAL-TV, Baltimore . . . Theodore Zaer, WNBT-WNBC controller, appointed NBC radio network div. controller, Marion Stephenson appointed asst. George Hicks returns to ABC as newsman, in addition to handling new U. S. Steel TV show . . . Arthur Hein, sales service mgr., promoted to merchandising mgr., WBBM-TV, Chicago, succeeded by Ed Cotter . . . James Schiavone promoted to program-production mgr., WWJ-TV, Detroit.

Harvey B. Otterman, veteran associate chief of State Dept. telecommunications policy staff, retired after 44 years with Govt.; his well-known asst., Florence Trail, incidentally, was married July 21 to Frank B. Dowling.

John Speer, 43, program director of WKZO-TV & WKZO, Kalamazoo, died this week of a liver ailment.

**Station Accounts:** St. Louis area's new WTVI, officially credited to Belleville, Ill., 6½ mi. away, gets off to flying commercial start with 62 local advertisers, 9 national spot accounts and immediate DuMont network interconnection. WTVI began operating Aug. 10 with \$400-500,000 worth of business already on books, reports gen. sales mgr. John I. Hyatt. Its spot accounts: Alliance Mfg. Co. (rotors), thru Foster & Davies, Cleveland; Falstaff Brewing Co., thru Dancer-Fitzgerald-Sample, N. Y.; Folger Coffee Co., thru Grant Adv., Chicago; Ford Dealers, thru J. Walter Thompson Co., N. Y.; Chevrolet Dealers, thru Campbell-Ewald, Detroit; Harpel's Salad Dressing, thru Curt Freiberger & Co., Denver; Marvel Cigarettes, thru Aitkin-Kynett, Philadelphia; Royal Bedding Co., thru Bozell & Jacobs, Chicago; Stanback Co., thru Piedmont Adv., Salisbury, N. C. . . . Frigidinner Inc., Philadelphia, planning test TV-radio-newspaper campaign there in Sept. for pre-cooked and frozen meals, with possible other markets later as distribution expands; other new products due to be introduced via TV: Soap-Up Corp., Grand Rapids, Mich. (kitchen utensil), thru Ralph Sharp Adv., Detroit; Industrial Research Inc., Miami (Hydrocap Catalyst Battery Cap), thru Miami office, Hirshon-Garfield Inc. . . . Procter & Gamble readying Sept. schedule for Dreft, thru Compton Adv., and Oct. spots for Dreft, thru Dancer-Fitzgerald-Sample . . . Lambert Pharmacal Co. planning spot TV-radio, in addition to its ABC *Ozzie & Harriet* simulcasts, starting Sept. 18, to introduce new Listerine Antizyme Toothpaste, thru Lambert & Feasley, N. Y. . . . Safeway Stores' first major TV buy is Fri. 9-10:30 film period on WPIX, N. Y., which also signs Jay Broiler Co. (Roto-Broil broiler) for Roto Magician, Mon. & Wed., 7:15-7:30 p.m. . . . Among other advertisers using or reported planning to use TV: Fanny Farmer Shops (candy chain), thru Charles L. Rumrill Adv., Rochester, N. Y.; Groveton Paper Co. (Vanity Fair facial tissues), thru Paris & Peart, N. Y.; Grant Tool Co. (cutlery), thru Wolf, Droleg & Wolf, N. Y.; Richman Bros. Co. (clothing mfr.), thru Lang, Fisher & Stashower, N. Y.; Honey Harbour Co., Washington, Conn. (Woolite Wool Soap), thru Ruthrauff & Ryan, Chicago; Venice Maid Co., Vineland, N. J. (food specialties, including Duncan Hines soups), thru Schoenfeld, Huber & Green.

VERY FEW NEW transmitter shipments or orders were reported by the manufacturers this week—but a veritable land-rush was seen in offing. RCA reported WOKY-TV, Milwaukee (Ch. 19) as only new vhf order, due for shipment week of Aug. 17; it also noted that shipments scheduled for week of Aug. 10 have been postponed to Aug. 17 week to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); Capital City TV Co., Sacramento, Cal. (Ch. 40), name changed from California TV Co.

DuMont reported one new vhf order due for Sept. 1 shipment to WTOK-TV, Meridian, Miss. (Ch. 11), and called our attention to fact that its uhf shipment this week goes to WBUF-TV, Buffalo (Ch. 17), not WBES-TV, as erroneously reported last week; transmitter to WBES-TV (Ch. 59) was shipped by RCA July 30.

GE got off 5-kw transmitter this week to KOIN-TV, Portland, Ore. (Ch. 6), ships next week to KATV, Pine Bluff, Ark. (Ch. 7), and reports new order for 20-kw from WSLI-TV, Jackson, Miss. (Ch. 12). Uhf 100-watt transmitter went out this week to WCOC-TV, Meridian, Miss. (Ch. 30), and 3 more 12-kw leave week of Aug. 17—to WILK-TV, Wilkes-Barre, Pa. (Ch. 34); WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22).

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

WMT-TV, Cedar Rapids, Ia. (Ch. 2) is aiming for Sept. 27 programming target, will be CBS basic, has published rate card with \$300 base rate. Now going up is 600-ft. Blaw-Knox tower, to be surmounted by 101-ft. 6-bay antenna. Transmitter is RCA. Wm. B. Quarton, gen. mgr., reports present AM sales mgr. Lew Van Nostrand and program director Douglas B. Grant will continue over both TV-radio, with these others assigned to TV exclusively: Buzz Hassett, sales director; George Hixenbaugh, chief engineer; Leo Cole, promotion mgr.; Jackie Grant, film editor. Katz is rep.

WCIA, Champaign, Ill. (Ch. 3) now has its RCA equipment and has scheduled mid-Oct. test patterns, reports gen. mgr. Harry Maynard. Hollingbery will be rep.

New Ch. 4 grantee in Valley City, N.D., unable to utilize call letters of own AM station KSJB, Jamestown, under FCC ruling forbidding use of identical call letters by stations in different cities, hasn't yet ordered equipment but will begin construction of quarters in Oct. and hopes to get station on air early in 1954 as weather permits. John Boler is owner; he also operates KCJB-TV, Minot, whose rep, Weed Television, is expected also to represent new station.

KQED, San Francisco area educational grantee (Ch. 9), has set up headquarters at 421 Powell St., San Francisco, reports gen. mgr. James Day, and is purchasing RCA transmitter atop Mark Hopkins Hotel formerly used by KPIX. Studios will be in Dwinelle Hall on U of California campus in Berkeley. No target date set but, with conversion of old KPIX transmitter to Ch. 9 due to be completed by mid-Nov., station should get started before end of this year, states Day.

WVET-TV & WHEC-TV, Rochester, N.Y. (Ch. 10), share-time grantees, plan Nov. 15 tests, Dec. 1 programming—GE equipment having been ordered. Combined stations will be basic CBS-TV, alternating approximately every 24 hours. For example, WHEC-TV will begin Sun. at 5 p.m., has all time reserved until 6 p.m. Mon., when WVET-TV goes on air. Following is the WHEC-TV timetable—all other times being reserved for WVET-TV: 5 p.m. Sun.-6 p.m. Mon.; 7 p.m. Tue.-6 p.m. Wed.; 7 p.m. Thu.-6 p.m. Fri.; 5 p.m. Sat.-3 a.m. Sun. WHEC-TV's Glover F. Delaney is coordinator for both stations. Ervin

F. Lyke, pres. & gen. mgr. of WVET-TV, has named Arthur Murrellwright gen. sales mgr.; F. Chase Taylor, operations mgr.; Ray Jobes, chief engineer. Base hour rate of both stations will be \$700. Bolling will represent WVET-TV. Everett McKinney will be WHEC-TV rep.

WREX-TV, Rockford, Ill. (Ch. 13), project of Gran Enterprises, Milwaukee (theatres), planning debut this fall as CBS affiliate, now has DuMont transmitter and 12-bay RCA antenna on hand, begins erection of 600-ft. Stainless tower week of Aug. 17, according to gen. mgr. Soren Munkhof. Howard Elliott, ex-Raytheon and WOW-TV, Omaha, has been named chief engineer; Robert Truscott, ex-WBAY-TV, Green Bay, Wis., asst. chief engineer; Jack R. Gennaro, sales. H-R Television will be rep.

WITV, Ft. Lauderdale, Fla. (Ch. 17), its RCA equipment delivered last week, plans to start before 1953 winter season, which means Sept. or Oct. Pres. and 25% owner of Miami area's second uhf is Comdr. Mortimer L. Loewi, ex-DuMont executive who now operates a winter resort in Hallandale, Fla. Operators have engaged Gil Sayward Associates, Ft. Lauderdale, as promotion agents; J. R. Troxel, ex-WTVJ, as operations mgr.; Stan Shaw, ex-WAAT, Newark, program director; Wallace E. Stone, ex-AP radio div. and recently with WDGY, Minneapolis, national sales mgr. Rep has not yet been announced.

KETX, Tyler, Tex. (Ch. 19) has most GE equipment on hand (except for film chain) and was to begin erecting Andrews tower Aug. 10. Despite repeated delays, owner Jacob A. Newborn Jr. hopes to be on air shortly, but promises no specific date now. Dr. Robert Norris, ex-U of Texas, has been appointed station mgr.; Wm. R. Schock, ex-KEYL, San Antonio, chief engineer; Phil Trammell & Frank Sherry, also ex-KEYL, operations & film engineers; Garnet Evans, ex-ABC's *Big Jon & Sparky* show, promotion mgr.; Helen Snook, ex-U of Texas, program mgr.; Austin Williams, ex-WOAI, news & special events. No rep yet chosen.

WCAN-TV, Milwaukee, Wis. (Ch. 25) failed to make July 20 target (Vol. 9:26), now plans Aug. 25 test patterns with RCA equipment and programming shortly thereafter, according to asst. gen. mgr. Elmer F. Jaspan. Walter Wesley has been named chief engineer. Taylor will be rep.

KBMT, Beaumont, Tex. (Ch. 31), has GE equipment due for shipment this month, plans test patterns the "first 10 days of Sept." according to board chairman Randolph C. Reed. Rep not yet chosen.

KTVE, Longview, Tex. (Ch. 32) with GE transmitter promised for shipment in Aug., plans tests first week in Sept., programming Sept. 20, according to pres. A. James Henry. Forjoe will be rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46), RCA equipment on hand, plans Sept. 1 tests, Sept. 15 programming, writes gen. mgr. John S. Booth who (with pres. C. M. Cassell) also owns WTVE, Elmira, N.Y. (Ch. 24) which began operating June 1. To stimulate uhf conversions, WCHA-TV is making available to dealers its Dage industrial camera for in-store "See Yourself on TV" promotions. It's also running slogan contest, offering 5 free trips to N.Y. for best slogans by persons who have converted. Hour rate will be \$120. Forjoe will be rep.

WELI-TV, New Haven, Conn. (Ch. 59) is delaying start while awaiting FCC action on 4-station plea for subscription TV (Vol. 9:32); also because vhf power increases are putting city right under gun of strong vhf signals—the local WNHC-TV being due to shift from Ch. 6 to Ch. 8 with new transmitter in Nov. "Certainly not this summer or fall," says mgr. Richard W. Davis in response to inquiries about possible starting time. H-R Television is due to be rep.

DUMONT AND WGLV, Easton, Pa. (Ch. 57), went all out this week in showcasing DuMont's first 5-kw klystron-powered uhf transmitter. In novel demonstration and conference conducted for press, agencies, etc. at 82nd floor of Empire State Bldg., they did good job of telling their story.

Essence of claim is this: With new transmitter, waveguide, tilted 20-gain antenna, proper site and height, 100-kw ERP signal can be received at every possible location in "Greater Lehigh Valley" area, which includes some 126,000 homes in market that has populous Easton-Allentown-Bethlehem as hub.

On basis of field-strength surveys, principals assert area can't be covered properly by uhfs with less power-& height or by vhf from New York and Philadelphia. Consulting engineer Paul Godley and DuMont propagation expert Robert Wakeman said they were surprised to find no holes or ghosts in entire service area. Antenna is 1063-ft. above average terrain, 471-ft. above ground, 1460-ft. above sea level.

Godley distributed field-strength survey showing comparative signal levels of WGLV, 2 other uhfs, 4 vhfs. For example, at 8 locations in Easton, WGLV produced following levels in uv/m: 5500, 22,500, 11,000, 7800, 20,000, 10,500, 45,000, 1400. Another uhf was unmeasurable at 2 locations, produced these signals at other six: 850, 3900, 450, 185, 350, 630. A third uhf was unmeasurable at 3 locations, produced following signals at other five: 170, 1100, 110, 125, 310. The 4 vhf signals ranged from unmeasurable to 205 uv/m.

In Allentown, WGLV measured as follows at 7 locations: 4400, 10,500, 1350, 2100, 5500, 3500, 12,500. Second uhf produced 700, 5500, 100, 700, 5000, 1100, 1600. Third uhf was unreceivable. Vhfs ranged from unmeasurable to 480 uv/m.

In Bethlehem, WGLV produced these levels at 7 locations: 15,500, 3300, 5000, 17,500, 10,000, 1100, 25,000. Second uhf had 3000, 630, 2100, 2350, 560, 140, 560. Third uhf was measured at only 2 points, one producing 400 uv/m, other not measurable. Vhfs ranged from unmeasurable to 178 uv/m.

Wakeman said that FCC uhf coverage curves are unrealistic, need revision. He said they indicate 5000 uv/m needed for good signal, but he felt that 1000 uv/m is per-

Vhf reception of uhf is essentially what's suggested in letter filed with FCC by Frederick Budelman, pres., Budelman Radio Corp., 375 Fairfield Ave., Stamford, Conn., ex-chief engineer of Link Radio Corp., New York. He feels it may be possible to transfer most of burden of converting vhf sets from receiver owner to station operator. His idea: "In any one area, a single, relatively high-powered unmodulated signal is radiated on say, 800 mc. On 855.25 mc (carrier frequency) a relatively low-powered video-modulated signal is radiated. At the receiving location, a crystal mixer is associated with and located at the receiving antenna. The two signals described above are mixed and the difference frequency selected and sent down the transmission line to the standard vhf TV receiver. . . . This difference signal is 55.25 mc or the TV Ch. 2 visual carrier frequency. Such a choice would be made in areas where TV Ch. 2 is not in use. In other areas, difference frequencies corresponding to the other unused frequencies could be selected." Possible advantage, he says, is greatly simplified reception of uhf. Idea isn't new. FCC wrote back, telling him he can ask for formal experimental license. Commission engineers say possibility is that out-of-town vhf stations may severely restrict coverage of such setup, but they seem willing to see it tried.

fectly adequate—except for some strips, which require about 2000 uv/m. He claimed that FCC rules should take into account terrain factors for individual stations. An FCC-industry group is studying problem (see p. 11).

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DuMont's point was that low-powered uhf can do more harm than good. Transmitter sales mgr. Herbert Taylor says he will deliver 1-kw transmitters if grantees want them—but without much enthusiasm.

Eimac klystron employed has absorbed a lot of sweat. Early models continuously overheated. Eimac increased ceramic segments by  $\frac{1}{4}$ -in. increments until it found proper widths. WGLV's transmitter has been operated at 8 kw, though it's rated at 5 kw. DuMont has worked them experimentally at 10 kw—and it's good guess that Eimac will rate it commercially at 10-15 kw before too many months. DuMont transmitters are said to be so built that they can substitute 10-15-kw klystrons for 5-kw with very few changes. DuMont engineers are betting that other transmitter makers will be using Eimac klystron before long.

Though DuMont's next 5-kw transmitter is scheduled for WNOK-TV, Columbia, S. C. (Ch. 67) shortly (Vol. 9:32), it doesn't divulge any others—and it's understood they'll take considerable time to produce.

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Stunt used at Empire State demonstrations was to display, side by side on 3 sets, pictures coming from 70-mi. distant WGLV, from WABD out-of-the-air, and from WABD off-the-line. WGLV pictures compared very favorably. Particularly noteworthy to us wasn't that picture could be received but that path of relay to and from WGLV included 55 mi. of vhf. Signal is picked up from WABD on vhf at Pattenburg Hill (N. J.), microwaved to WGLV, then picked up on Empire State on uhf.

Publisher J. L. Stackhouse, of *Easton Express*, who owns WGLV, is putting a lot of money and faith into station, hoping to recoup the hundreds of thousands of dollars it has poured down drain in FM-only. WGLV has primary affiliation with ABC & DuMont, started commercial schedule Aug. 14. It carries test pattern 10 a.m.-6 p.m., programs 6-midnight daily, will expand as fast as it can. It estimates 97,000 TV homes in area, 15,000 of them capable of getting uhf.

Petitions regarding channel changes filed this week: (1) KCJB-TV, Minot, N. D. (Ch. 13) asks that reserved Ch. 6 be made commercial and Ch. 13 be reserved, stating that it would be able to "provide optimum coverage at more reasonable cost" with Ch. 6; assuming identical installations, it said, Ch. 6 Grade B contour would exceed that of Ch. 13 by 145% and that 33.9 kw on Ch. 6 is equal to 270 kw on Ch. 13. (2) WTRI, Schenectady (Ch. 35) asks Commission to correct allocation error by substituting Ch. 58 for Ch. 42 in Greenfield, Mass., Ch. 77 for Ch. 58 in Brattleboro, Vt. (3) WEVE, Eveleth, Minn. requests move of Ch. 10 from Hibbing to Virginia, Minn., Ch. 10 from Hancock, Mich. to Larium, Mich. (4) Oppositions to petition of WHPE, High Point, N. C. to put Ch. 6 in High Point were filed by WTOB-TV, Winston-Salem, WAYS-TV, Charlotte, and Southern W. Va. TV Inc., Beckley. (5) Opposition to petition of WSAL, Logansport. Ind. plan to put Ch. 6 in Logansport was filed by WKYB, Paducah, Ky.

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"Drugcasting," newest addition to broadcasting lexicon, is term WWDC-FM, Washington, gives to broadcasts aimed at FM sets in 75 Peoples Drug Stores in area, to start this fall. Commercials tailored for the stores will also be heard by home audience.

WYATT BUILDING

WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report  
August 15, 1953

**COLOR AROUSES FEARS ALL THROUGH TRADE:** A NARDA official spoke out publicly this week on what just about everyone in the TV business who has to meet a payroll is thinking and saying privately:

"We're going to need a powerful industry-wide program of consumer education by fall if we're to keep the prospect of color from butchering our sales this winter and during the first eight months of 1954."

Thus does big National Appliance & Radio-TV Dealers Assn. look on the grimly ominous prospect that speculation and gossip about the advent of color TV, much of it based on misleading headlines and unfulfillable promises, could wreak havoc with black-&-white sales. Problem is intensified by big inventories and much publicity surrounding petitions to FCC for approval of compatible NTSC standards (Vol. 9:30-32).

Despite every possible reassurance from industry leaders, the fact is that color, which could be a big boon to business, is adding a new dimension of jitters to TV retailers, many of them already groggy with top-heavy inventories. Headline in Aug. 10 Journal of Commerce neatly expressed the double-barreled dilemma of many: "Specter of Color Video Chills Loaded Dealers."

Try as they may to bring out consumer education on color, industry leaders still can't do much about headlines which fit between column rules but don't follow the facts. Such headlines can be powerful deterrents to buying because many a consumer, leafing hurriedly through his newspaper, doesn't read below the headlines.

An example of what's driving retailers to worry was contained in Aug. 11 Washington Star. Headline on 2-paragraph Associated Press story read: "Condon Sees Color TV Sets on Mass Market in 1954." Story quoted Dr. Edward U. Condon, former director of Bureau of Standards and now Corning Glass research chief, as predicting "color TV sets will be sold commercially by the fall of 1954" and that "several thousand" color tubes will be available this fall but only to eastern luxury market.

Story makes no mention of "mass market" referred to in headline. Industry knows, of course, that color receivers won't be on "mass market" for several years -- but does consumer know it? Evidently not, judging from reaction of retailers.

Another example was contained in Aug. 12 Variety, which headlined story: "Color TV by Christmas Envisioned as FCC Paves Way for Compatibility." But as far up as second paragraph, story hedged:

"However, while the networks might be transmitting NTSC color before the end of the year, there's little chance that the public will be able to buy receivers to pick up the transmissions (in color) before next summer. Manufacturers have indicated to FCC it will take them from 6 to 9 months to get sets into production. It's also unlikely that color tubes will be available in quantity for some time."

The simple facts are -- as we've reported chapter-&-verse on the basis of knowledge and viewpoints of manufacturers, engineers and others responsible for the development of color -- that not only will the tubes be slow in emerging and very expensive -- but set output will be slow for several years; sets will cost 2-3 times more than equivalent black-&-white (probably \$800-\$1000 up); and colorcasts will be limited for several years, mainly to occasional network shows.

Certainly, color isn't close enough to the reach of the mass market to warrant the average consumer holding off buying a new or replacement black-&-white set, whose ability to pick up colorcasts in first-rate monochrome is guaranteed by the forthcoming adoption of NTSC standards.

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Granted that uneasiness exists in the trade, what can be done about it? On behalf of dealers, NARDA is trying to interest RETMA in a joint consumer education venture -- a publicity campaign to keep the public apprised of the facts.

RETMA is divided on steps to be taken. Most members seem to believe problem can be handled as now, with each manufacturer entrusting to his distributors and his own promotion dept. the task of providing current and correct information to dealers. Some others think RETMA should undertake some sort of program on behalf of all manufacturers -- the whole industry. It's a safe bet former viewpoint will prevail, at least until color sets are ready to be sold and market can be assessed more fully.

There's also legal question whether RETMA, acting as an organization, can go into a venture that might influence sales of either color or monochrome. And there are many who feel that the sooner color sets are on the market, limited in supply and very expensive as they must necessarily be, the better for black-&-white market. As GE's Dr. W.R.G. Baker told National Assn. of Electrical Distributors in May:

"There will be a very critical period in sales while the public appraises the value of color against black-&-white and becomes educated to the true facts of the actual advantages of color TV -- the programs that will be available, just how much color adds to the programs and what they would have to pay over and above the cost of a good black-&-white receiver. The quicker we can give the public the opportunity to make this side by side comparison and appraisal, the shorter will be the period of indecision and hesitancy to buy a black-&-white receiver."

NARDA pres. Wallace Johnston said substantially the same thing to delegates attending his convention in Chicago in June.

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TV production jumped sharply in week ended Aug. 7, totaling 115,430 units (7339 private label), up from 80,589 preceding week and 68,371 week ended July 24. It was highest weekly total since mid-June and brought third-quarter production so far to estimated 400,000 (5 weeks) and year so far to nearly 4,300,000 (31 weeks).

Radio output totaled 225,432 (92,318 private), compared to 226,027 week ended July 31 and 180,200 week before. It brought third-quarter production to about 900,000, and for year to nearly 8,200,000. Week's radios: 63,531 home sets, 45,213 portable, 32,066 clock, 84,422 auto.

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**Trade Personals:** Harry A. Ehle, v.p. of International Resistance Co. and RETMA board member, elected pres. of Radio Parts & Electronic Equipment Shows Inc., sponsor of annual Chicago electronic parts show . . . Dr. W. R. G. Baker, GE, reappointed chairman of TV committee, RETMA; A. M. Freeman, RCA Victor, renamed tax chairman . . . Robert H. Cooper promoted to Philco special sales mgr., including premium sales . . . F. R. Glauber, Olympic Radio v.p. & pres. of its N. Y. factory distributing branch, has resigned as of Sept. 1 . . . Matthew Wilkin named Packard-Bell asst. sales mgr., succeeding Tom Talmadge, resigned to become Packard-Bell San Diego distributor . . . Jerome Goldman, ex-Tel King & Western Electric, named CBS-Columbia senior electronic engineer for govt. equipment; Eugene Lieberman, ex-Emerson, named liaison engineer, product engineering staff . . . Robert W. Fordyce named Raytheon eastern district sales mgr. . . . Donald Webster, ex-GE, named Magnavox Charlotte district mgr.; Morris H. Housel Jr., ex-Nash-Kelvinator, appointed Richmond mgr.; John Roper takes over eastern Pennsylvania-New Jersey area . . . Abraham Hyman resigns as consultant to JFD Mfg. Co. to establish own electronic consulting office at 126 West 22nd St., N. Y. . . . Thomas M. Fitzgerald Jr., ex-Stewart-Warner, named sales mgr., P. R. Mallory & Co. capacitor div. . . . Harley Litteral resigns as Raytheon director of distributors . . . J. H. Riddel, ex-marketing mgr., promoted to asst. v.p., Capehart-Farnsworth consumer products div. . . . G. A. Bradford, ex-adv. mgr. of GE tube dept. in Schenectady, named adv. mgr., TV-radio dept., Syracuse.

Sparton TV-radio production resumed this week following settlement Aug. 7 of 72-day strike at 3 plants of Sparks-Withington Co., Jackson, Mich.

More lenient attitude towards business is definitely gaining shape at Federal Trade Commission, where Eisenhower-appointed chairman Edward F. Howrey has outlined plans to gain voluntary compliance with FTC regulations rather than force cases into hearing rooms. He plans following steps: (1) Establishment of Bureau of Consultation, in which businessmen will be given free information and advice on FTC regulations to avoid violations. (2) Development of new standards for determining proof of violations. (3) Appointment of outside management survey team to recommend ways to improve FTC efficiency in handling cases.

International Union of Electrical Workers TV-radio conference board, at annual meeting in Washington recently, took following steps: (1) Announced plan to launch industry-wide drive, beginning with negotiations with P. R. Mallory Co. in 6 months, for such fringe benefits as at least 8 paid holidays a year, improved vacation provisions, increased night differential for late shift work, new overtime demands. (2) Started drive to unionize 250,000 white collar workers in TV-radio-electronics plants. (3) Protested to defense mobilizer Arthur S. Flemming "concerted drive" by companies to relocate plants in rural, non-industrialized areas so as to pay sub-standard wages.

Curry B. Freeman, v.p. of City National Bank & Trust Co., Chicago, elected to board of Sentinel Radio at annual stockholders meeting July 21. Ernest Alschuler, Sentinel pres., announced sales for first quarter fiscal year ended June 30, 1953 were about 50% ahead of same period last year with continuing good demand for TV-radio sets.

National Alliance of TV & Electronic Service Assns. to hold 4th annual convention at Chicago's Morrison Hotel, Oct. 9-11.

**Topics & Trends of TV Trade:** Unfitness and mismanagement, not softness of markets, were main causes of failures of TV-radio and appliance dealers in 1952. That was major finding of Dun & Bradstreet, which studied failures in field at request of Bank of America. Richard M. Oddie, director of bank's small business advisory service, revealed findings this week to International Assn. of Electrical Leagues Conference in San Francisco in advance of official release of Dun & Bradstreet report—and added his own recommendations for solutions, based on bank's experience in dealing with some 5000 TV-radio and appliance dealers in California.

Oddie said survey showed up these specific causes of failures: (1) Inadequate sales staffs and sales training programs, 42.5% of TV-radio store failures, 46.9% of appliance store failures. (2) Inventory difficulties, 18.8% & 20%. (3) Competitive weakness, 27.5% & 13.1%. (4) Receivables difficulties, 7.5% & 13.1%. (5) Neglect, fraud, disaster, etc., 11.2% & 16.2%. Eight factors of small retail operations were cited on which owners and managers should concentrate to overcome their difficulties:

(1) Careful planning—"checking of facts in advance to see whether a calculated risk is justified." (2) Closer check on inventory to keep it "fresh, in balance and in profitable motion." (3) Responsible and consistent promotion, particularly on products advertised heavily by manufacturers. (4) Improved personnel relations, particularly in small shops where loss of one key man can be damaging. (5) Better training of salesmen, pointing to helping consumers buy wisely. (6) Cleaner interior of store, efficient service dept. (7) Prudent use of credit—"when properly used by legitimate and business-minded retailers, installment credit is a beneficial sales builder, a customer service and a defensive weapon against unfair tactics of discount houses." (8) Proper financial management "consisting of knowing the facts derived from accounting and merchandising records and giving them simple and consistent interpretation on a forecast basis."

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Picture tube sales in first 6 months of year totaled 5,197,071 valued at \$122,493,747 at factory, compared to 1,845,309 worth \$41,259,503 in same 1952 period and 2,552,757 at \$66,546,932 in first 6 months of 1951, reports RETMA. Rectangular 20-in. and larger continued to represent 70% of sales. June picture tube sales totaled 746,822 worth \$17,480,475, compared to 744,252 at \$15,659,541 in May and 285,975 at \$5,871,483 in June 1952.

Receiving tube sales in first 6 months totaled 243,160,348 valued at \$165,403,696, compared to 160,183,526 at \$116,169,295 in same 1952 period. Of sales, 168,689,301 went for new sets, 56,959,736 replacement, 10,491,934 export, 7,019,377 Govt. For June, receiving tube sales totaled 42,505,685 worth \$29,634,656, compared to 37,253,308 at \$25,093,037 in May and 24,365,462 at \$18,279,016 in June 1952.

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Packard-Bell introduced 35 new models at distributors' meeting in Los Angeles, ranging from 17-in. table model in mahogany, oak & maple, at \$220, to 27-in. mahogany combination at \$800, with optional 82-channel detent tuner available at \$40 extra on all sets. Featured in line is new "super power" chassis, with 27 tubes, for improved fringe reception.

Sylvania's 5,000,000th picture tube was produced this week—a 27-in. unit turned out at Seneca Falls, N. Y. plant. Also this week, GE announced plan to increase output of aluminized tubes by 50% when retooling at Buffalo and Syracuse plants is completed by year's end.

Stewart-Warner plans new \$500,000 TV-radio assembly plant at 1300 No. Kostner Ave., Chicago.

**Distributor Notes:** More upheavals in distributor structure of Crosley-Bendix lines are taking place weekly, with promises of still more changes to come, as trade continues to reverberate from decision of parent Avco to consolidate its 2 distributing subsidiaries (Vol. 9:30, 31). Rumblings of discontent are being heard from many distributors who apparently object to being forced to carry both lines when only one is a strong seller . . . Latest to join ranks of defections was South Texas Appliance Corp., Bendix distributor in San Antonio, which dropped line this week rather than take on Crosley TV (it now distributes Motorola), its pres. Jack B. Pollock declaring in bulletin to dealers: "We can serve our dealers better by representing several national leaders in the appliance field, rather than in aligning ourselves with one manufacturer who would dictate our policies and interfere with our relationships with our many dealers. We have again elected to remain an independent distributor" . . . On other side of coin was action of Harry Alter Co., big Chicago Crosley outlet, which this week added Bendix—not too surprising since Crosley distributors have been generally eager to pick up Bendix line . . . Admiral appoints R. F. Trant Distributing Corp., Norfolk (R. F. Trant Jr., pres.); Peaslee-Gaulbert Corp., Atlanta (Admiral) names Foster Davis, ex-Crosley, as sales mgr. . . . Sylvania names C. T. Patterson Co., New Orleans (R. L. Simpson, pres.); Graybar, Buffalo (Sylvania) promotes Robert S. Laber to appliance sales mgr. . . . CBS-Columbia appoints Electrical Products Co., Baltimore, replacing Associated Distributing Corp., which went out of business Aug. 1; Ray Thomas Co., Los Angeles (CBS-Columbia) appoints Jack Bloom field sales mgr. . . . Olympic Radio appoints Morton Distributing Co., Asheville, N. C. . . . Leo J. Meyberg Co., San Francisco (RCA Victor) appoints H. G. Atwater adv. & sales promotion mgr. . . . Lynn Distributing Co., Savannah, Ga. (Philco) names Thomas C. Bordeau as exec. v.p. & gen. mgr.; A. K. Sutton Inc., Charlotte, drops Philco line . . . Horn & Cox Inc., Los Angeles, which last week dropped Pacific Mercury franchise (Vol. 9:32), announces resignation of sales mgr. Manny Silver . . . Emerson-Long Island Inc. appoints Herman Mendelson, ex-GE, as sales mgr.

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Sightmaster Corp., New Rochelle, N. Y., onetime TV receiver manufacturer, this week announced program of conversion of black-&-white TVs to color. Though all major manufacturers agree that conversion is impractical, costing about same as new set, Sightmaster's pres. Michael Kaplan states in press release: "Price on new color sets should start out about \$800 to \$1000. Under our color conversion set program, the conversion cost should run somewhere in the neighborhood of \$250. It is difficult to fix the prices yet, since the production cost of a color tube has not been established as yet."

Raytheon's proxy statement, setting forth proposal to increase common stock from 3,000,000 to 4,000,000 (Vol. 9:32), fixes stockholders meeting for Sept. 17 at Waltham, Mass., sets forth these officers' annual compensations and their common stockholdings: Charles F. Adams Jr., pres., \$57,600 (7500 shares); David T. Schultz, v.p. & treas., \$45,600 (7594); Percy L. Spencer, v.p. & mgr., power tube div., \$31,000. Other major director-stockholdings: Wm. Gammell Jr., v.p., Providence Institute for Savings, 13,700; Robert H. I. Goddard, estate trustee, 10,500.

Shipments of radios to dealers in first 6 months, exclusive of auto radios, totaled 3,214,024, up about 10% from 2,879,706 sets shipped in first half of 1952, reports RETMA in state-by-state and county-by-county breakdown available on request.

**Financial & Trade Notes:** Admiral's sales for first half of year broke record—as did other majors RCA, Philco & Motorola previously reported (Vol. 9:30-32)—and profits were up 89% from first half of 1952, though under record earnings in first half of 1950. Net income was \$1,762,152 (\$2.42 a share on 1,965,230 common shares outstanding) on sales of \$131,222,438. This compared with earnings of \$2,523,355 (\$1.28 on 1,928,000 shares) on sales of \$83,015,391 in first half of 1952; \$4,093,421 (\$2.08) on sales of \$103,587,355 in same period 1951; \$8,485,184 (\$4.24) on \$103,295,848 in same period 1950. (For 1950-52 earnings of Admiral and 36 other leading TV-radio-electronics manufacturers, see pp. 315-316, *TV Factbook No. 17*.)

Exec. v.p. John B. Huarisa said June shipments of TV sets reached record volume. New markets represented most important factor in higher TV sales, he said though replacement market has also increased substantially. For second quarter of 1953, net earnings were \$1,705,274 (87¢ a share) on sales of \$62,030,589 vs. \$1,007,849 (51¢) on sales of \$39,045,035 in second quarter 1952.

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Among officers' and directors' stock transactions reported by SEC for June 11-July 10: Irene O. Siragusa bought 900 Admiral, holds 370,673 personally and 142,224 through trusts; Robert E. Kintner bought 200 AB-PT, holds 3000; Walter E. Green bought 200 General Precision Equipment, holds 535; Paul V. Gavlin sold 300 Motorola, holds 104,710 personally and 186,696 through trusts; Robert W. Galvin sold 300 Motorola, holds 157,432 personally and 186,696 through trusts; Edward R. Taylor bought 600 Motorola, holds 1260; Milton R. Rackmil bought 2285 Decca, holds 9713; L. W. Schneider bought 103 Decca, holds 437; Harold I. Thorp bought 92 Decca, holds 392; Russell L. Heberling bought 100 Philco, holds 400; Walter A. Buck, jointly with wife, bought 200 RCA, holds 400; Lewis L. Strauss sold 499 RCA, holds 1; John R. Read bought 100 Westinghouse, holds 100; Edward F. Weston bought 1000 Weston Electrical Instrument, holds 11,008.

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"Electronics capital" will move to San Francisco next week, with following events scheduled: Joint Electron Tube Engineering Council, meeting at Civic Auditorium, Aug. 18-19; Western Electronic Show and Convention, Mark Hopkins Hotel, Aug. 19-21; RETMA transmitter tube section, St. Francis Hotel, Aug. 20. RETMA meeting will feature address by Lt. Col. William F. Starr of Electronic Production Resources Agency, on demand and availability of transmitter tubes.

First 6 "Studio Zoomar" lenses (Vol. 9:15) have been delivered to TV stations by Television Zoomar Corp. Selling for \$5900, as compared to \$7500 for standard outdoor Zoomar, demand for Studio Zoomar has been high, according to pres. Jack A. Pegler, who calls new lens "answer to the one-camera show." First lens went to WABD, N.Y.

Erie Resistor of Canada Ltd., wholly owned subsidiary of U. S. firm, to build new 21,000-sq. ft. plant at Trenton, Ont., will dispose of Toronto plant. Also planned is Australian plant, probably under aegis of Erie Resistor Ltd. of England.

Sprague Electric Co. soon opens new 30,000-sq. ft. plant near San Juan, Puerto Rico, its 8th branch, to be called Sprague Carbide Co. and managed by Lee Fraser, ex-Arma Corp. production mgr.

New edition of GE's measuring equipment catalog, describing more than 115 testing & measuring devices for laboratory and production line use, was issued this week and is available from GE, Schenectady, N. Y.

ALL SIGNS are favorable for record financial year for most electrical manufacturers, including TV-radio-electronics. TV-radio industry's Big 4 have already turned in record sales & profits for first half of year (see below). National City Bank, reporting this week on net incomes of 21 unnamed electrical equipment, radio and TV firms, shows total of \$147,344,000 profit, up 31% from same 1952 period; for first quarter, total was \$44,411,000, up 43%.

Recapitulating reports from TV-radio's Big 4 on their first-half 1953 business, their sales and profits are as follows (add 000):

Company	Net Sales 1953	Net Sales 1952	% Change	Net Profit 1953	Net Profit 1952	% Change
RCA	\$410,686	\$305,837	+34.3	\$18,185	\$11,299	+ 61.0
Philco	238,522	165,156	+44.4	12,216	4,289	+185.0
Admiral	131,222	83,015	+58.0	4,762	2,523	+ 89.0
Motorola	109,532	69,793	+57.0	4,640	3,129	+ 48.3

Radio Propagation Advisory Committee (RPAC), authorized Jan. 7, 1953 by FCC, continues periodic meetings for purpose of recommending more accurate method for predicting vhf-uhf coverage as more is learned about propagation (see p. 7). Nearly everyone agrees there ought to be a technique for taking into account local terrain differences instead of relying on a general statistical approach—though latter method was best available when FCC rules were adopted. RPAC has no target date for final report, held most recent meeting Aug. 10. Members: Edward Allen, FCC Chief engineer, chairman; Wm. Boese, FCC, secy.; Harry Fine & George Waldo, FCC; consulting engineers Stuart Bailey, A. Earl Cullum Jr., Frank Kear, James McNary; Raymond Guy, NBC; Ralph Harmon, Westinghouse; Kenneth Norton, Bureau of Standards; Clure H. Owen, ABC; Robert Wakeman, DuMont; James H. Chisholm, MIT; A. L. Durkee, Bell Labs; Philip Siling, RCA; J.W. Wright, CBS.

Recording-reproducing unit capable of 24 or 48 hours of continuous automatic recording on a single reel of magnetic tape was demonstrated in New York Aug. 11 by Walter Niles, pres., Soundscriber Corp., New Haven, Conn. It was developed in conjunction with Navy, which uses some 500 for ground-to-air and air-to-ground communications. Roll of tape is 7-in. in diameter, recorder has one or 2 separate channels for connections from microphone and/or from intake on receiving equipment. Dual-channel unit lists for \$1395, single-channel \$1250, demagnetiser or eraser unit \$195, dual-channel tape \$29, single-channel tape \$17.50.

Edward Lamb Enterprises Inc., Toledo, operator of WICU, Erie, Pa. and grantee of WMAC-TV, Massillon, O., expands into manufacturing field with purchase this week for undisclosed amount, of C. L. Bryant Co., Cleveland, manufacturer of gas & oil furnaces, gas conversion burners and incinerators. Company has 150 employes. Mr. Lamb recently sold his WTVN, Columbus, to Cincinnati WKRC-TV (Taft) interests for \$1,500,000 (Vol. 9:9). He started with radio WTOD, Toledo, which he still owns; also owns WIKK, Erie, and Erie Dispatch, and is TV applicant for Orlando, Fla., Toledo & Portsmouth, O.

Only new-station application filed this week was for Ch. 26 in Eugene, Ore. by owners of local KASH—but since controlling stockholders aren't listed, it presumably will be returned. With 11 applications dismissed this week, 9 CPs issued, total applications pending have gone down to 529, of which 163 are uhf. [For further details, see *TV Addenda 17-F* herewith; for complete listings of all post-freeze grants, new stations, applications, dismissals, hearings, etc., see Blue Section of *TV Factbook No. 17 with Addenda* to date.]

New technical book, *Television Broadcasting*, by Howard A. Chinn, chief engineer of CBS audio-video div., will be published early next month by McGraw-Hill.

**Telecasting Notes:** Too much "muck, murder and mayhem" on current TV rouse Jack Gould's ire in Aug. 12 N. Y. Times, while *Herald Tribune's* John Crosby, taking up *Variety's* report of slump in filmed TV shows, with no live teleshows transferring to film (Vol. 9:31), observes: "Well, well, well, well! This is a condition devoutly to be wished by everyone except the people in the telepix industry, who are largely to blame for their own woes." *Variety* lists a number of reasons why filmed shows are faring so badly—rising labor costs, lack of original ideas, lack of prime time on the networks—but John Crosby diagnoses the condition more simply: "The filmed shows that have come out of Hollywood, most of them, have been just plain lousy [and] I'm happy that the rush to film has abated" . . . Hollywood *Daily Variety* apparently differs with N. Y. editors about telepix outlook, for it banners "TV Prod'n 'Saving' Indie Studios" Aug. 10 and relates that Hollywood's independent rental lots are already operating at about 70% capacity, with 24 out of 35 stages in operation. Example of how well TV film is going is cited in fact General Service, a lot in bankruptcy about 3 years ago, last week paid off balance of \$1,300,000 owed Bank of America, owners James & George Nasser attributing salvage solely to telepix rentals . . . Among series, mostly 39, now shooting at General Service: *Adventures of Ozzie & Harriet*, *Cavalcade of America*, *I Married Joan*, *Private Secretary*; at Eagle Lion, *Fireside Theatre* and new shows for GE and Hamilton Watches; at Hal Roach Studios, *Life of Riley*, *My Little Margie*, *Racket Squad*, *International Police*, *Crown Theatre*, *Duffy's Tavern*; at RKO Pathe, *Four Star Playhouse*, *Letter to Loretta*; at Goldwyn, *Schlitz Playhouse of Stars*; at Walt Disney, *Dragnet*; at Columbia, *Ford Theatre*; scattered shows, *Cisco Kid*, *Big Town*, *Superman* . . . Kathi Norris signs contract with GE, which plans to use her as Westinghouse does Betty Furness—"femme showcase," as *Variety* puts it; in what it sees as industry trend ("glamor binge"). *Variety* also discloses that Candy Jones is being readied for buildup as Colgate merchandiser . . . 10 CBS-TV spot sales-represented stations set forth good case for daytime TV in brochure just released titled *Plus 51*; it shows 78% more TV families (total 10,000,000) in their combined areas than 2 years ago and thrice number of viewers for average daytime quarter hour . . . DuMont Network this week vacated studios and master control in John Wanamaker Store, N. Y., in favor of new uptown Tele-Center . . . NBC's co-op newspaper advertising campaign starting Aug. 27 on behalf of both TV & radio has 70% of its 124 TV affiliates and 75% of its 176 radio affiliates going along on 50-50 expenses basis; first ads will feature TV's *Treasury Men in Action* and *Martin Kane*, radio's *Dragnet* . . . Ford Foundation's new children's program on NBC-TV will be titled *Excursion*, starts Sun., Sept. 13, 3:30-4 p.m., will be available to 2 sponsors . . . Faye Emerson engaged by big United Features Syndicate to turn out 5-a-week newspaper column about TV—news, gossip, interviews, etc. . . . Alex Segal, who handled *Celanese Playhouse* and *Pulitzer Prize Playhouse*, engaged by ABC-TV to direct new *U. S. Steel Theatre*, which premieres Tues., Oct. 6, 9:30-10:30 p.m. . . . Dept. of confusion: NBC film div., syndicating *Dragnet* re-runs under title *The Cop*, changes title to *Badge 714* in deference to police objections that word 'cop' lacks dignity; *Gangbusters* now being syndicated under title *Captured*.

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FCC's 3-year TV license proposal (Vol. 9:30) was opposed this week by Americans for Democratic Action (Edward D. Hollander, national director) which requested public hearing and stated that proposal "raises basic questions of public policy with reference to the review functions of the Commission."

FCC's application-advertising proposal (Vol. 9:27) drew two comments by filing deadline this week, but deadline was extended to Sept. 15 at request of Federal Communications Bar Assn. which reported "substantial disagreement" among members. CBS disapproved of proposal, suggested instead that "the rules be revised so that in the event no competing application is filed during the 30-day period following publication (1) the Commission may grant, within 2 months following such 30-day period, the original application without regard to any applications filed subsequent to such 30-day period, and (2) if the Commission is not able to grant the original application within 90 days after the first publication of notice of the filing of the original application, then all competing applications shall be considered with the original application." Attorney Leo Resnick, former FCC examiner, speaking for himself, also disapproved, arguing: "If one of the purposes [is] to prevent strike applications, it must be remembered that a strike application can be filed within 30 days just as readily as an application filed in good faith; in fact, from my observations made at a distance, strike applications can be prepared and filed in less time than applications filed in good faith."

Two new FCC examiners appointed this week, bringing total to 14, are Millard F. French and John B. Pindexter, former Civil Aeronautics Board examiners. New acting chief of FCC's Office of Opinions & Review is Sol Schildhause, succeeding Sylvia Kessler, resigned. Taking his place on acting basis is Forest McClenning. Added to Office of Opinions & Review, decision-writing arm of Commission and its biggest bottleneck, are Paul R. Conway & Gerald F. Hadlock, ex-OPS; Julius S. Egger, ex-CAB; Richard M. Hartsock, ex-Army (JAG); Edith M. Klein, former municipal judge in Boise, Ida., most recently in private practice; Vernon B. Romen, Salt Lake City native, just graduated from George Washington U Law School.

Pittsburgh Pirates, up to now sole holdout against televising of its games, will permit 4 to be carried via new WENS (Ch. 29)—with St. Louis Cardinals from Forbes Field, Aug. 29, to be fed also to KSD-TV, St. Louis; doubleheader from Cincinnati, Sept. 13; local game with N. Y. Giants, Sept. 26. Branch Rickey is permitting "experiment" by arrangement with attorney Tom Potter, major owner of club, who also is WENS pres. Second Pittsburgh uhf—first was WKJF-TV (Ch. 53), which began testing July 14—is due to begin testing shortly, plans to go commercial Aug. 22.

Two men were killed Aug. 8 when their light plane struck guy wire of 1034-ft. tower of WHUM-TV, Reading, near Pine Grove, Pa. Weather was foggy and it's assumed pilot was navigating by following road which passes near tower. FCC engineers don't recall any similar accident in U. S., though there have been a few instances of planes ramming towers. Aviation industry has been plumping for lighting and marking of guy wires, but Commission proposal to that effect was abandoned as impractical. Presumably, aviation interests will redouble efforts to make some sort of guy wire marking mandatory.

Power increases: WPTZ, Philadelphia, went to 100 kw Aug. 14 and WNBW, Washington, increases to 100 kw Aug. 17 after adding 184 ft. to tower, making it 537 ft. DuMont shipped 25-kw unit to KFEL-TV, Denver, which expects to put out 100 kw shortly. WEEU-TV, Reading, expects to put 12-kw GE uhf amplifier into operation Aug. 17. GE reports 20-kw amplifier going next week to WXYZ-TV, Detroit. Next week, RCA plans to ship 10-kw units to KFDX-TV, Wichita Falls, and WFBM-TV, Indianapolis; 25-kw to WSL-TV, Roanoke; 50-kw to WNHC-TV, New Haven.

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# Television Digest

with ELECTRONICS REPORTS

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In this issue:

Record Week Sees 9 New Stations Start, page 1  
Idaho Station Can't Make Grade, Quits, page 2  
FCC's New Priority List for TV Hearings, page 3  
3 CPs Granted, 10 Laggards on Carpet, page 4

Transmitter Shipments & Upcoming Stations, page 5  
No Decision in FCC's Network-UHF Study, page 6  
NTSC Color Standards Meet First Opposition, page 8  
Manufacturers Report UHF Sales Upbeat, page 9

**RECORD WEEK SEES 9 NEW STATIONS START:** Nine more on the air this week constituted something of an all-time high in TV, bringing to 227 the total now operating and/or testing -- allowing for the demise of another post-freeze starter (see story, p. 2). Five of the new stations are in brand new TV towns, 4 are second outlets in cities already having service -- 2 being the new uhf stations launched to compete with vhf in one-station Buffalo and Norfolk. These are the latest starters:

WVEC-TV, Hampton-Norfolk, Va. (Ch. 15) began testing Aug. 15 with 12-kw GE transmitter and 500-ft. antenna giving 200-kw ERP and with reported excellent signal over tidewater terrain ideally suitable for uhf. It's now on 9 a.m.-9 p.m. patterns pending Sept. 19 commercial debut when it joins NBC-TV as basic affiliate. Bulwarked with top-hole programs, given heavy RCA-NEC promotional backing, with all set makers working overtime to promote conversions, this project is regarded as a prime "test" for uhf. Tom Chisman is pres. & gen. mgr. Base hour rate is \$300. Rambeau is rep.

KEDD, Wichita, Kan. (Ch. 16) also began tests of RCA transmitter Aug. 15, already claims 90% of the 20-25,000 receivers in area are equipped for uhf. Nearest other signal comes from KTVH, Hutchinson, Kan. (Ch. 12), about 40 mi. away. KEDD is owned by Durwood theatre chain family of Kansas City, is managed by Stanley H. Durwood. It affiliates with NBC & ABC. Hour rate is \$300. Petry is rep.

KCMC-TV, Texarkana, Tex. (Ch. 6), after first tests Aug. 16, reported good coverage from GE transmitter to Pine Bluff, Little Rock & Hot Springs, Ark., up to 140 mi.; Shreveport, La., about 65 mi.; Marshall, Tex., 65 mi. It's owned by Texarkana Gazette (C.E. Palmer) interests, affiliates with CBS, ABC & DuMont, is managed by Frank O. Myers. Base rate is \$200. Taylor is rep.

KSBW-TV, Salinas, Cal. & KMBY-TV, Monterey, Cal. (sharing Ch. 8) took to air with 2-kw RCA transmitter Aug. 17, go commercial Sept. 11. Towns are 15 mi. apart, about 85 mi. south of San Francisco. KSBW-TV mgr. is John C. Cohan, co-owner with Lewis Terven & Wm. Oates, with understanding with San Francisco Chronicle (KRON-TV) that it will buy 25%. KMBY-TV is managed by S.M. Aston, 30% owned by Texas broadcaster Kenyon Brown, 30% by banker George L. Coleman, 24% by Bing Crosby. Both stations have \$200 rate. KSBW-TV rep is Hollingbery, KMBY-TV lists no rep.

WBUF-TV, Buffalo, N.Y. (Ch. 17) went on air Aug. 17, reported "superb picture" and "null-free reception" over 35-40 mi., with some viewing in Toronto, 70 mi. It runs test patterns 1-5:30 p.m., commercials 7-11 p.m., with good lineup of CBS, ABC & DuMont shows. Co-managers Gary Cohn and Sherwin Grossman say uhf set sales in one-vhf-station city are booming, claim 20-25,000 conversions already as result of heavy promotion. Transmitter is DuMont. Base rate is \$200. Rep is H-R Television.

WTWU, Scranton, Pa. (Ch. 73), under mgr. Martin Silver, ex-Federal transmitter sales chief, went commercial from start Aug. 17, second uhf in city, third in area (WBRE-TV, Wilkes-Barre). Silver reports good response from first signals of Federal transmitter. Hour rate is \$200. Bolling is rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29) started testing Aug. 20, only 9 days after arrival of RCA transmitter. It's first TV in rich Bakersfield, about 100 mi. north of Los Angeles. Chief owner is Sheldon Anderson (43%). John P. Hearne, one-time FCC attorney now practicing in Los Angeles, owns 25%; Charles Thierot of San Francisco Chronicle family (KRON-TV) owns 15%. Naum Healy is mgr. NBC & DuMont network service will be carried. Base rate is \$250. Forjoe is rep.

WTVH-TV, Peoria, Ill. (Ch. 19) began test patterns Aug. 20, second uhf in city, with RCA transmitter. It goes commercial in latter Sept. Co-owners are Hugh Norman, operator of KSTT, Davenport, Ia., and Walter F. Kean, consulting engineer of Riverside, Ill. Rate is \$250 an hour. Petry is rep.

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Note: At week's end, several other CP holders were poised to start -- including Buffalo's second uhf WBES-TV (Ch. 59) and Pittsburgh's second uhf WENS (Ch. 16) -- but they had not reported up to press time. Some are eager to begin before Monday, Aug. 24, when new FCC priority lists go into effect, in order to push hearing dates for other applicants in same cities further into future (see story, p. 3).

**IDAHOTATION CAN'T MAKE GRADE, QUIT:** Another post-freeze TV station casualty is KFXD-TV, Nampa, Ida. (Ch. 6) which has given up the ghost, probably permanently. It is the second to quit operating altogether, other having been uhf WROV-TV, Roanoke (Ch. 27), which also couldn't stand the economic gaff (Vol. 9:26,29).

Two other post-freeze stations which fell on bad times are still on the air -- both vhf. They're KONA, Honolulu (Ch. 11) which was rescued from management distress by new owners (Vol. 9:11,13,23) and KOLN-TV, Lincoln, Neb. (Ch. 12) which has been sold to John Fetzer interests, transfer approved by FCC this week (p. 12).

Thus we have spectacle of 3 vhf hitting rocks, one uhf, though most of worrying about economics of TV seems to surround uhf. KFXD-TV quit after operating only 8 weeks (June 18-Aug. 12) due to "series of circumstances" related by mgr. Edward P. Hurt, who succeeded his father, pioneer broadcaster Frank E. Hurt, deceased about 2 years ago, in management of family's profitable AM independent KFXD (5 kw on 580 kc).

Investment ran less than \$25,000, thanks to special equipment arrangements, said Mr. Hurt. Losses were running about \$200 per day on 2 hours of operation daily, 6-8 p.m. Station wasn't strictly Nampa-only (pop. 16,142) but also figured to cover Boise (pop. 34,152) with its Gates transmitter located on 6558-ft. height just 9½ mi. from Boise, 24½ mi. from Nampa.

Signal into Nampa was regarded "excellent" -- but it "overshot" Boise, oddly enough, though that city is nearer by 15 mi. Hurt, an engineer, blames this on composite antenna -- a folded dipole and reflector only 8 ft. above the ground.

Add fact that NBC affiliate KIDO-TV, Boise (Ch. 7) got on air July 9, and lined up CBS & DuMont while KFXD-TV got no network. KIDO-TV is reported doing very well, so economics weren't all of its rival's troubles. Mr. Hurt said he figured on operating without special sales or program staff, soon learned his theories about cheap programming for small towns didn't hold. "You break your back for the film people in New York to get a film for \$75 for which you might get \$100 from an advertiser, whereas in radio you take in \$100 and sometimes can keep \$75," he said.

He thinks KFXD-TV might have been made to pay off just the same, except for foregoing "and other factors" he was reluctant to talk about. But if one thing was learned by his experience, he agrees, it's that vhf is no open sesame to profit.

As for well-managed KIDO-TV, Hurt thinks its chances of success are excellent, and he thinks same of KBOI (renamed from KT00), allocated to nearby Meridian (Ch. 2) which may now hasten construction. Fourth vhf assigned area went to KTVI, Boise (Ch. 9), a Frank Carman-Grant Wrathall project, not due until spring of 1954.

No effort was made to sell the defunct station, no offers received. Mr. Hurt formally turned in his STA (special temporary authorization) to the FCC this week, his counsel asking it go back on CP status pending possible equipment changes and higher power. This means he reverts to CP until next Nov. 11, when permit lapses. Meanwhile, equipment has been dismantled, some of it sold, and transmitter goes back to Gates -- Mr. Hurt admitting frankly he's unlikely to start up again in TV.

**FCC'S NEW PRIORITY LIST FOR TV HEARINGS:** New processing procedures for competitive TV applications go into effect Aug. 24 -- with a completely new priority list.

The list, as printed herewith, remains in effect for 2 months, then will be superseded by new one -- the order of cities being changed to reflect new stations going on air and new cities for which competitive applications are on file.

We printed full text of new rules as Special Report on July 18, along with unofficial "sample" list as of July 1 (Vol. 9:29). Today's list is also unofficial -- but it should be identical with official list issued Aug. 24 unless any stations begin operation over the week end, which would cause minor changes in order of the cities. After Aug. 24, there'll be no changes in list for 2 months. In using list, these points should be borne in mind:

(1) It affects only competitive applications, since Commission grants non-competitive applications virtually in order in which they're filed. Thus, new list actually determines only when hearings will be scheduled.

(2) Hearings will continue to be scheduled and held under old priorities for some time. All applicants who have received "McFarland letters" notifying them that they are to be scheduled for hearing -- as well as those whose hearings are already scheduled -- are at head of line. Under old priorities, McFarland letters have been sent to applicants in 25 cities on new list, as indicated by asterisks. Beginning next week, letters will be sent according to new order, but the letters which have already been sent carry top priority.

(3) Groups A & B will be processed alternately; first city in Group A will come first, then first city in Group B, and so on. One unanswered question: Since applicants in first 11 Group A cities have already been processed (sent McFarland letters) under old procedure, will Commission process first 11 in Group B before taking 12th city in Group A -- which is really first "unprocessed" city in group?

(4) An "operating station" for purpose of list is one which is actually programming -- not merely transmitting test patterns or holding STA. When FCC issues an STA, it instructs station to notify it at start of "regular operation". List is made up on basis of these responses.

(5) Commission has an escape hatch -- which permits it to ignore priorities entirely "to prevent manifest injustices", as yet undefined.

Reason list is so short compared to old priority listing is that only cities included are those with competitive applications. Our unofficial list as of July 1 had 132 cities; mergers, dropouts and hearings have already cut number to 117.

\* \* \* \*

Here is new priority list (asterisks indicating cities in which applications have been processed under old priorities):

GROUP A			GROUP A—(Continued)			GROUP A—(Continued)			GROUP B—(Continued)		
No.	Operating Station	Pop.	No.	Operating Station	Pop.	No.	Operating Station	Pop.	No.	Operating Station	Pop.
1.	*Des Moines, Ia.	177,965	35.	Alexandria, La.	34,913	69.	Marinette, Wis.	14,178	25.	Green Bay, Wis.	52,735
2.	*Hartford, Conn.	177,397	36.	Fayetteville, N. C.	34,715	70.	Wenatchee, Wash.	13,072	26.	Fort Smith, Ark.	47,942
3.	*San Jose, Cal.	95,280	37.	Ottumwa, Ia.	33,631	71.	El Centro, Cal.	12,590	27.	Fargo, N. D.	38,256
4.	*Waco, Tex.	84,706	38.	Lafayette, La.	33,541	72.	Irwin, Pa.	4,228			
5.	*Manchester, N. H.	82,732	39.	Paducah, Ky.	32,828	73.	Henderson, Nev.	3,643			
6.	*Springfield, Ill.	81,628	40.	Bristol, Tenn.-Va.	32,725						
7.	*Columbus, Ga.	79,611	41.	Reno, Nev.	32,497						
8.	*Topeka, Kan.	78,791	42.	Clarksburg, W. Va.	32,014						
9.	*Portland, Me.	77,634	43.	Albany, Ga.	31,155						
10.	*Charleston, W. Va.	73,501	44.	Wausau, Wis.	30,414						
11.	*Augusta, Ga.	71,508	45.	Jackson, Tenn.	30,207						
12.	Durham, N. C.	71,311	46.	Daytona Beach, Fla.	30,187						
13.	Stockton, Cal.	70,853	47.	Odessa, Tex.	29,495						
14.	Waterloo, Ia.	65,198	48.	Provo, Utah	28,937						
15.	Terre Haute, Ind.	64,214	49.	Mason City, Ia.	27,980						
16.	Ogden, Utah	57,112	50.	Sharon, Pa.	26,454						
17.	Lexington, Ky.	55,534	51.	Rapid City, S. D.	25,310						
18.	Pittsfield, Mass.	53,348	52.	Jefferson City, Mo.	25,099						
19.	Bay City, Mich.	52,523	53.	Las Vegas, Nev.	24,624						
20.	Orlando, Fla.	52,367	54.	El Dorado, Ark.	23,076						
21.	La Crosse, Wis.	47,535	55.	Florence, S. C.	22,513						
22.	Mansfield, O.	43,564	56.	Cape Girardeau, Mo.	21,578						
23.	W. Palm Beach, Fla.	43,162	57.	Goldsboro, N. C.	21,454						
24.	Salem, Ore.	43,140	58.	Hastings, Neb.	20,211						
25.	Lake Charles, La.	41,272	59.	Anderson, S. C.	19,770						
26.	Tyler, Tex.	38,968	60.	Beckley, W. Va.	19,397						
27.	Joplin, Mo.	38,711	61.	Bogalusa, La.	17,798						
28.	Cumberland, Md.	37,679	62.	Plattsburg, N. Y.	17,738						
29.	Biloxi, Miss.	37,425	63.	Modesto, Cal.	17,389						
30.	Muskogee, Okla.	37,289	64.	Big Spring, Tex.	17,286						
31.	Spartanburg, S. C.	36,795	65.	Klamath Falls, Ore.	15,875						
32.	Hagerstown, Md.	36,260	66.	Clearwater, Fla.	15,581						
33.	*Enid, Okla.	36,017	67.	Sunbury, Pa.	15,570						
34.	Petersburg, Va.	35,054	68.	Merced, Cal.	15,278						

**3 CPs GRANTED, 10 LAGGARDS ON CARPET:** Three uhf CPs and one initial decision were this week's yield from FCC as 10 grantees laggard in construction plans were undergoing Commission scrutiny that presages refusals of some extensions.

Week's grants were all results of dropouts of competitive applicants. The grantees: Milwaukee, Ch. 31, WMIL; Owensboro, Ky., Ch. 14, WVJS; Joliet, Ill., Ch. 48, WJOL. Week also produced examiner's initial decision on Jackson, Miss., favoring WRBC for Ch. 3 after competing Delta Sales Corp. dismissed its application.

Milwaukee principals are attorney Gene Posner and broadcaster Jerome Sill, grant resulting when Harold Murphy dropped application for suburban Shorewood, Wis. in consideration of \$1000 for out-of-pocket expenses plus retainer as consultant for 57 months at \$200 a month. It will be city's third uhf, with WCAN-TV (Ch. 25) due on air momentarily and WOKY-TV (Ch. 19) due in mid-Sept.

Owensboro grant came when Messenger & Inquirer's WOMI dropped out to hasten TV service into area; chief owner is coal operator V.J. Steele. Joliet station won final decision after competing applicant, Sanders Bros., failed to show up for the hearing. WJOL pres. Willard H. Erwin Jr. owns 32% of WGKV, applicant for Charleston, W.Va. Jackson already has WJTV (Ch. 25) on air and CP granted to WSLI-TV (Ch. 12).

Commission also finalized some allocation changes, proposed some new ones.

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

\* \* \* \*

Ten CP holders have had letters from FCC in recent weeks, under McFarland procedure, noting their lack of diligence in pursuing grants and asking explanations within 30 days on pain of failure to get CP extensions. Letters were mostly in same vein, noting that equipment has not been ordered and that Commission is "unable to find that you have been diligent in proceeding with construction...or that you have been prevented from commencing with construction by causes not under your control."

As happened when FCC went after pre-freeze laggards, 16 of whom forfeited their CPs rather than embark on then-uncertain economics of TV (for list, see p. 12), 2 of those notified have surrendered CPs: KTVW, Wichita Falls, Tex. (Ch. 22) and WKMI-TV, Kalamazoo, Mich. (Ch. 36). One quickly informed FCC it has ordered equipment and intends to go ahead: WRAK-TV, Williamsport, Pa. (Ch. 36).

Of the 7 others, only one had vhf: KCNA-TV, Tucson, Ariz. (Ch. 9). Others: KITO-TV, San Bernardino, Cal. (Ch. 18); WEOK-TV, Poughkeepsie, N.Y. (Ch. 21); KTVR, Galveston, Tex. (Ch. 41); WJLN-TV, Birmingham, Ala. (Ch. 48); KIRV, Denver (Ch. 20); WIP-TV, Philadelphia (Ch. 29). Latter is one of 4 petitioning FCC to open up subscription TV as only means of uhf support in entrenched vhf areas (Vol. 9:32).

Eleven post-freeze CPs have thus far been turned in, including the 2 aforementioned, one that actually went on air but quit (WROV-TV, Roanoke, Ch. 27) and the following: KMID-TV, Midland, Tex. (Ch. 2); KGKL-TV, San Angelo, Tex. (Ch. 3); KCTV (Ch. 18) & KTVA (Ch. 24), Austin, Tex.; KRIQ-TV, McAllen, Tex. (Ch. 20); WWOD-TV, Lynchburg, Va. (Ch. 16); WTVS, Gadsden, Ala. (Ch. 21); WHHH-TV, Warren, O. (Ch. 67). Another permanent casualty seems to be KFXD-TV, Nampa, Ida. (Ch. 6) -- see p. 2.

Note: More CPs are due to be turned in voluntarily, too -- one such having notified FCC this week: WLEC-TV, Sandusky, O. (Ch. 42).

New WPMT, Portland, Me. (Ch. 53) is assured network service via microwave from Boston, when it goes on air about Aug. 30, AT&T informed Rep. Hale (R-Me.). Facility will be temporary pending permanent construction, and CBS-TV has already placed order for service. Additional TV channels on New York-Washington and Philadelphia-Washington microwave routes, planned by AT&T through installation of additional transmitting equipment, include two northbound Washington-New York TV channels and one northbound Washington-Philadelphia channel. Additional channels will be used mainly for telephone.

WNOK-TV, Columbia, S. C. (Ch. 67), last reporting July debut (Vol. 9:21), has DuMont equipment promised for this month, now plans to start Sept. 1, accord-

ing to gen. mgr. H. Moody McElveen Jr. W. C. Bochman has been named national sales mgr.; Dave Campbell, program director; Donald Willoughby, chief engineer. Hour rate will be \$200. Raymer will be rep.

WITH-TV, Baltimore (Ch. 60), holding CP since last Dec. 17, definitely will be built, reports pres. Tom Tinsley, who states order has been placed for 5-kw DuMont transmitter. Since no delivery date has been promised, no target date has been set. Rep will be Forjoe.

New interconnections by AT&T this week bring network service to WEEK-TV, Peoria (Ch. 43) and WBUF-TV, Buffalo (Ch. 17), making total of 150 interconnected U. S. stations in 99 cities. [See also *Television Digest* map of July 15, 1953.]

- 5 -

**FEDERAL'S ORDER** for 1-kw transmitter for upcoming WTSK, Knoxville, Tenn. (Ch. 26), formerly allotted call letters WCEE-TV, is due for shipment about mid-Sept., when Federal also ships similar plant to WACH, Newport News-Norfolk (Ch. 33)—and these will bring to 7 the number of Federal uhf transmitters so far sold. Other 5, all now on air: WICC-TV, Bridgeport (Ch. 43); WNAO-TV, Raleigh (Ch. 28); WTVI, Belleville, Ill.-St. Louis (Ch. 54); KFAZ-TV, Monroe, La. (Ch. 43); WTVU, Scranton (Ch. 73).

GE this week got off 100-watters to WCOC-TV, Meridian, Miss. (Ch. 30), to be followed by 12-kw later; WLTV, Wheeling, W. Va. (Ch. 51), with 1-kw to go in Oct.; KBMT, Beaumont, Tex. (Ch. 31), 1-kw to go in Oct.; WPFA-TV, Pensacola, Fla. (Ch. 15), 1-kw to go in Sept. These holders of 100-watt transmitters, none on air as yet, this week got their 12-kw: WILK-TV, Wilkes-Barre, Pa. (Ch. 34); WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22).

RCA's only vhf shipment this week was 2-kw transmitter to WROL-TV, Knoxville, Tenn. (Ch. 6), while scheduled shipment of 10-kw to WCIA, Champaign, Ill. (Ch. 3) was held up until week of Aug. 24. Week's uhf shipments went to WTAP, Parkersburg, W. Va. (Ch. 15); WOKY-TV, Milwaukee (Ch. 19); WLBR-TV, Lebanon, Pa. (Ch. 15). Held up were shipments originally announced to go this week to KSTM-TV, St. Louis (Ch. 36); WNAM-TV, Neenah, Wis. (Ch. 42); Capital City TV Co., Sacramento, Cal. (Ch. 40).

DuMont this week shipped new Ch. 9 transmitter to Cedar Rapids (Ia.) Television Co., grantee last week (Vol. 9:33) which is aiming for Oct. start.

\* \* \* \*

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

KGBS-TV, Harlingen, Tex. (Ch. 4), whose acquisition of radio KSOX from Houston Mayor Roy Hofheinz for \$225,000 has been approved by FCC, this week was to get GE antenna, and with 5-kw transmitter having been shipped by GE about month ago, it's due to get on air about Sept. 15. It will provide first competition in Rio Grande Valley to XELD-TV, Matamoros (Ch. 7), opposite Brownsville, Tex. Pearson will be rep.

WAPA-TV, San Juan, Puerto Rico (Ch. 4), granted Aug. 12, hasn't ordered equipment yet but owner Jose Ramon Quinones, sugar cane grower, reports radio station was built to accommodate TV with addition to building and he wants to get on air "as soon as possible." National rep will be Melchor Guzman Co., N. Y.

KHQQA-TV, Hannibal, Mo. (Ch. 7) expects to begin testing about Aug. 31, reports Walter J. Rothschild, gen. mgr., its DuMont transmitter having been shipped July 27. Station is controlled by Lee Syndicate interests (Lee P. Loomis, pres.), operator of WTAD, Quincy, Ill. and recent purchaser of *Hannibal Courier-Post*'s KHMO, sold to new owners (Vol. 9:32). Wayne Cribb, ex-KHMO mgr., is now in WTAD national sales dept. *Courier-Post* acquires 20% interest in TV outlet. Other KHQA-TV executives: Herbert R. Ohrt, exec. v.p.; Merritt Milligan, program director; Ernie Gray, chief engineer; Charles Lotz, film editor; Don Nicholson, news editor; Gene Terry, promotion. Rep is Weed.

KOAT-TV, Albuquerque, N. M. (Ch. 7) now has DuMont transmitter on hand, plans Sept. 15 debut, reports v.p. & gen. mgr. Phil Hoffman, recently with KECA-TV, Los Angeles, formerly mgr. of KOB-TV & KOB, Albuquerque. Hollingbery will be rep.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, which last reported Sept. 1 target, is due to get 5-kw GE equipment in early Sept. and plans

tests as soon thereafter as possible, according to advices from office of mgr. George J. Kapel. It has already published a rate card quoting \$200 base rate. H-R Television will be rep.

WSTV-TV, Steubenville, O. (Ch. 9), granted last week, has ordered RCA equipment, but has not begun construction, set target date or named rep, according to exec. v.p. John Laux, whose group also controls WFPG-TV, Atlantic City (Ch. 46).

WIS-TV, Columbia, S. C. (Ch. 10), headed by G. Richard Shafto, with ex-NARTB's Charles A. Batson as v.p. & managing director, last reported Sept. 1 target date but now aims for early Oct. RCA 10-kw transmitter was shipped June 30, and 580-ft. tower is being erected. Radio WIS will continue to be controlled by interlocking stockholders, but owners of radio WMSC, which had competing application but joined with WIS group for early grant, are divesting selves of WMSC stock. This week, WIS engineer Barnett Goldberg was named technical supervisor of WIS-TV and Stephen Wesley, ex-WNAO, Raleigh, named chief transmitter operator. Free & Peters will be rep.

CHCH-TV, Hamilton, Ont. (Ch. 13) now expects RCA equipment to be delivered sometime after Oct., is building studio & transmitter house meanwhile, aims to begin testing next Jan. or Feb., reports gen. mgr. Kenneth D. Soble, who heads group of 3 local radio stations which combined to get grant (Vol. 9:14). Rep. will be All-Canada TV.

WIRK-TV, West Palm Beach, Fla. (Ch. 21) now has RCA equipment on hand, has taken quarters on 12th floor of Harvey Bldg., plans test patterns by Sept. 1, reports operations mgr. Arthur L. Gray. Weed will be rep.

KPIC, Salem, Ore. (Ch. 24) has RCA transmitter scheduled for Sept. delivery, plans to begin 1-kw interim operation early in Oct. from new Silverton Hills site approved July 29 by FCC, goes to 10-kw in Feb. (Vol. 9:28), according to v.p. Joseph Brenner, ex-FCC attorney, now practicing in Los Angeles. Project is headed by grantee Lawrence A. Harvey, attorney, son of Leo Harvey, pres., Harvey Machine Co., Torrance, Cal. (aluminum & brass products). Rep not yet chosen.

WTSK, Knoxville, Tenn. (Ch. 26), its call letters changed from originally assigned WCEE-TV, has engaged ex-Washington consulting engineer Harold B. Rothrock as gen. mgr. and Guy Smith III, ex-WKGN, Knoxville, as commercial mgr., and hopes to begin test patterns with Federal transmitter and Workshop Associates antenna by end of Sept. This might make it first on air in that city (though WROL-TV, Ch. 6, got RCA 2-kw transmitter shipment this week). Tower and studio-transmitter building are being built at Sharps Ridge, 3 mi. from center of city. Rothrock announces CBS affiliation contract signed this week. Pearson will be rep.

WNBH-TV, New Bedford, Mass. (Ch. 28) ran into site problem when airport proved to be too close to "best" transmitter location and a projected move farther north had to be resolved with Worcester uhf allocations, reports grantee Basil Brewer. RCA equipment has been ordered and "full speed" is now planned, but no target date has been set as yet, said Mr. Brewer, publisher of *New Bedford Standard-Times* and holder also of CP for WBOS-TV, Boston (Ch. 50).

WRTV, Asbury Park, N. J. (Ch. 58), following ground-breaking ceremonies Aug. 15 attended by theatreman Walter Reade Jr. (pres.) and local celebrities, began footings for 425-ft. Stainless Steel tower, to be topped by 40-ft. antenna. Work on new studio-transmitter building at rear of Reade chain's Eatontown Drive-In Theatre begins immediately, with early Dec. tests of 1-kw RCA transmitter planned. Rep not yet chosen.

**Personal Notes:** Edward D. Madden, resigned NBC-TV operations v.p. and onetime McCann-Erickson executive, joins Motion Pictures for Television Inc. Sept. 1 in charge of new programming and production & distribution of "name" films made for TV . . . Robert Kintner, pres. of ABC div. of AB-UP, sailed Aug. 14 for vacation in Europe, returns Sept. 5 . . . Sylvia Kessler, who resigned July 3 as chief of FCC Office of Opinions & Reviews, has joined Cohn & Marks law firm, Cafritz Bldg., Washington . . . Dr. Forest L. Whan, ex-U of Wichita faculty member who has conducted several audience surveys in Iowa and Kansas cities in last 2 years, joins Kansas State College faculty as member of TV policy committee for its educational grantee KSAC-TV (Ch. 8) . . . Omar F. Elder, ABC staff attorney, promoted to asst. gen. counsel . . . Nicholas Gordon, ex-Keystone Broadcasting System, joins NBC o-&-o stations div. as rate & price analyst . . . James F. O'Grady promoted to asst. mgr., ABC co-op program dept.; John Dullaghan, ex-*March of Time*, named mgr. of ABC-TV news dept.'s technical and film operations . . . Edwin Metcalfe, ex-KECA-TV, Los Angeles, named TV mgr., Weed Co., Hollywood . . . John Esau resigns as gen. mgr. of KTUL, Tulsa, to devote fulltime to new KTVQ, Oklahoma City (Ch. 25), which he heads . . . Mrs. Joy Wright, deputy director since 1950, succeeds BBC's Derek Russell as director of Press & Radio Div., British Information Services, N. Y. . . . Kurt Jadassohn has resigned as v.p. & gen. mgr. of SESAC . . . Walter B. Bruce, ex-adv. mgr., Grand Union grocery chain, joins Robert A. Bories Co., 608 Fifth Ave., N. Y., to direct "Televizing" operations on DuMont, whose WABD carries Bories-produced daily *Food for Thought* . . . Frank K. Spain, ex-NBC, joins

**N**ETWORK-UHF relationships came in for more discussion by FCC this week with no action decided on. Tentative drafts of a "letter of inquiry" to networks were being prepared, although there is no certainty that they will be sent or any action taken at all (Vol. 9:31, 33). Commissioners have received number of informal complaints by uhf stations, but there have been no petitions or formal requests for action.

Strong complaint from one uhf grantee went to Congress this week, however, when CP-holder WACH, Newport News, Va. (Ch. 33) wired Senate majority leader Knowland (R-Cal.), Sen. Johnson (D-Colo.) of Commerce Committee and Sen. Byrd (D-Va.): "We are struggling uhf TV station. Local vhf hogging 3 different networks after enjoying monopoly for years. We believe this subverts the FCC, constituted by the Congress, in their attempt to institute superior uhf TV service. Yet networks are unregulated by FCC. This is unfair to public. Will you investigate?"

That this complaint came from grantee in Norfolk-Portsmouth area is ironic, in view of fact that area's pioneer vhf station WTAR-TV—which loses NBC affiliation to uhf WVEC-TV Sept. 19—wrote Sen. Johnson recently protesting that NBC threatens to feed World Series solely to its new uhf competitor—WVEC-TV (Ch. 15), which began testing Aug. 15.

Meanwhile, a uhf grantee under the gun of New York's 7 vhf stations expressed confidence in the future of free uhf telecasting without network affiliation, lashing out at foursome of uhf CP holders who petitioned FCC to approve subscription TV (Vol. 9:32). In groundbreaking ceremonies for his WRTV, Asbury Park, N. J. (Ch. 58), theatreman Walter Reade envisioned "bright future for a locally operated TV station" to render important service to local viewers and "local merchants who cannot afford to buy time on any of the competing New York vhf stations."

As to the uhf fee-TV proponents, he said: "Without

WHEN, Syracuse, as chief engineer . . . S. H. McGovern, ex-mgr. KSO (AM), Des Moines, appointed mgr. of that city's upcoming KTLV (Ch. 17) . . . James P. Walker, ex-mgr. KFPW (AM), Fort Smith, Ark., appointed mgr. of KATV, Pine Bluff, Ark. (Ch. 7), due on air in Sept. . . . Ross B. Baker Jr. named mgr. of new KETV, Little Rock, Ark. (Ch. 23) due on air in Sept. . . . Theo. B. Pitman Jr., ex-WKNB-TV, New Britain, Conn. and onetime TV-radio director of James C. Dowd Agency, Boston, joins new WTAO-TV, Cambridge, Mass. (Ch. 56), due in Sept., as asst. to gen. mgr. Frederic S. Bailey; John H. Kimball Jr., ex-Hall Publishing Co., named WTAO-TV sales mgr. . . . Hugh Ben LaRue, ex-WOR, N. Y., onetime sales mgr. of Hawaii's Aloha Network, returns to Hawaii as sales v.p. for new KABS (Ch. 4) due this fall . . . Tracy Lounsbury, ex-KSTP, St. Paul, named production mgr. of new WTOB-TV, Winston-Salem (Ch. 26), due on air in Sept. . . . Edward F. Favors, ex-GE & KRLD-TV, Dallas, named chief engineer of new KSTM-TV, St. Louis (Ch. 36), due on air Sept. 27 . . . Ross L. Whiteside appointed technical director of CBC's new CBUT, Vancouver, B.C., due on air in Nov. . . . John McBride, TV production director at Wayne U, appointed to head educational TV at U of Nebraska . . . Milton F. Allison promoted to CBS Radio eastern spot sales mgr. . . . Lewis Thomas, ex-Denver Post, appointed promotion mgr. of KLZ-TV, Denver, scheduled for Nov. 1 debut . . . Walter Stinson has resigned from Tulsa's KVOO as chief engineer to join James Weldon's Continental Electronics Mfg. Corp., Dallas, recently announcing its entry into uhf transmitter field; he's succeeded at KVOO by John Bushnell, with Howard Phillips promoted to transmitter supervisor.

putting a shovel in the ground or laying out a dollar in cash, [they] have arbitrarily resigned themselves to the belief that they cannot be a financial success unless they are supported by an untried and improbable boxoffice TV gimmick."

Prime mover in crusade for pay-as-you-look TV, Zenith Radio this week reported to its stockholders that it expects FCC hearing on subject shortly. It has retained Pierson & Ball law firm as counsel for Phonevision, while Teco Inc., which it set up as promotion organization for Phonevision with paid in capital of \$1,000,000, has retained as counsel Loucks, Zias, Young & Jansky. These Washington law firms are in addition to its regular Washington Counsel, Wheeler & Wheeler (ex-Sen. Burton K. Wheeler and son).

William A. Porter, ex-pres. of Federal Communications Bar Assn. and partner in law firm of Bingham, Collins, Porter & Kistler, this week became asst. director of defense mobilization for telecommunications under defense mobilizer Arthur S. Flemming. He takes over many of the functions—as well as staff—of Haraden Pratt, Telecommunications Advisor to the President, who resigned in June after serving nearly 2 years (Vol. 7:31 & 9:26). Job involves formulation of policy on allocation of radio frequencies to govt. users, notably the military, and use of communications during emergencies.

Mrs. Dorothy Schiff, owner of KLAC-TV & KLAC, Los Angeles, and publisher of *New York Post*, was married in L.A. Aug. 18 to Rudolph Sonneborn, head of N. Y. Chemical & Petroleum Corp.; her son Mortimer Hall, KLAC pres., acted as best man for his stepfather.

NBC radio affiliates committee (Robt. Swczcy, chairman; Harold Essex, secy.-treas.) has completed plans for meeting of all affiliates with Gen. Sarnoff in Chicago's Drake Hotel, Thu., Sept. 17, 10 a.m.; committee will hold preliminary meeting with NBC staff Sept. 1 in N.Y.

**N**OTHING MODEST about uhf reception and conversion claims in the promotion now being sent out by the new stations—which generally also enclose facts and figures to back up their coverage estimates. Among this week's reports:

Akron's WAKR-TV (Ch. 49) encloses letter from certified accounting firm reporting at least 26,121 uhf sets and converters sold in area on basis of questionnaire sent to 27 distributors July 31, about 7 weeks after first tests and 2 weeks after programming began. Pres. S. Bernard Berk credits local programming and big promotional campaign for heavy conversion rate in vhf-saturated area. Weed TV, WAKR-TV's rep, issued release this week reporting uhf conversions in Cleveland, 30 mi. away, including one 400-unit apartment house, whose master antenna system has been adapted to receive WAKR-TV as well as Cleveland's 3 vhf stations.

Research dept. of McClatchy Newspapers, under name of Pacific Coast Measurement Bureau, has released first of series of comprehensive surveys of audience and families in 12-county area claimed by McClatchy's KMJ-TV, Fresno, Cal. (Ch. 24). As of July 8, survey shows 37,499 uhf sets in 90-mi. contour. Only 12% of sets in area couldn't receive uhf station.

Buffalo's WBUF-TV (Ch. 17), which began test patterns Aug. 17 (see p. 1) reports 20-25,000 sets in area equipped for uhf as result of 6 months of continuous plugging, and adds: "Sales are terrific—2-3000 converters and 2-3000 new sets a week." WEEK-TV, Peoria, Ill. (Ch. 43), which boosted its power early in July, points to sworn statement of its research dept. claiming coverage of 81,740 uhf sets as of July 30. And Milwaukee's upcoming WCAN-TV (Ch. 25) quotes survey by Dr. Adolph A. Suppan, extension program dir., Wisconsin State College: "16% of those called [within city] have TV sets now able to receive Ch. 25; 46% intend to convert within 90 days. Such percentages indicate several thousand sets already equipped for WCAN-TV and 192,000 additional sets ready for Ch. 25 within 90 days."

One station that's quite conservative in conversion claims is new NBC affiliate WVEC-TV (Ch. 15) in Norfolk area, which is getting tremendous publicity buildup (Vol. 9:29, 31). It began test patterns Aug. 15 (see p. 1) with claimed 7800 conversions toward goal of 50,000-75,000 by start of programming Sept. 19. Said pres. Thomas Chisman: "But 95% of the dealers were not making conversions, awaiting a test pattern. We fully anticipate at least 1000 conversions a day, now that the pattern is on a regular schedule."

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Crackdown on "lukewarm" applicants was threatened by FCC this week in amendment to rules (Mimeo 93905) permitting Commission to dismiss application with prejudice when applicant losing initial decision fails to follow up by filing exceptions. Rule change, which goes into effect 30 days after publication in *Federal Register*, is designed to "eliminate unnecessary effort by the Commission in considering applications which applicants are no longer interested in prosecuting." Although prompted mainly by lackadaisical AM applicants, it is equally applicable to TV and other services.

**Power increases:** KGNC-TV, Amarillo, Tex., boosted power from 2 to 10 kw Aug. 21. Transmitter and amplifier shipments slated for this week and not previously reported: RCA 10-kw to KFDX-TV, Wichita Falls, Tex.; GE 35-kw to WJBK-TV, Detroit, and KING-TV, Seattle.

FCC sees "no reason" to hold public hearing on its 3-year TV license proposal (Vol. 9:30, 33) as requested in petitions from Americans for Democratic Action and CIO United Automobile Workers—both denied this week.

**Network Accounts:** Two more sponsors for NBC-TV's *Your Show of Shows* this week, making that 90-min. variety near sellout for season starting Sept. 12. Latest to sign were Cat's Paw Rubber Co. (heels & soles), thru S. A. Levyne & Co., Baltimore, and Johnson & Johnson (band aids), thru Young & Rubicam—each for 10-min. of 10-10:30 p.m. segment . . . General Foods (cereals) renews sponsorship of *Red Buttons Show*, starting Sept. 21, on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles, on 106 stations, which network claims is largest hookup for any regular network program, surpassing Admiral's *Life Is Worth Living* (Bishop Sheen), on DuMont, which resumes Oct. 13 on 101 stations (Vol. 9:32) . . . Another NBC-TV show, *Dave Garroway's Today*, Mon-thru-Fri. 7-9 a.m., added sponsors: General Mills (O-Cello sponge), starting Sept. 4, for 18 weeks, thru Comstock & Co., Buffalo; Beatrice Foods Co. (La Choy sauce), starting Sept. 3, for 13 weeks, thru Foote, Cone & Belding; Harry & David Corp. (fruit shippers), for week starting Nov. 4, through Guild, Bascom & Bonfigli, San Francisco . . . DuMont signs with National Basketball Assn. to televise 14 Sat. afternoon games, starting Dec. 14, but may push up schedule to Oct. 31 to add 6 more, which would compete with General Motors sponsorship of National Collegiate Athletic Assn. football games at same time . . . Miller Brewing Co. (High Life beer) to sponsor National Football League championship game Dec. 27 on DuMont for second straight season, thru Mathisson & Assoc., Milwaukee . . . Sealy Inc. (mattresses) to sponsor *Comeback* on ABC-TV, starting Sept. 18, Fri. 9:30-10 p.m., thru Olian Adv. . . . Consolidated Royal Chemical Corp. (Krank shaving cream) to sponsor *Arthur Murray Dance Party* on NBC-TV, starting Oct. 12, Mon. 7:30-7:45 p.m., thru Dancer-Fitzgerald-Sample . . . Jacques Kreisler Co. (watch bands) buys co-sponsorship, with American Chicle Co. (chewing gum), of *Rocky King, Detective* on DuMont, starting Sept. 27, Sun. 9-9:30 p.m., thru Foote, Cone & Belding . . . Gerber Products Co. (baby food) buys Wed. 3:45-4 p.m. portion, Corn Products Refining Co. (Limit starch) buys alt. Mon. 3:45-4 p.m., of *Kate Smith Show* on NBC-TV, starting Sept. 21, Mon.-thru-Fri. 3-4, former thru D'Arcy Adv., latter thru C. C. Miller . . . Block Drug Co. (Amm-i-dent tooth paste) buys alt. week sponsorship, with Speidel Co. (watchbands), of *Name That Tune* on NBC-TV, starting in fall, Mon. 8-8:30 p.m., thru Cecil & Presbrey . . . American Cigarette & Cigar Co. (Pall Mall) buys 5-week sponsorship of *Doorway to Danger* on ABC-TV, starting Sept. 3, Thu. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Mars Candy Co. (Milky Way) renews 5:30-6 p.m. segment of *Super Circus* on ABC-TV, starting Sept. 6, Sun. 5-6, thru Leo Burnett Co. . . . Gruen Watch Co. renews sponsorship of *Walter Winchell* simulcast on ABC-TV, starting Sept. 6, Sun. 9-9:15 p.m., thru McCann-Erickson.

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No TV channel for Beverly Hills, FCC this week told Lawrence A. Harvey, grantee of KPIC, Salem, Ore. (Ch. 24) and applicant for Los Angeles' Ch. 34. Harvey's request to add Ch. 58 to Los Angeles was turned down last month (Vol. 9:28), and he lost out also in this week's effort to get it allocated to Beverly Hills, which Commission noted "is completely surrounded by the city of Los Angeles," assigned 10 channels. Petitions regarding channel changes filed this week: (1) Coastal Bend TV Co. and H. L. Hunt, competitive applicants for Ch. 22, Corpus Christi, Tex., asked assignment of Ch. 43 to that city. (2) Oppositions to petitions of WHIS, Bluefield, W. Va. and WIPE, High Point, N. C. both seeking assignment of Ch. 6 to their respective cities—were filed by WOAY, Oak Hill, & WJLS, Beckley, W. Va.; WTVR, Richmond.

COLOR STANDARDS proposed by NTSC, on which FCC has asked for comments by Sept. 8 (Vol. 9:32), meet first overt opposition from Ulysses A. Sanabria, head of American Television Inc., Chicago manufacturer of receivers & tubes and operator of a technical radio school. He hasn't yet carried formal appeal to FCC, which reports no adverse comments on the standards as yet, but he is conducting an advertising crusade warning against pitfalls of color TV and urging readers to write or wire the FCC "to proceed slowly and with great care." His attorney, I. Harvey Levinson, 33 No. LaSalle St., Chicago, told us this week that formal objections will be filed before Sept. 8 deadline—stating also that several other "major manufacturers," whose names he declined to divulge, may join.

Thus far, this is first definite evidence of opposition to standards which major elements of industry (including CBS) have endorsed and which proponents are pressing for adoption without formal hearing. Curiously enough, Sanabria's own consulting associate, the venerable inventor Dr. Lee deForest, now 80, has come out squarely for the standards. In letter to us from his Los Angeles office, dated Aug. 18, he writes:

"I have followed fairly closely the development of the RCA compatible color TV system and its standards. Those of the NTSC are essentially the same. The demonstrated results of the RCA's intensive developments, courageously pursued throughout the past 4 years, appear abundantly to justify the adoption of the present NTSC standards.

"The TV industry and the FCC are jointly to be congratulated on the acceptance of these standards, so long delayed by 'the stupendous stupidities' which for an unjustifiable period prevented a much earlier solution of the vitally important TV problem.

"We may now anticipate with confidence an ultimate solution of the still vexing problems of moderately priced color TV receiver production, and eventually large-sized color TV screens."

\* \* \* \*

Sanabria's campaign, judging from heavily-texted full-page ad copy in Aug. 18 *Chicago Sun-Times*, seems aimed less against NTSC standards than against disruption of consumer confidence in present sets. Nub of his plea: "Let's confine our experiments in color TV to just

Important step toward high-powered uhf transmitters was this week's disclosure that Stanford U physicists have developed and tested two 30-kw klystron tubes. Physicist John H. Jasberg of Stanford's W. W. Hansen Laboratories told IRE's Western Electronics Conference in San Francisco that power output of 15-kw klystron had been doubled, largely through improved design along with some increase in power input. Although the Stanford klystrons are to be used in atomic installations at the university, the design improvements presumably will be of great help in developing higher powered uhf transmitters. Highest powered klystron available today for uhf transmitters is Varian Associates' 12-kw, being made for GE. Eitel-McCullough (Eimac) is making uhf klystron rated at 5 kw, the first in TV use being in DuMont-equipped WGLV, Easton, Pa. (Vol. 9:33). Both Eimac and Varian are working toward tubes which could be used to develop FCC's maximum uhf power of 1000-kw ERP. Eimac aiming at 50 kw, Varian at 60 (Vol. 9:13).

Commercial operation of satellite stations will be proposed "in the near future" by Sylvania, which has 2 experimental satellites in Emporium, Pa. (Vol. 8:25, 29 & 9:20). Rep. Bush (R-Pa.), whose district includes Emporium, fired opening gun in battle for FCC approval with

one area, until the 'bugs' can be worked out of the whole color system . . . It is the plain and simple duty of the FCC to insure that a conservative enough start is made so we can be certain that TV will spread its ever increasing blessings across the nation in a safe and sane manner."

Ad warns against 14-in. "squinties," speaks of 58 tubes in color sets, lack of servicemen—and of "\$250 you'll be paying for a new color tube [and] the \$150 a year service policy it would take to cover it."

Mr. Levinson's petition, he indicated, will allege RCA and CBS have gotten together, will claim NTSC standards promote monopoly, will object to networking of color programs. He said American Television Inc. is now one of biggest manufacturers and distributors of TVs in the country, accounting for "one-third of the sales in the Chicago area."

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Favorite subject of columnists and headline writers, color TV continues to get more publicity than trade wants as yet. This week, AP reported "NBC plans to broadcast color TV to all parts of the country starting Aug. 30," but story pointed out quite fairly that public will be able to get the shows only in black-&-white and that less than half a dozen stations have been equipped to carry experimental network colorcasts that started last June.

Inquiry at NBC develops that Aug. 30 story probably evolved out of fact that *Kukla, Fran & Ollie* will be colorcast with NBC Symphony Sun., Aug. 30, 5-5:30 p.m. But this is only one of series of FCC-authorized experiments and, though RCA is getting lots of orders for color equipment from both NBC & CBS stations, there is no intention of giving impression that local stations are ready for color; that network colorcasting is ready for scheduled operation, or that sets will be on market less than 6-8 months after FCC puts final stamp of approval on NTSC standards. Fact is, color tests were shut down this summer while Colonial Theatre studios in N.Y. were renovated and resumed Aug. 15 but not on schedule. It's hoped to go on schedule before end of year; meanwhile, tests with various shows have included *My Son Jeep*, *Gabby Hayes*, *Howdy Doody*, *Meet the Veep*.

Demonstrations are largely for advertisers, as well as field testing, and NBC will ship apparatus to Chicago shortly for closed-circuit demonstrations at Sept. 21-22 convention of Assn. of National Advertisers.

insertion in Aug. 17 *Congressional Record* of speech lauding satellites as only "quick and practicable solution to problems which otherwise would take years to resolve before satisfactory TV service would be provided for small and isolated communities." He pointed out there are 8721 communities with less than 50,000 population, which he said cannot economically support TV stations, and added that: (1) Satellites can be installed for \$15,000-\$20,000. (2) They're preferable to booster stations in that they create no interference problems and aren't tied to the "mother" stations but can select from programs of all available stations. (3) Advantages over community antenna systems are freedom from connection and service charges, simplicity of operation and lack of complex servicing requirements.

Brighter view of TV: Still another report on relation of TV to eyestrain, this one by New York State Optometric Assn., says improper viewing, not TV itself, is responsible for "eye deficiencies." It recommends: Use small, indirect light near set; never wear dark glasses while viewing; avoid long periods of viewing without rest.

Latest technical booklet on uhf is 72-p. *UHF Notebook No. 7*, by Edward M. Noll (\$1), published by Paul H. Wendel Publishing Co., Box 1321, Indianapolis.

**MANUFACTURERS REPORT UHF SALES UPBEAT:** There's no crepe-hanging by TV set makers now about prospects for sales of uhf receivers. Buoyed by imminence of traditional fall TV pickup, they expect sets with uhf tuners to constitute growing proportion of their output and sales in the 1953-54 season.

Set manufacturers' research depts. now feel they have firm finger on buyers' pulse -- after several false starts. When first uhf went on air in Portland last September (Vol. 8:38-40), manufacturers were caught with their plants down -- there just weren't enough sets to meet demand. It appeared that demand for uhf converters and sets would be practically inexhaustible as long as new stations were opening.

Then set makers went too far in the other direction. Spurred by the first flush of Portland, most of them anticipated vhf-uhf combinations would account for at least half their output by this spring (Vol. 9:21). Actually, the figure came much closer to 25% (Vol. 9:27).

With 2,000,000 or more uhf receivers and converters now in use and in trade pipelines, comments of the manufacturers bear out our July estimate of at least 4,300,000 uhf units by end of 1953 (Vol. 9:27).

Bigest impetus to uhf sales this fall and winter will be the big-city uhf debuts -- added to growing demand from "old" uhf cities as programming improves. Since July 1, uhf stations have gone on air with test patterns or programs in such areas as Pittsburgh (where second uhf is also imminent), Los Angeles (educational KUSC-TV now testing), St. Louis, Buffalo, Norfolk, Madison (2 stations), Lansing, Raleigh. Others are due next few weeks in Milwaukee and Louisville.

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Extremely bullish on uhf is Admiral's market-wise Ross Siragusa, who tells us it's going great guns in his line, which features both strips and continuous tuner. He puts it this way: "God and the FCC have contrived to limit the number of channels available to TV, and the public wants competitive TV so eagerly that it will certainly convert to get it, even pay higher prices." He brushes aside comparisons with FM -- uhf provides a new service, he says, not just "more of the same."

Similar view comes from Motorola's Robert Galvin. "We expect an upsurge in uhf sales this fall," he says, "and we think it will be much bigger than even the retailers and distributors anticipate." He adds that in a large number of areas it won't be possible to sell a vhf-only set. As to summer slump, he says uhf set and converter sales haven't suffered any more than vhf-only receivers.

From one of largest set makers -- which asks that its name not be used -- comes report that uhf is "moving much better now", and this forecast: "The outlook for uhf is very encouraging -- for example, we recently had an order from a vhf-only city for several thousand vhf-uhf sets to pick up uhf from a neighboring city. One of these days, all TVs will have combination tuners -- but we must come up with a cheaper tuner first."

And big Standard Coil Products Co. now reports "extremely heavy demand" for uhf strips, after letdown which began in June and extended into July.

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More indications of high level of TV business in first 6 months showed up this week in RETMA compilation of 2,775,000 TVs sold at retail, and 3,022,250 sets shipped to dealers during that period (see Topics & Trends, p. 10). Retail sales were considerably above 2,098,906 sets sold in first 6 months of 1952, when Dun & Bradstreet compiled figures (RETMA started its survey in Sept. 1952). For June alone, retail sales totaled 431,089, well up from 244,191 sets in May.

TV production had sharp rise for the second straight week, totaling 150,111 (7944 private label) week ended Aug. 14, up from 115,430 preceding week and 80,589

week ended July 31. It was year's 32nd week and highest production total for any week since April 17. Output was 119,049 in corresponding week year ago.

Radio production totaled 226,608 (102,527 private), compared with 225,432 week ended Aug. 10 and 226,027 week before. Radio production was 153,035 same week of 1952. Week's radios: 62,195 home, 43,921 portable, 32,678 clock, 87,814 auto.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 3,022,250 in first 6 months, when production was 3,834,236, according to RETMA's state-by-state & county-by-county tables released this week. It represented 42% gain over first 6 months of 1952, when shipments were 2,118,510, as against production of 2,318,236. Every state in nation shared in shipments, New York as usual leading with 286,953; Pennsylvania second, 261,516; California third, 232,840. Montana, where Butte's KXLF-TV (Ch. 6) went on air Aug. 14 as state's first station (Vol. 9:33), trailed list, with only 659 sets shipped in first half of year. For June alone, TV shipments to dealers totaled 326,394, compared with 243,348 in May and 318,533 in June 1952. RETMA state-by-state figures for 6 months (complete county-by-county tables available from RETMA on request):

State	Total	State	Total
Alabama	49,413	Nebraska	26,152
Arizona	21,264	Nevada	1,038
Arkansas	20,389	New Hampshire	9,847
California	232,840	New Jersey	81,773
Colorado	41,794	New Mexico	8,155
Connecticut	46,057	New York	286,953
Delaware	7,114	North Carolina	59,592
District of Columbia	25,504	North Dakota	7,197
Florida	53,862	Ohio	182,433
Georgia	52,382	Oklahoma	58,262
Idaho	6,601	Oregon	40,263
Illinois	175,286	Pennsylvania	261,516
Indiana	99,413	Rhode Island	13,667
Iowa	61,452	South Carolina	24,713
Kansas	28,067	South Dakota	8,178
Kentucky	44,110	Tennessee	44,494
Louisiana	43,366	Texas	200,049
Maine	22,856	Utah	21,799
Maryland	38,508	Vermont	5,554
Massachusetts	95,277	Virginia	68,605
Michigan	121,420	Washington	72,506
Minnesota	52,434	West Virginia	40,634
Mississippi	24,629	Wisconsin	59,088
Missouri	73,663	Wyoming	1,422
Montana	659		
		Grand Total	3,022,250

Upsurge in coin-operated TV set sales, principally in nation's 43,000 motels, is reported in Aug. 22 *Billboard Magazine* on basis of its own survey of manufacturers and distributors. Keen competition among motel owners to introduce new gimmicks to tempt travelers is credited with stimulating market. Sets are sold to motels, hotels and other institutional users (1) directly from manufacturer or distributor to proprietor, and (2) through coin-machine companies, which install and service sets on commission basis. Listed are following leaders among manufacturers & distributors: Bendix Radio, Baltimore; Hotel Radio Corp., Detroit; National Telco Ltd., Omaha; Reemtsma Tel-a-Vue Systems, Davenport, Ia.; Sheraton Television Corp., Red Bank, N. J.; Starrett Television Corp., New York; Telequip Radio Corp., Chicago; Trad Television Corp., Red Bank; Transvision Inc., New Rochelle, N. Y.

DuMont added 7 new models, disclosed at distributors meeting Aug. 17 in New York, to its 1954 line introduced June 17 (Vol. 9:25): 17-in. walnut table \$200, mahogany wood & blonde \$210; 21-in. mahogany wood table \$270, blonde \$280; 21-in. open-face mahogany console \$340 & \$360, blonde \$350 & \$370; 21-in. full-door mahogany console \$430, \$445 & \$475, blonde \$450 & \$465; 24-in. open-face mahogany console \$500, blonde & maple \$530.

Sparton introduced new 13-model line this week following resumption of production after 10-week strike (Vol. 9:33). Line starts with 17-in. table model at \$200, goes up to 27-in. full-door console at \$715. Optional all-channel tuning is available at \$40 extra.

**Trade Personals:** Dr. William L. Everitt, dean of U of Illinois college of engineering and past president of IRE, named recipient of IRE's Medal of Honor for 1954, highest technical award in radio engineering, to be bestowed at next convention in N. Y., March 24, 1954 . . . Frank W. Mansfield, Sylvania, reappointed chairman of industry statistics committee, RETMA; Leslie E. Woods, Raytheon, renamed industrial relations chairman; H. J. Schulman, DuMont, appointed service chairman, succeeding R. J. Yeranko, Magnavox . . . Ernest A. Marx, director of DuMont international div., off on 2-month survey trip to 9 European countries . . . Russell Eggo, Scott Radio secy.-treas., elected exec. v.p. & secy., Samuel W. Block asst. secy. . . . Herbert P. Neimann, pres. of Hertner Electric Co., Cleveland, subsidiary of General Precision Equipment Co., elected pres. of GPE subsidiary Ampro Corp., Chicago (tape records), succeeding Arthur J. Palmer, now with GPE parent office in N. Y. . . . Charles McKinney, Raytheon TV adv. mgr. for last 2 years, appointed director of marketing & merchandising for Raytheon TV lines . . . A. E. Cascino named market research director of Avco's Crosley and Bendix divisions . . . H. Joseph Sarlin, ex-New England sales mgr., appointed mgr. of DuMont Chicago factory branch, replacing Frank Hogan . . . Robert Redfield promoted to chief engineer, Webster-Chicago govt. div. . . . Gordon E. Bloom, ex-Westinghouse Chicago, transferred to Milwaukee as TV-radio sales mgr., replacing Joseph Flynn, resigned . . . Kenneth W. Connor appointed Sylvania TV-radio southeastern sales mgr. . . . George D. Butler appointed sales v.p., Warren Electronics Inc., Irvington, N. J. . . . John W. McLeod named mgr. of new Andrew Antenna Corp. Ltd., Whitby, Ont., new affiliate of Andrew Corp.; he's ex-Canadian Marconi, was formerly with Andrew in Chicago.

**Distributor Notes:** DuMont appoints Bigelow & Dowse Co., Boston (Robert H. Watts, exec. v.p.), replacing Equipment Distributors Inc., now CBS-Columbia outlet . . . Stromberg-Carlson appoints newly-formed Litteral Distributing Co., Indianapolis, headed by Harley Litteral, who resigned last week as Raytheon director of distributors (Vol. 9:33) . . . Sylvania appoints Electric Supply Co., Albuquerque . . . Bendix Radio appoints newly-formed Zickgraf Distributing Co., 1932 So. Calhoun St., Fort Wayne, Ind. (Al Zickgraf, pres.) . . . Capehart-Farnsworth appoints Dahl-Conger Inc., Denver (Lou Dahl, pres.), replacing Larson Distributing Co. . . . CBS-Columbia names J. J. Crouch Appliance Co., El Paso (J. J. Crouch, pres.) . . . Olympic Radio appoints Olympic of Southern California, Los Angeles (John D. Tracy, pres.); Texas Home Equipment Co., Dallas, and H. T. Gallagher Distributors, Sioux Falls, S. D. . . . Andrea names Golden Electric Co., Newark (Ben Golden, pres.) . . . Inland Distributors Inc., Kansas City (Philco) names Harry Ardman, ex-Macy's, as sales promotion mgr.

Staff of NPA Electronics Div., under director Donald S. Parris, has been increased to 6, with return of 3 former members—William Dulin, Edward Glacy, Ray Knobbe—plus secretary and clerk. Division will be incorporated into Commerce Dept. defense business agency, slated to be organized early next month.

"How Trade Associations Help Small Manufacturers" is new booklet in Small Defense Plants Administration's Management Aids series, free at SDPA field offices.

**Financial & Trade Notes:** Reflecting TV boom, particularly in tuners, Standard Coil Products Co. reports 83% gain in earnings, 64% boost in sales for first 6 months of year over same period last year. Pres. G. E. Swanson states in semi-annual report: "During the past 6 months the TV industry has experienced its greatest growth since the advent of this new medium of communication. With the opening of new telecasting stations across the country the demand for new sets should remain high for some time to come. We are hopeful that our TV business for the remainder of the current year will continue at the present peak level."

Earnings for first 6 months were \$2,736,431 (\$1.86 a share) after taxes of \$4,012,000 on sales of \$49,450,324, compared to profit of \$1,490,547 (\$1.01) after taxes of \$1,614,759 on sales of \$30,081,049 in same 1952 period, and \$1,042,725 (71¢) after \$1,130,000 on \$19,651,584 first 6 months of 1951.

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Zenith Radio, said to be pushing Motorola for 4th position among TV manufacturers, reports record earnings of \$2,776,190 (\$5.64 a share) in first 6 months, more than double profit of \$1,336,357 (\$2.71) in same period year ago. Sales were \$82,207,174 vs. \$46,925,511 same 1952 period, pres. E. F. McDonald Jr. saying first-half TV sales increased by more than 150% over first 6 months last year. For second quarter ended June 30, profit was \$666,729 (\$1.35 a share) on sales of \$34,308,401, up from earnings of \$253,115 (51¢) on sales of \$21,170,179 same 1952 period. Profits were reduced by \$1,000,000 flood damage in June to Wincharger Corp., Zenith subsidiary at Sioux City, Ia., a Missouri River town where flood insurance is unobtainable, report added. [For financial summaries of TV's Big 4—Admiral, Motorola, Philco, RCA—see Vol. 9:33.]

Webster-Chicago Corp. reports record sales in first half of 1953, up 73% over same period in 1952. Earnings were \$354,973 (78¢ a share) on sales of \$13,301,570 compared to loss of \$272,432 on sales of \$7,674,945 in first half of 1952. Pres. R. F. Blash, in semi-annual statement, credited greater demands of TV industry as a primary cause of increased volume.

**Dividends:** Indiana Steel Products, 37½¢ payable Sept. 10 to stockholders of record Aug. 25; Zenith Radio, 50¢ Sept. 30 to holders Sept. 11; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Standard Radio A & B, 10¢ Oct. 18 to holders Oct. 9; Clevite, 25¢ Sept. 8 to holders Aug. 28; Radio Condenser Co., 5¢ Sept. 21 to holders Sept. 1; Sprague Electric, 40¢ Sept. 14 to holders Aug. 27.

Sparks-Withington Co. 1953 fiscal year report, due in Sept., will show sales exceeding \$27,000,000, up \$7,000,000 from fiscal 1952, with backlog of about \$20,000,000 in defense orders, according to pres. John J. Smith.

Competition of TV was cited this week by a Charlotte, N. C. drive-in theatre operator in petition to U. S. Supreme Court to void city ordinance requiring theatres to close 6:30-9 p.m. Sundays. He points out that Charlotte's WBTV shows motion picture films during those hours, contends "there is now a life-and-death struggle on the part of those who exhibit motion pictures in theatres to survive the competition of the TV stations."

Industry group named by Defense Secy. Charles E. Wilson to overhaul military accounting and reporting system is headed by Charles P. Cooper, ex-AT&T v.p. and director. Twelve-man committee also includes GE v.p. D. L. Millham.

More than 200 patents, most of them electronic, have been made available for public use without charge or royalty by Westinghouse. They're included in new list of 6009 free public patents, available from U.S. Patent Office.

WOR-TV was back on air as we went to press, following 3-day blackout caused by strike of 160 IBEW engineers against General Teleradio, which began Aug. 18. TV operations were resumed at 6 p.m. Aug. 21, with supervisory personnel. All programs were back on air except Brooklyn Dodgers' home baseball games (Lucky Strike & Schaefer Beer) which were transferred to WABC-TV for rest of season. Only minor interruptions to AM programs resulted first day as supervisory personnel rushed to Carteret, N. J. transmitter to keep station on air by using standby facilities. Union charged General Teleradio was forcing engineers to "double up" on job assignments; management charged union with "featherbedding". Federal mediation officials have scheduled new meeting Aug. 24 in effort to settle strike. Another strike has been keeping New York AM station WEVD off air since Aug. 16, IBEW engineers walking out in dispute over pay increases—ironic because WEVD was named for Eugene V. Debs, Socialist labor leader, and was dedicated to cause of labor.

Wholesale DX-ing in TV-less Winnipeg is reported by Canadian electronics parts distributor and radio ham (VE4TJ) Albert C. Jebb, of Factory Products Ltd., 88 Arthur St., Winnipeg. In one day he picked up 20 stations, has logged total of 42, some as far away as Dallas and Atlanta. He uses 7-in. Motorola and 10-in. RCA table models, 50-ft. tower with Electro-Voice Tenna Top booster and Decimeter DM1 booster and dual stacked 5-element yagi and vertical coaxial antenna (homemade). Among the stations he reports he has logged, some for 5-6 hours at a time: WBTV, Charlotte, N. C. (1300 air mi.); WFMY-TV, Greensboro, N. C.; WSYR-TV, Syracuse; WCBS-TV, New York; WPTZ & WFIL-TV, Philadelphia; WDAF-TV, Kansas City; WKY-TV, Oklahoma City; KFEL-TV, Denver; WJAC-TV, Johnstown, Pa.; WSAZ-TV, Huntington; WMAR-TV, Baltimore; WSM-TV, Nashville; WMCT, Memphis; WDAY-TV, Fargo.

To make theatre-TV presentations more attractive to theatre owners, these moves were revealed this week by 2 different theatre-TV syndication firms: (1) Box Office Television Inc., which is offering Notre Dame football games and Harlem Globetrotters basketball games to theatres (Vol. 9:28), announced it will assume most of financial risk of theatres showing the events; its terms are 50% of proceeds, with no advances or guarantees, and it will pay AT&T and local line charges. (2) Theatre Network TV Inc., which will theatre-televise Sept. 24 Marciano-La Starza heavyweight title bout (Vol. 9:32), has arranged with RCA and General Precision Lab for theatres to rent theatre-TV equipment for the evening; about 20 units are said to be available.

Aid to subway safety in N. Y. via recorded announcements of TV stars imploring riders not to "crowd, shove or push" will be instituted in few weeks by City Transit Authority. Plan is to broadcast, via public address system in crowded stations, spot safety announcements by TV stars who would identify themselves and station before reading message. Idea is brainchild of A. A. Schechter, ex-NBC & MBS news & special events chief, now head of A. A. Schechter Assoc., 250 Park Ave., hired by transit authority to promote subway patronage. ABC-TV & NBC-TV agreed to cooperate; CBS-TV refused for time being, and DuMont deferred decision.

Julius G. Aceves, 65, partner in N. Y. electronics consultant firm of Amy, Aceves & King, died Aug. 18. A student of Dr. Michael Pupin at Columbia U, Class of 1913, he served as his assistant there until 1927, was co-inventor with Ernest V. Amy of multiple coupler system for master radio antennas for apartment houses, hotels, etc. He was a bachelor.

**Telecasting Notes:** ABC-TV intends to capitalize on its reputation for "the common touch"—friendly, easy approachability, easy to do business with; and at meeting of dept. chiefs last week pres. Kintner had high praise for work so far in building up staff morale, developing new programs, signing more sponsors. He took occasion also to introduce new news v.p. John Daly and film v.p. George Shupert. ABC's pitch will be, he said, to prove its place by "doing a job and making friends" rather than wasting effort on futile claims and rivalries. Inference about NBC-CBS rivalry—often verging on the personal and growing out of the Sarnoff-Paley feuds over 45 vs. 33½ rpm and over color systems—wasn't lost on ABC topkicks . . . Rating claims & counterclaims: CBS-TV, with Pabst boxing in No. 1 position, gets 7 out of top 10 places in Nielsen report covering 2 weeks ended July 25; gets 9 out of top 10 Trendex ratings for Aug. 1-7. NBC-TV claims 13 of top 25 Nielsens, 8 of top 15, noting this is despite summer hiatus of top shows . . . ABC-TV signs \$1,000,000-a-year exclusive film processing contract with General Film Labs, Hollywood, believed to be first of its kind . . . ABC-TV started construction this week on new 5-story \$1,500,000 TV-radio center at Golden Gate Ave. & Hyde St., San Francisco, to house studios and offices of its KGO-TV & KGO; it's scheduled for completion in May 1954 but telecasts may originate there by Feb. . . . Charles (Bud) Barry, NBC program v.p., due back from Hollywood next week with favorable report on breakdown of major studios' aversion to permitting name stars to appear on TV; trade report has him contracting for exclusives on MGM stars for guests . . . Admiral's adv. mgr. Seymour Mintz cites 93,818 attendance at Aug. 14 All-Star grid game (sponsored on 84-station DuMont hookup plus 530 MBS radio stations) as proof that TV doesn't cut into sports boxoffice if it's top-notch event; mediocre event won't get much attendance even with TV blacked out, he opines . . . TV-radio promotion kit has been prepared by 9 top advertising agencies for 1953 Community Chest drives, which seek to raise \$260,000,000 this fall . . . Greyhound racing is being televised by British Broadcasting Corp., despite swiftness that makes it difficult to announce . . . Ring Lardner stories to go on TV, Hollywood producer Robert Aldrich having acquired rights and planning to have son John Lardner write teleplays . . . New TV season, with its multifarious duties, given as reason for calling off NBC-TV executives' seminar that was scheduled at Greenbrier, White Sulphur Springs, W. Va., Aug. 31-Sept. 1 . . . KDYL-TV, Salt Lake City, under new chief Bennett Larson and new sales director Douglas Clawson, is separating TV-radio operations along lines of recent NBC realignment, with Clawson handling both TV-radio national spot sales but separate staffs of 3 each for local TV & radio all reporting to him.

Of the hapless 16 who forfeited their pre-freeze CPs for vhf channels, mostly out of fear of economics of TV (see p. 4), one now has a uhf station in operation (WEEK-TV, Peoria, Ch. 43); 2 are now CP holders (WJHP-TV, Jacksonville, Ch. 36, and *Portland Oregonian*, which must sell its radio KGW to acquire 50% interest in KOIN-TV, Ch. 6); 6 are now applicants (WJAX & WPDQ, Jacksonville, competitors for Ch. 12; KGDM, Stockton, Cal., Ch. 13; WMBD, Peoria, Ch. 8; *Minneapolis Star & Tribune*, Ch. 9). The other 7, who lost or dropped their CPs and are not now applicants were Raytheon Mfg. Co., Waltham, Mass., required by FCC to give up Ch. 2; WSMB, New Orleans, gave up Ch. 4; WAGE, Syracuse, gave up Ch. 10; KARO, Riverside, Cal., required to give up old Ch. 1; Sunshine Television Corp., St. Petersburg, Fla. (Robt. R. Guthrie), gave up Ch. 7; Utica (N. Y.) *Observer-Dispatch* (Gannett), gave up Ch. 3; Wm. H. Block Co., Indianapolis dept. store, gave up Ch. 3.

FCC appointed new general counsel this week, announced resignation of secretary (since 1937) Thomas J. Slowie at end of leave period that began Aug. 10. New legal chief is Warren E. Baker, 39, native of Ft. Wayne, Ind., 1937 graduate of Indiana U and 1940 graduate of its law school where he was an editor of *Indiana Law Review*. He was recommended by Sen. Capehart (R-Ind.) and approved unanimously. He has had some communications experience, gained during Navy service 1942-46, which included training at Cornell, Harvard & MIT, and serving as communications officer on seaplane tender Humboldt for 28 months. Married, father of 4 children, he was a hearing examiner for Civil Aeronautics Board from 1946 to 1951 when he became executive asst. to CAB member Oswald Ryan. He comes from that job to FCC post he didn't actively seek, which was one of factors which apparently commended him to the FCC commissioners. He will be given free hand, it was indicated, in selection of aides. No one has yet been considered for secretaryship, usually a political plum, and veteran asst. secy. Wm. Massing will continue as acting secretary until someone is chosen; it's understood White House offered the job to Charles Garland, mgr. of Gene Autry's KOOL, Phoenix, and candidate for FCC vacancy, but he declined.

George Storer's \$700,000 purchase of KABC, San Antonio (50-kw D and 10-kw N on 680 kc, ABC) was approved by FCC this week, at same time that it also agreed to transfer of Storer-owned WMMN, Fairmont, W. Va. (5-kw on 920 kc, CBS). San Antonio station was purchased from Texas State Network interests and will be operated as adjunct of Storer's TV station KEYL there (Ch. 5) for which he paid \$1,050,000 in 1951 (Vol. 7:30, 41). Fairmont outlet was sold for \$350,000 to Peoples Bestg. Co., which also operates WOL, Washington; WTTM, Trenton; WRFD, Columbus, O. Storer group now comprises allowable limit of 5 TV stations, 7 AMs. Note: FCC this week also approved transfer of control of WCMI, Ashland, Ky., from J. Lindsay & Gilmore N. Nunn to Great Trails Bestg. Co. for \$140,000. Great Trails, controlled by Charles Sawyer, ex-Secy. of Commerce, thus takes over Ashland station's TV application for Ch. 13 in nearby Huntington, W. Va.

KOLN-TV, Lincoln, Neb. (Ch. 12), along with radio KOLN (250-w on 1400-kc), goes into hands of Fetzer Bestg. Co., Grand Rapids, Mich. (Mr. & Mrs. John Fetzer) as result of FCC authority this week to transfer control from the Edward M. O'Shea-Bennett S. Martin interests for \$145,000 cash plus assumption of about \$500,000 in liabilities. Grant came just 4 weeks after application (Vol. 9:30). It's the Fetzers' second TV station; they own pre-freeze WKZO-TV, Kalamazoo, where they also operate radio WKZO, and they're owners of radio WJEF, Grand Rapids, part owners of WMBD, Peoria, and KXEL, Waterloo, Ia.

Another example of changing radio ownerships being forced by TV: FCC this week approved transfer of KALL, Salt Lake City (1-kw on 900 kc) to 25% stockholders George C. & Wilda G. Hatch in consideration of \$125,000. Sellers are Salt Lake Tribune and Telegram (50%) and Abrelia S. Hinckley, wife of Robert H. Hinckley, ABC Washington v.p. (25%). Newspaper company was obliged to divest itself of radio station to qualify for 50% interest in projected KUTV (Ch. 2) along with Frank Carman and Grant Wrathall, 25% each, both retaining their radio KUTA holdings.

Radio coming along nicely, too: MBS reports gross billings first 7 months of 1953 were \$12,833,249, up 10% from same 1952 period; July billings of \$1,658,422 were 23% up. And NBC radio network v.p. Wm. H. Fineshriber Jr. reports \$18,000,000 in new & renewal business signed in last 60 days, \$2,000,000 in new orders.

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 Promotion Begins in Big Way, page 1
- 11 Starters Jump Total on Air to 238, page 2
- 4 VHF Grants, New Priorities in Effect, page 3
- UHF Problems—Networks & Conversions, page 4
- More TV-Radio Stations Changing Hands, page 5
- Station Deals—Abilene, Newark, Spokane, Etc., page 6

- Canadian TV Sponsorships and Viewing Habits, page 7
- All Out Campaign for UHF Conversions, page 8
- Transmitter Shipments & Upcoming Stations, page 9
- 'Hi-Fi' No. 1 Topic of Chicago Sessions, page 11
- Economic Consensus—Mild Dip in View, page 12
- Network TV-Radio Billings—July & Jan.-July, page 16

August 29, 1953

**COLOR PROMOTION BEGINS IN BIG WAY:** Not much question about the RCA-NBC purpose -- they're going to push color TV publicly for all it's worth, announcing their network colorcasts in advance and launching a series of "color premieres" starting Sept. 28 designed eventually to embrace all the network's programs and advertisers.

Let the commercial chips fall where they may, let competitive networks fend for themselves as best they can -- RCA is going all out for color even before FCC authorizes new NTSC standards or factories are ready to begin producing sets. Having won its crusade for compatibility, it's now out to win the colorcasting field -- all assuming, of course, that FCC approves the standards, as everybody now expects.

Newsmen were invited this week to an experimental colorcast of Kukla, Fran & Ollie doing the opera "St. George and The Dragon" -- with the NBC Symphony, no less, and with Dave Garroway narrating -- as carried sustaining on NBC, Aug. 30, 5-5:30. It was to be viewable from New York's WNBT experimental adjunct on color receivers in Center Theatre -- viewable at same time on all existing sets in black-&-white.

It's the first publicly announced major show of kind, though several other name acts have been done in color without telling viewers beforehand. NBC justifies out-and-out publicity on grounds public will actually see show in superior black-&-white due to the inherent qualities of compatible color. That the trade isn't going to jump with joy, goes almost without saying.

\* \* \* \*

NBC v.p. Sylvester (Pat) Weaver, detailed to handle color planning, reveals that immediate and long-range plans involve not only the series of "color premieres" starting Sept. 28 -- probably 2 a week -- but preparation of big Warner Bros. sound stage in Brooklyn for color shows; conversion of Bijou Theatre on W. 45th St. for receiving colorcasts for projection on full-size movie screens; everyday operation already of Colonial Theatre on Broadway for preparing and originating color shows.

Tournament of Roses in Pasadena will be colorcast next Jan. 1 from mobile unit, piped to affiliate monitors for studio viewing -- for few if any people will have color receivers by then. So far, 55 NBC stations have signed agreements to carry color, and presumably all have ordered equipment -- albeit deliveries by RCA, GE, Telechrome, possibly others, are still a nebulous prospect.

"All producers and directors are ordered to think of color when planning all shows," said Weaver. All NBC personnel, he added, is being "indoctrinated" in color problems, and "commercial clinics" on the subject are being held for ad agencies.

Special showing of another color program to a mass audience, first ever in midwest, is scheduled for Sept. 21-22 convention of Assn. of National Advertisers in Chicago. Piped from Colonial Theatre in New York to Chicago outlet, musical star Nanette Fabray and Hit Parade dancers will be viewed by some 400 admen, along with

demonstrations of sample commercials developed at recent color advertising clinics. These clinics, incidentally, are continuing "until all advertising agencies and NBC clients have had an opportunity to work in the new sales medium."

Movie color expert Richard Day, 6-time Academy Award winner, has been hired as consultant on color scenery and color research, Weaver announced. And, as if to cap the intensity and seriousness of his (and his boss Gen. Sarnoff's) purposes, he said: "RCA-NBC by end of this year will have spent \$25,000,000 developing color, and we will invest another \$15,000,000 to establish color TV as a commercial reality."

\* \* \* \*

As for present receivers, the RCA-NBC "party line" -- which actually is what whole industry is trying to stress for fear of retarding current sales -- was put thus by Weaver, emphasizing compatibility of present receivers and cost of color:

"There is no reason why anybody should hesitate to make an investment in the purchase of a black-&-white TV receiver now, or in the future, particularly since that receiver will continue its usefulness under compatible TV standards.

"We must emphasize that quantity production of color receivers cannot be achieved for many months after FCC approval. But meanwhile the public can get all our colorcasts on their black-&-white sets, as high quality black-&-white pictures.

"Color makes TV more exciting than ever. The first color sets with 14-in. picture size are expected to cost between \$800 and \$1000. The TV industry now offers superb black-&-white sets at low prices with large screens and with long life ahead."

**11 STARTERS JUMP TOTAL ON AIR TO 238:** Biggest batch of new stations to begin testing in any one week totaled 11 between Aug. 22-28 -- and still more were getting ready to start next few weeks. Since we count all new stations on air from time of their first test patterns, total now operating is 238 -- 172 vhf, 66 uhf.

Week's starters include 2 in Minneapolis-St. Paul sharing Ch. 11 plus 8 in new TV cities, some quite sizeable and most getting primary service for first time. In several instances -- notably Portland, Me. and Columbus, Ga. -- uhf gets in ahead of impending vhf and with good network affiliations. Week's openers:

WTCN-TV, Minneapolis & WMIN-TV, St. Paul, granted time-sharing on Ch. 11, began test operation Aug. 27 from mutually owned RCA transmitter with supergain antenna on Foshay Tower, Minneapolis. RCA 10-kw unit is driver portion of first air-cooled 50-kw to be delivered about Jan. 1. Stations split schedule, using separate studios, both affiliated with ABC (KSTP-TV is NBC affiliate, WCCO-TV is CBS). New Minneapolis station is controlled by Robert Butler, ex-Ambassador to Australia and Cuba, with Edward G. Smith as mgr., Don Kraatz as TV operations director, K.M. Light sales mgr. St. Paul station is headed by N.L. Bentson as trustee for estate of late Edward Hoffman. Base rates are \$750. Reps are Blair for WTCN-TV, Taylor for WMIN-TV.

WPMT, Portland, Me. (Ch. 53), opening up brand new market, hit Aug. 27-28 target dates on nose. RCA transmitter with 200-ft. Truscon tower and 40-ft. antenna began testing then, goes commercial Aug. 30 with CBS's Toast of the Town. It gets live service from all 4 networks via AT&T microwave from Boston, already available. First vhf isn't promised before "end of 1953" by Ch. 6 grantee WCSH-TV (Vol. 9:32), so uhf gets good head start. Chief owner Frank S. Hoy, of Lewiston, is gen. mgr.; F. Parker Hoy, asst. gen. mgr.; George E. Curtis Jr., station mgr. Base rate is \$200. Reps are Everett-McKinney (national) and Kettell-Carter (Boston).

WDAK-TV, Columbus, Ga. (Ch. 28) began testing Aug. 27, getting good head start on this week's vhf grantee on Ch. 4 there to open up new area 95 mi. southwest of Atlanta. New uhf outlet, RCA equipped, is equally owned by WDAK (NBC) and the Martin theatre chain, affiliates with ABC & NBC. WDAK's Allen Woodall is gen. mgr. Base rate is \$150. Rep is Headley-Reed.

KHQ-A-TV, Hannibal, Mo. (Ch. 7) began test patterns Aug. 27 with DuMont transmitter located approximately 4½ mi. northeast of Quincy where owner Lee Bcstg. Co., interlocking with Lee newspapers of Iowa, operates radio WTAD. Station covers Keokuk-Hannibal-Quincy area, got on just ahead of WGEM-TV, Quincy (Ch. 10). It joins CBS & DuMont network, quotes \$250 base rate. Manager is Walter J. Rothschild, who reports to exec. v.p. Herbert R. Ohrt and pres. Lee P. Loomis. Weed is rep.

WGEM-TV, Quincy, Ill. (Ch. 10) got its DuMont transmitter on air at 2 a.m. Aug. 28, exactly 19 hours after neighbor KHQA-TV, Hannibal, Mo. (Ch. 7) across the Mississippi only few miles distant. It's testing with 2 side-mount Andrews antennas (visual & aural) pending RCA bridge diplexer due in mid-Sept. and scheduled to surmount 675-ft. tower. Station is controlled by Quincy Herald-Whig, managed by Joe Bonasinga. It goes on NBC & ABC networks. Base rate is \$200. Rep is Walker.

WICA-TV, Ashtabula, O. (Ch. 15) began oft-delayed tests of RCA transmitter Aug. 25. It's owned by Rowley estate (Ashtabula Star-Beacon and other Ohio newspapers) and located about halfway between Cleveland & Erie. D.W. Fassett is business mgr. Base rate is \$200. Gill-Perna is rep.

KETX, Tyler, Tex. (Ch. 19) began testing with GE equipment Aug. 24, opening up new TV area about 85 mi. southeast of Dallas. Owner is Jacob A. Newborn Jr., laundry business and real estate. Mgr. is Robert Norris, ex-U of Texas professor of TV-radio. Base rate is \$200. No rep has been announced.

KRBC-TV, Abilene, Tex. (Ch. 9) began test patterns Aug. 24 and was scheduled to go commercial at 1 p.m., Aug. 30. It uses DuMont antenna and 400-ft. FM tower 11 mi. south of town. Howard Barrett is mgr. and 8% stockholder, will sell holdings along with others to new local group in transfer deal filed with FCC for approval (see p. 6). Base rate is \$150. Rep is Pearson.

KOPR-TV, Butte, Mont. (Ch. 4) began tests Aug. 23, using RCA transmitter purchased from WGAL-TV, Lancaster, Pa. Frank Carman is pres., Grant Wrathall a director, each owning 16.75%; Ed Cooney is v.p. & gen. mgr., 10%. It's Butte's second station, Ed Craney's KXLF-TV (Ch. 6) having started Aug. 14. It will get ABC & CBS, starts commercials Sept. 1, operating 6-11 p.m. Rate is \$150. Rep is Hollingbery.

KHSL-TV, Chico, Cal. (Ch. 12) began testing Aug. 22 with RCA 2-kw transmitter and 6-bay supertturnstile. It's owned by Ruth McClung, managed by M.F. Woodling, with Martin Jacobsen as production mgr. It affiliates with NBC & CBS. Located about 75 mi. north of Sacramento, nearly 150 mi. from San Francisco, it opens up brand new TV area. Base rate is \$200, rep is W.S. Grant Co.

#### **4 VHF GRANTS, NEW PRIORITIES IN EFFECT:** FCC granted 4 vhf CPs this week and put into effect its new priority rules for processing mutually exclusive applications.

This week's grants: Columbus, Ga., Ch. 4, WRBL & WGBA; Manchester, N.H., Ch. 9, WMUR; Sweetwater, Tex., Ch. 12, Texas Telecasting Inc.; Jackson, Miss., Ch. 3, WSLI. Jackson grant finalized last week's initial decision (Vol. 9:34).

Columbus grant was conditional, arose from merger of 2 local AMs this week. Commission ordered CP held up until all its officers and stockholders divest selves of interest in WGBA. Grantee is owned 51% by Columbus Enquirer & Herald and Bradenton (Fla.) Herald (WGBA), 49% by J.W. Woodruff Sr. & J.W. Woodruff Jr. (WRBL).

Grant was made over strong objections of Phenix City (Ala.) city commission and state legislator J.W. Brassell, both attacking "monopoly of communications" and alleged "slanting" of news about Phenix City by Herald. FCC reminded them they have until Sept. 10 to file protest. Station will be Columbus' second, WDAK-TV (Ch. 28) having begun test pattern this week (see p. 2).

Manchester grantee is 97% owned by ex-Gov. Francis M. Murphy. Competing WFEA dropped out when Murphy agreed to buy its physical assets for \$175,000.

Sweetwater group has same ownership as Lubbock's KDUB-TV (Ch. 13), principal stockholder being W.D. (Dub) Rogers. Jackson grantee is controlled by Standard Life Insurance Co., will provide vhf competition for well-established uhf WJTV (Ch. 25).

\* \* \* \*

Commission's official priority list, issued Aug. 24, was exactly same as our unofficial one in last week's issue -- except for one asterisk misplaced on our list through typographical error. Official list is reprinted in this week's TV Addenda 17-H herewith. List is to be used with FCC's new rules for processing TV applications, which we printed as a Special Report July 18. [We have additional copies of the processing rules, available at \$1 each.]

It will be some time before FCC begins to set hearing dates on basis of new

list. The 25 asterisked cities on list represent 72 applications which had been processed under old priorities, but which had no hearing dates set when list came out Monday. However, Commission this week slated hearings beginning Sept. 25 on 13 applications for 4 cities already processed under the old priorities: Roanoke, Va. (Ch. 7); Detroit (Ch. 50 & 62); Philadelphia (Ch. 17 & 23); Baltimore (Ch. 18).

This week FCC staff began processing applications from cities without asterisks on new list, in priority order. They're being processed alternately from Group A & B. Because applications from first 11 cities in Group A (cities without TV stations) had already been processed under old priorities, the 12th city in Group A -- Durham, N.C. -- is first to be processed under new rules. Then comes first city in Group B, St. Louis; then A-13, Stockton, Cal.; followed by B-2, Milwaukee, and so on.

In compiling first bi-monthly priority list based on number of operating stations in each community, FCC applied these considerations: (1) In "hyphenated" cities (such as Norfolk-Portsmouth-Newport News), an operating station in one city is considered an operating station in all of them. (2) Where station is operating in unlisted community within 15 mi. of city listed in allocation table, station is not considered as operating in listed city. For instance, if KFUO-TV, in suburban Clayton, Mo., were now on air, it wouldn't make St. Louis a "2-station city", even though channel is actually allocated to St. Louis.

**UHF PROBLEMS—NETWORKS & CONVERSION:** FCC study of network-uhf relations continues (Vol. 9:31, 33-34), but best bet now is that no action will be taken for a long time, if at all. Hope is that industry will straighten out situation of its own accord -- and there's every reason to believe it will.

Most urgent complaints by uhf grantees come from areas where one vhf station has several network affiliations while uhf stations can get no network programs at all -- not even on secondary basis. Policies of the 2 most powerful networks, as reported in Vol. 9:31, appear to differ widely -- but there are strong indications that they'll both be signing up increasing numbers of uhf stations in coming weeks.

First big-city "vhf market" in which uhf station has signed primary affiliation contract with major network is Norfolk-Portsmouth area, where NBC chose WVEC-TV (Ch. 15) after lone vhf WTAR-TV bolted to CBS (Vol. 9:21, 25). WVEC-TV is now transmitting test pattern, plans to begin programming Sept. 19 with full NBC schedule and accompanied by huge NBC-directed promotional campaign for uhf conversion.

Almost exactly the same thing -- but in reverse -- happened this week in Milwaukee where Journal's WTMJ-TV is sole vhf. CBS signed primary affiliation contract with upcoming WCAN-TV (Ch. 25), which is slated to begin test pattern on Labor Day. As of Sept. 27, all CBS programs leave WTMJ-TV, whose gen. mgr. Walter Damm -- once one of NBC's severest critics -- was leader of affiliates pledging loyalty to NBC in last May's crisis when it appeared many NBC stations would bolt (Vol. 9:22).

So CBS in Milwaukee now faces same task as NBC in Norfolk -- to build up uhf audience from scratch, and fast. With the 2 major networks plugging uhf stations in major cities, uhf gets its biggest boost to date. Milwaukee and Norfolk certainly herald the day when TV, like radio, is conducted on one-network-per-station basis.

\* \* \* \*

Bleakest economic prospects are faced by new stations -- most of them uhf -- which have competition from 4 network stations, and therefore have no hope of getting any affiliation. They must live on local and film programming -- or will they turn to subscription TV as the answer?

Don't write off as a "stunt" the subscription-TV proposal filed with FCC by 4 eastern uhf CP-holders, all under the gun of big-network competition (Vol. 9:32). Proposal is being taken seriously by plenty of harassed uhf operators and grantees. TV adviser Will Baltin for New Brunswick (N.J.) Home News (WDHN-TV, Ch. 14), prime mover in campaign, has invited 35 uhf grantees to meeting on subscription TV next month in Philadelphia, at Benedict Gimbel's WIP, one of the fee-TV petitioners.

Of 22 replies received to date, 20 indicated they'd attend. Replies came from 9 states, from Kentucky to New Hampshire, and included 5 uhf stations already on air. Subscription-TV backers Zenith, Telemeter and Skiatron have been invited.

Fifth uhf grantee this week joined subscription-TV petition. It was WACH-TV, Newport News, Va. (Ch. 33) -- same station which last week wired Senate leaders asking investigation of networks' reluctance to affiliate with it (Vol. 9:34). WACH-TV is affiliated with radio WHYU, is slated to begin test pattern Sept. 15.

\* \* \* \*

First and most important task of any uhf station is promotion -- to sell idea of set conversion; to change tuning habits; to sell the desire for TV in new homes. To this end, NBC has just published 50-pp. handbook, "Circulation Promotion for TV Stations -- UHF and VHF", based on experiences of stations already on air.

Much of book is aimed at uhf stations in markets already served by vhf, and new grantees will be most interested in its outlines on planning and pre-broadcast operations. Book, available from NBC on request, stresses these points:

(1) Make a basic plan -- "Set yourself an air date you can comfortably meet" and set a "quota" or goal for conversions "so you can measure your progress as you approach your air date".

(2) "Basic uhf policy -- Work with dealers on conversion", starting long enough ahead of time to assure successful launching of station.

On latter point -- actually the key to successful conversion campaign -- the book presents rather detailed timetable. First, it recommends holding distributor-dealer meetings to discuss station plans and secure cooperation. Working committee of dealers and distributors should be formed to provide continuing liaison between station and trade. Other ideas:

Take dealers on tours through station, let them see "inside story". Hold engineering clinics for dealers and servicemen to assure good conversions. Keep trade informed of station's progress, through newsletters or periodic releases. In turn, ask dealers to keep you informed of conversion progress through regularly conducted surveys. Help dealers promote sales by providing posters and photos of TV stars, etc. for their ads and window displays. Promote dealer in your advertising.

As to your own promotion, one of first steps is question-&-answer newspaper ad -- used successfully by many stations -- to tell story of your station: When it will go on air, meaning of uhf, the conversion story, etc. But above all, says the handbook: Keep it simple. For advertising, use of all media is suggested: radio, newspapers, billboards, direct mail, car cards, matchbooks.

Other pre-broadcast ideas discussed are: special newspaper supplements; public studio tours; lectures and discussions; TV set show at local armory, exhibiting all makes of sets and featuring closed-circuit telecasts, etc. For reports on how some uhf grantees are promoting their upcoming stations, see story on p. 8.

**MORE TV-RADIO STATIONS CHANGING OWNERS:** So many transfer-of-ownership deals involving TV stations are cooking, that it seems as though venture capital is literally bursting its vaults to get into telecasting.

That TV is changing the face of broadcasting, with nearly every AM station operator of any consequence either in it or trying to get in, is indicated by list of present TV operators and by current grantees -- preponderantly radio folk (Vol. 9:27). But quite significant, too, is the swift rate of changing ownerships.

This was first discernible in the numerous transfers of pre-freeze stations (see p. 33, TV Factbook No. 17). Now, we see more sales and proposed sales coming up, this time involving mostly post-freeze projects, including many AM sales with TV motivations. For example:

KRBC-TV, Abilene, Tex. (Ch. 9), which went on air only this week, has been sold subject to FCC approval; Newark's WATV (Ch. 13) is again being eagerly sought; KXLY-TV, Spokane (Ch. 4) is in negotiation for sale; and several radio stations have filed transfer papers with FCC that have TV motivations, including proposed sale of control of Eitel-McCullough's KSBR (FM), atop Mt. Diablo, Cal., Ch. 13 applicant, to big TV-radio sponsor H. Leslie Hoffman, Los Angeles TV-electronics manufacturer.

For details about foregoing, see p. 6. And to bring record up-to-date, we note here that since our Factbook tabulation of 1949-53 transfers, we have reported

on sale of KOLN-TV, Lincoln, Neb. (Ch. 12) to Fetzer interests, approved by FCC (Vol. 9:30); proposed sale of KDZA-TV, Pueblo, Colo. (Ch. 3) to Gene O'Fallon, of KFEL-TV, Denver (Vol. 9:31); sale of control of WABI-TV, Bangor, Me. (Ch. 5) to ex-Gov. Hildreth (Vol. 9:31); transfer of control of KRTV, Little Rock, Ark. (Ch. 17) granted to Rowley-Brown interests (Vol. 9:30); acquisition of CP for WTVQ, Pittsburgh (Ch. 47) sought by Edward Lamb. There also was projected \$2,000,000 deal to buy WALA-TV, Mobile, Ala. (Ch. 10), which didn't come off (Vol. 9:25), and we've reported on sundry AM station transfers involving TV considerations.

**S**TATION SALE deals are mostly in negotiation stages at this writing, some still quite secret—but you'll be hearing about more and more of them in coming weeks. Only new TV transfer-of-ownership actually filed (besides those mentioned on p. 5) was the one involving KRBC-TV, Abilene, Tex. (Ch. 9), with KRBC for purchase price of \$500,000.

Purchasers are Lewis J. Ackers, local oilman & rancher; Mrs. Sybil Ackers, his wife; Dale Ackers, son, who is sales mgr. for local Ford Agency; Jack Andrews, district mgr. for big cotton brokers Anderson-Clayton Co., Houston. They would own 25% each, buying out 64% holdings of Mrs. Eva May Hanks, widow of newspaper publisher Bernard Hanks, plus those of all other stockholders.

Purchase price includes guaranteed acquisition of \$125,000 in assets over liabilities. Assets of present company include some \$85,000 worth of equipment, with net worth reported as \$204,468, including about \$180,000 in earned surplus.

WATV, Newark, with its AM adjunct WAAT has long been quarry of various interests eager to crash New York market. Approach recently was made on behalf of George Storer, already owning limit of 5 TVs, 7 AMs (3 of the TVs acquired by purchase). Though station is reputed to be in the black, it's currently faced with necessity of moving transmitter to Empire State Bldg., involving cost of some \$200-250,000 as well as high rentals. Hence possibility station may be sold.

Price of WATV is said to exceed \$3,000,000, with chairman Matthew Rosenhaus, who owns control with mgr. Irving Rosenhaus, a brother, understood to want to retain a stock interest. Matthew Rosenhaus also heads Serutan Co. All stock except Frank Bremer's 10% is in family hands. If Storer should buy, he'd presumably have to sell one of his present TV properties—most likely either the one in San Antonio or Birmingham.

Fact that Storer discussions were under way apparently gave rise to rumor that he's interested in acquiring WOR-TV, New York, reputed to be deep in red. But that was flatly denied on behalf of General Teleradio's Tom O'Neil. There was story current, too, which may have some substance, that *Newark News'* prospective sale of its radio WNJR (5-kw independent on 1430 kc) is prelude to possible acquisition of WATV and WAAT.

Several weeks of negotiations have gone into proposed acquisition of 8-month-old KXLY-TV, Spokane, with KXLY, for reported \$1,750,000. Owners are 50% group headed by E. B. Craney, with Bing Crosby holding 47.6% and said to be leaning toward selling for sake of capital gain. Purchasers would be group headed by Joseph Harris, wealthy N. Y. insurance man who controls rights to *Superman* and who is principal backer of big TV film syndicator, Motion Pictures for Television, Inc.

Engineering the deal is Richard E. Jones, ex-mgr. of Storer's WJBK-TV, Detroit, recently mgr. of DuMont's WABD, N. Y. Among other principals are MPT's Sy Weintraub and David Wolpert. KXLY-TV, it's reported, has been operating in the red, but recently began to show a profit.

There were reports again that KLAC-TV, Los Angeles, was about to be sold, but, though admitting it can be had at a price, spokesman for owner Mrs. Dorothy Schiff Sonneborn denied anything cooking. Also flatly denied was rumor that City of St. Petersburg was about to sell its 3-month-old WSUN-TV (Ch. 38) to undisclosed N. Y. interests, though city manager Ross Windom admitted there have been frequent approaches—none lately.

Filed with FCC this week were 2 proposed California radio station transfers with TV overtones. Lincoln Dellar proposes to sell KDB, Santa Barbara, for \$75,000 to F. Robert Baer—as he said he would at recent competitive FCC hearing on Ch. 3 for Sacramento, where he operates KXOA. Other deal involves FM station KSBR, San Bruno, Cal., owned by Eitel-McCullough (tube mfrs.) with transmitter atop Mt. Diablo. Hoffman Radio's H. Leslie Hoffman proposes to buy control for \$62,000 and form new company to take over KSBR with its TV application for Ch. 13 assigned Stockton. Competitive applicants are Stockton's KXOB & KGDM, and it's now No. 13 on new FCC priority list.

Crosley isn't buying or buying into Mutual Broadcasting System, despite published rumors, but it is completing a program origination deal whereby it will feed shows daily from Cincinnati to full MBS Network. That's reply from Crosley spokesman Aug. 26 to inquiries by *Television Digest*. Crosley recently sold its 50-kw radio WINS, New York (Vol. 9:32) and it has no "gleam in its eye" for acquiring either TV or radio there again, spokesman said. He added: "While we have been a basic NBC station at WLW-radio for many years, we have always carried Mutual shows, and we were one of the founders of Mutual, along with WGN & WOR, several decades ago. At present we carry 6½ hours of commercial shows a week from Mutual, and before long we'll most likely be carrying more, originating shows of varied type daily beginning Sept. 1, union conditions permitting. We are in no way interested in any part of Mutual, nor in any other subsidiary of the General Tire & Rubber Co."

KONA, Honolulu, which went silent last March but resumed June 24 under new owners *Honolulu Advertiser* (50%) and Jack Keating & J. Elroy McCaw (25% each), has been sued by its first gen. mgr. George H. Bowles for \$237,000 for alleged breach of contract. He claims he signed 5-year irrevocable contract at \$1500 per month plus 15% of net, but was dismissed after 2 months "without cause." Mgr. John Keating says Bowles was fired before new owners took over. Keating is also operator of KYA, San Francisco, may shortly buy KGW, Portland, which had CP for Ch. 3 but dropped it pre-freeze and whose present owner, *Portland Oregonian* (Newhouse), is due to acquire 50% of upcoming KOIN-TV (Ch. 6).

TV is druggists' best sales aid, according to 33-city survey by Fact Finders Associates Inc., 400 Madison Ave., N. Y., which reported 86% of druggists giving TV first place. Magazines achieved poor second place with 29.2%, newspapers 25.6%, radio 23%, outdoor 10.2%, displays 2.6%, others 3.6%. Votes for more than one medium bring total to more than 100%.

**Station Accounts:** Rep Edward Petry & Co. has just released brochure titled *Airline Advertising Airborne, via Spot TV*, analyzing huge increase in TV spot usage by airlines. Sponsoring airlines up from 5 in 1950 (Delta, Eastern, Piedmont, United, Western) to 17 currently—namely, the foregoing plus Capital, Colonial, Continental, North American, Northwest, Pan American, Chicago & Southern, El Al, Frontier, National, Skycoach, West Coast . . . Canada Dry Ginger Ale Inc., through CBS-TV film sales div., has contracted for 52 weeks of westerns titled *Annie Oakley* to be produced at Gene Autry's Flying A Pictures ranch in California at reported cost of \$27,500 each, with Gail Davis as heroine; more than 50 stations will be used, starting next Nov., thru J. M. Mathes, N. Y. . . Peter Paul's Inc. (Mounds & Almond Joy candies) resuming TV-radio spots this fall, thru Maxon Inc., N. Y. . . Alfred Dunhill of London Inc. will use TV-radio with other media in \$250,000 campaign Sept. 10-Nov. 29 for its Denicotea cigarette holders, thru Lawrence C. Gumbinner Adv., N. Y. . . 20th Century-Fox buys 156 spots, various participations and guest appearances on WNBT for Sept. 20-Oct. 10 buildup of its Cinemascope production of *The Robe* . . . American Viscose Corp., to promote Minifil rayon yarns, is providing its retailers with kits containing TV-radio scripts; agency is Hirshon-Garfield, N. Y. . . Of 79 sponsors of Guild Film Co.'s *Liberace*, 32 of them banks, most unusual is *Boise Idaho Daily Statesman*, via KIDOTV . . . Among other advertisers reported using or preparing to use TV: Cott Beverage Corp. (soft drinks), thru John C. Dowd, Boston; Armstrong Rubber Co., thru Biow, N. Y. (formerly handled by Maxon Inc., N. Y.); Griest Mfg. Co. (sewing machine attachments), thru Cunningham & Walsh, N. Y.; Ex-Lax Inc. (laxative), thru Warwick & Legler, N. Y.; Piel Bros. (Piel's beer), thru Young & Rubicam, N. Y.; General Cigar Co. (Robt. Burns cigars), thru Young & Rubicam, N. Y.; Climalene Co.

THE CANADIAN advertiser "must constantly bear in mind the proximity of many American TV stations and the readiness of Canadians to avail themselves of American programs. The magnetic appeal of good, accessible entertainment is proving irresistible to Canadians from Victoria to Kingston. Already a definite pattern is taking shape. Twice the number of Canadian eyes are presently on American TV as are on Canadian TV programs." This from *Television as a Medium of Canadian Advertising*, 24-p. brochure just published by James Lovick & Co., Toronto agency. Since Canadians are being "indoctrinated" with U. S. television, agency says, they will have to be "won over from top-calibre U. S. network shows whose talent-dollar investment makes dizzying statistics."

Does this, then, mean Canadian advertisers should buy time on U. S. stations to reach Canadian audiences? With 2 possible exceptions, the answer is no, says report: WBEN-TV, Buffalo (Ch. 4), with its "surprisingly complete coverage of Toronto at a straight time cost of less than the cost of similar time on Toronto's CBC-TV station"; KVOS, Bellingham, Wash. (Ch. 12), 30 mi. from Vancouver, which has geared its operations to offer Canadian advertisers at low cost the opportunity of reaching the most densely populated areas of British Columbia. As for WBEN-TV, definite barriers are (1) that advantageous time is hard to get and American talent is costly, and (2) the "intangible barrier" of a Canadian company using an American medium to sell Canadians.

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Canadian sponsorships are coming along nicely on CBC's 3 stations, only ones in Dominion as yet, reports *Sponsor Magazine*, which estimates 30% of population already TV-served and quotes CBC chairman A. D. Dunton as predicting that by 1954 Canada should have at least 22

(cleaning preparations), thru W. S. Hill Co., Pittsburgh; Ivano Inc. (sponges), thru Arthur R. MacDonald, Chicago; Perfect Plus Hosiery Mills, thru Arthur Meyerhoff, Chicago; H. Hiks & Son (fruit baskets & food packages), thru Steiner, Towers, Dobrin & Kaus, N. Y.; Figaro Co., Dallas (barbecue sauce), thru Hepworth Adv., Dallas; Detroit-Michigan Stove Co. (Detroit Jewel ranges), thru BBDO, Detroit; House of Worsted-Tex, Philadelphia (suits), thru Hirshon-Garfield, N. Y.; Pillsbury-Ballard div. of Pillsbury Mills (Ballard oven-ready biscuits), thru Campbell-Mithun, Minneapolis; Boscul Co. (tea & coffee), thru Wm. F. Scull, Philadelphia; Southland Coffee Co., Atlanta (Bailey's Supreme coffee), thru Donahue & Coe.

**Network Accounts:** AFL and CIO will get together for joint sponsorship of ex-President Truman's Labor Day address from Detroit Sept. 7. NBC-TV and ABC-Radio will carry speech live, 1:30-2 p.m., NBC-Radio will rebroadcast it 10:30-11 p.m. . . . General Electric (appliances) to sponsor new situation comedy, *Meet Mr. McNutley*, on CBS-TV, starting Sept. 17, Thu. 8-8:30 p.m., thru BBDO . . . Speidel Co. (watchbands) to be co-sponsor, with American Tobacco Co. (Lucky Strikes), of new Danny Thomas show *Make Room for Daddy* on ABC-TV, starting Sept. 29, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Quality Importers Inc. (Welch's Wine) to sponsor quiz show *On Your Way* on DuMont, starting Sept. 9, Wed. 9:30-10 p.m., thru Monroe Greenthal Co. . . . Simmons Co. (Beautyrest mattresses) and International Silver Co. (sterling) to co-sponsor *My Favorite Husband* on CBS-TV, starting Sept. 12, Sat. 9:30-10 p.m., both thru Young & Rubicam . . . General Foods (Maxwell House coffee) renews sponsorship of *Mama*, on CBS-TV, starting Sept. 4, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Procter & Gamble (Tide detergent) moves *On Your Account* on NBC-TV, starting Sept. 21, from 4-4:30 p.m. to 4:30-5, thru Benton & Bowles.

stations covering about 75% of population. U. S. brand names dominate sponsor list. For example, program sponsors include Ford, Frigidaire, Bristol-Myers, Chesebrough, Schick, Gillette, Philco, Remington Rand, as well as Addisons Ltd., British-American Oil, Imperial Oil, Canadian Westinghouse, Canadian Admiral, London Life Insurance Co., Maple Leaf Milling, Northern Electric, Canadian Starch, Canadian Structural Steel, Labelle Forrure Ltd., and Dominion, Molson's & Dow's Kingsbeer breweries.

Among spot users: General Foods, Bulova, S. C. Johnson, Buick, Studebaker, Seven Up, General Motors, Salada, Shell Oil, RCA, Revlon as well as Canada Bread Co., Imperial Tobacco Co., Moffats Ltd., Phillips Industries, Gattuso Olive Oil Corp., Guardian Trust Co., Savon Campeau Soap, Bradings Brewery. And Sweet Caporal (cigarettes) is latest Canadian sponsor to go spot on all 3 CBC stations, has ordered 15 films from Robert Lawrence Productions.

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New CBC Rate Sheet No. 4, effective Sept. 1, establishes Class A, B & C rates for its 3 stations now operating, also fixes rates on 3 new stations due on air soon. CBLT, Toronto (Ch. 9), has \$750 per hour, \$450 half hour, \$300 quarter hour A rate; CBOT, Ottawa (Ch. 4), \$150, \$90 & \$60; CBFT, Montreal (Ch. 2), \$490, \$294 & \$196; CKSO-TV, Sudbury, Ont. (Ch. 5), due in early Sept., \$120, \$72 & \$48; CPFL-TV, London, Ont. (Ch. 10), due in Nov., \$160, \$96 & \$64; Vancouver, B. C. (Ch. 2), due in Nov., \$160, \$96 & \$64. Class B time (5-6 p.m., Mon. thru Fri., 1-6 p.m. Sat. & Sun.) is 75% of Class A, and Class C (all other times) is 60%, with frequency discounts of 2½% for 13-25 times; 5%, 26-38 times; 7½%, 39-51 times; 10%, 52 or more times. Interconnection charges range from \$120 an hour for Buffalo-Toronto to \$280 for Buffalo-Toronto-Ottawa-Montreal.

**Personal Notes:** Lester Krugman, ex-Grey Adv. and Emerson Radio, named adv. ingr., Bulova Watch Co., under Raymond F. Warren, adv. v.p. . . . Wm. Maxwell, Hutchins Adv. art director, handling Phileo account, appointed v.p. & art director of Philadelphia & N. Y. offices; James Burton, mgr. of TV dept. in N. Y., appointed v.p. of TV-radio dept. under H. Pierson Mapes, v.p. & gen. mgr. of N. Y. office . . . Norman Blackburn resigns as TV-radio v.p., Geyer Adv. . . . Victor M. Ratner, ex-CBS v.p. in charge of promotion, later R. H. Macy Co. adv. v.p., reported resigning from Nathan Halpern's Theatre Network Television Inc. to join McCann-Erickson . . . Wm. R. Stuhler, ex-partner of Price Robinson & Frank, Chicago, on Sept. 8 joins TV-radio dept., Sullivan, Stauffer, Colwell & Bayles . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, named chairman of 26-man committee of advertising of U. S. Chamber of Commerce . . . Hammond E. Chaffetz, partner in Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, named by Atty. Gen. Brownell to national committee of 58 to study antitrust laws . . . Kenneth D. Fry, ex-TV-radio director of Democratic National Committee, has purchased 250-w WHCC, Waynesville, N. C. for \$36,250 and plans to operate it with Mrs. Fry . . . Dallas Townsend Jr. named mgr. of CBS-TV news, succeeded as CBS-Radio special events director by Robert Skedgell . . . Charles Black, ex-Navy commander and husband of Shirley Temple, named business mgr. of KECA-TV, Los Angeles . . . Michael M. Sillerman, ex-pres., Keystone Broadcasting System, latterly with Ziv TV, resigns from Ziv sales staff . . . Robert T. Crom, TV specialist, Dept. of Agriculture, on Sept. 1 becomes director of communications, North Dakota Agricultural College . . . Dave Crockett, ex-Cole & Weber Agency in Seattle, named program mgr. of new KOMO-TV, Seattle (Ch. 4) due on air in Nov. . . . Charles T. Lynch promoted to program director, WKZO-TV & WKZO, Kalamazoo, Mich. . . . R. J. Rockwell, Crosley Broadcasting Corp. engineering v.p., issued U. S. patent on new high power tube development . . . William T. Romaine promoted to administrative asst. to gen. mgr. Lawrence H. Rogers, WSAZ Inc., Huntington, W. Va. . . . Marvin Young resigns as TV-radio director, Ruthrauff & Ryan, Hollywood . . . Ted Fetter, ex-BBDO (*Hit Parade*), joins CBS-TV to work on color programming . . . Nelson L. Gross, ex-CBS, named TV-radio mgr., Leonard Wolf Assoc. Adv., N. Y. . . . Carmine Patti, from WABD, appointed asst. traffic mgr., DuMont Network . . . Robert Connors has resigned as chief engineer, KLAC-TV, Los Angeles, to return to broadcast div., RCA engineering products dept., which has also appointed Floyd A. Timberlake as field sales rep out of Chicago.

Non-striking engineer who refused to pull switches kept Brooklyn Dodgers' home games off TV this week and inspired court action by DuMont. During IBEW strike at WOR-TV, which is still going on though station is on air with supervisory personnel (Vol. 9:34), sponsors Lucky Strike and Schaefer Beer shifted Dodgers' games to WABC-TV. But Ebbets field engineer, member of IBEW not on strike, refused to pull switches, so sponsors turned games over to DuMont's WABD, only to run into same difficulty. On Aug. 28 DuMont asked N. Y. Supreme Court for injunction to restrain local from interfering.

KSTM-TV, St. Louis (Ch. 36), whose pres. & gen. mgr. Wm. E. Ware died suddenly last week at age of 44, still aims for Sept. 27 target date—and attorney Wm. H. Boggs, chairman of grantee company, announces 3 operating vice presidents: Edward F. Murphy, programs; Ted Favors, engineering; Alvin M. King, sales. Succeeding to management of radio adjunct, KSTL, is Charles C. Farrar, ex-aide to Mr. Ware. H-R Television will be rep.

**A**LL-OUT CAMPAIGN for uhf conversions and set sales by live-wire KTVQ, Oklahoma City (Ch. 25)—due to begin tests Oct. 1—is beginning to pay off, according to pres. John Esau. Using every promotional method and gimmick in the book—and then some—he reports certified proof from city's Servicemen-Dealers Assn. that there were 11,373 sets ready for uhf on Aug. 15. Among the unusual promotional stunts used by station are post-cards in invisible ink (message appears when dipped in water), sponsorship of football games on AM, singing radio commercials, luminescent stickers for auto bumpers. Writes Esau:

"We attend and speak at all weekly service and dealer meetings. We furnish all kinds of 'shop' aids. We have 40 full-color 24-sheet billboards on a cooperative basis [with dealers] for the past 90 days, and are starting a radio saturation campaign Sept. 1 for 60 days. We will use 6-10 spots daily on all 7 radio stations.

"We are also sponsoring the ABC network football games on KTOK [local AM, not affiliated with KTVQ]. We are appearing before every civic, cultural and business club to explain Ch. 25. We'll speak to any group at the drop of a hat. However, we are most proud of the saturation radio campaign. Each spot is a musical jingle: '2 and 5 . . . Man alive . . . Adapt to Channel 25 . . .' followed by a tag giving the name, address and phone number of a cooperating serviceman or dealer.

"We know at the rate we are going that by air date we will ring up 35-50,000 sets—a sizeable starting hunk. It is hard to walk away from 17 years of radio [KTUL, Tulsa & KFPW, Ft. Smith, Ark.], but at KTVQ with a hustling, enthusiastic, 24-hours-per-day-7-days-per-week type staff we are capturing some of the early radio 'push' and are going to prove conclusively that uhf is TV and damn fine TV to boot.

"We are not going about this blindly, but are constantly probing, surveying, teaching and selling. I'm making book that KTVQ will open in the operational black and in 60 days will be returning some of the investment."

Two diametrically opposite views on basic methods of promoting uhf stations are exemplified by trade publicity issued by Walter Reade's WRTV, Asbury Park, N. J. (Ch. 58) and John Poole's KPIK, Los Angeles (Ch. 22), neither of which is yet on air. WRTV's weekly newsletter to dealers, distributors and servicemen takes this approach:

"You may have noticed that in our letterhead and material, we don't call WRTV a 'uhf' station—rather it's 'TV station WRTV on Ch. 58.' Our reason? Operators of other new [uhf] TV stations tell us that stress on uhf tends to confuse the public—to most people TV is TV whether it's uhf or vhf, and their only concern is the picture they receive. [So] may we suggest that you, too, refer to WRTV as a TV station rather than a uhf TV station?"

On the other hand, KPIK is undertaking to promote uhf—all uhf stations—to trade. Recent mailing to trade points out that Los Angeles's TV saturation is extremely high, and dealers will have to "re-sell and re-service" their old customers by replacing small-screen sets with vhf-uhf large-screen receivers and by converting present sets. For dealers' and distributors' bulletin boards, KPIK periodically sends out *Southern California UHF Report*, giving latest data on status and plans of all uhf channels allocated to area (there are 9), rather than KPIK alone.

In last week's item about upcoming WCAN-TV, Milwaukee (Ch. 25), new CBS affiliate (Vol. 9:34), we erred in quoting survey by Dr. Adolph A. Suppan of Wisconsin State College. Item should have said "survey indicates 70,000 sets already equipped for WCAN-TV" (we said "several thousand").

RCA SHIPPED 25-kw transmitter this week to WCIA, Champaign, Ill., and next week planned to get another off to KOMO-TV, Seattle (Ch. 4) and a 10-kw to KCEN-TV, Temple, Tex. (Ch. 6). Only new uhf transmitter order to go this week went to WARD-TV, Johnstown, Pa. (Ch. 56); uhf transmitters previously reported but not shipped until Aug. 24 went to KSTM-TV, St. Louis (Ch. 36) and Capital City Television Co., Sacramento, Cal. (Ch. 36). Next week, another is due to go to KCEB, Tulsa (Ch. 23).

GE reports shipping antenna to KSTM-TV, St. Louis (Ch. 36), on July 30 but 12-kw transmitter is being held up until Oct. This week, 12-kw went out to WIFE, Dayton (Ch. 22), reported aiming for Sept. 1 tests. Antennas have been delivered to WBLN, Bloomington, Ill. (Ch. 15), and WKJG-TV, Ft. Wayne, Ind. (Ch. 33), but their transmitters aren't due for delivery until early Sept., former to get 1-kw and latter 12-kw.

Dumont shipped its third uhf transmitter Aug. 25 to WNOK-TV, Columbia, S. C. (Ch. 67), and principals are working to get 5-kw job on test by Sept. 1. Others shipped and operating: WGLV, Easton, Pa. (Ch. 57), and WBUF-TV, Buffalo (Ch. 17). Latter is reported to have developed some "aural nulls" but these were said to have been ironed out this week with new diplexer. DuMont ships vhf transmitter week of Aug. 31 to KERO-TV, Bakersfield, Cal. (Ch. 10); week of Sept. 7 to share-time KOY-TV & KOOL-TV, Phoenix (Ch. 10); about Oct. 1 to KBOI, Meridian-Boise, Ida. (Ch. 2).

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

KBOI, Meridian, Ida. (Ch. 2), with DuMont equipment ordered for Oct. delivery, is rushing work on Deer Point transmitter site about 10 mi. from Boise, near site of now-defunct KFXD-TV, Nampa (Ch. 6), and is aiming for Thanksgiving Day debut, reports pres. & gen. mgr. Westerman Whillock. Free & Peters will be rep.

KRGV-TV, Weslaco, Tex. (Ch. 5), isn't yet decided on equipment but anticipates air date of Nov. 1, reports Millman Rochester, TV director. Gen. mgr. is Byron W. Ogle. Studio construction in Weslaco is well under way but work on transmitter building at 752-ft. site in LaFeria, Tex., hasn't yet started. Pres. O. L. Taylor, who also heads rep firm bearing his name, also is applicant for Ch. 3 in Wichita, Kan., pending hearing decision. Taylor Co. will be rep.

WROL-TV, Knoxville (Ch. 6), with 2-kw RCA transmitter on hand and antenna due up by Sept. 1, aims to start programming by Oct. 1 or earlier, reports exec. v.p. W. H. Linebaugh. Race with local uhf WTSK (Ch. 26) is indicated by oilman W. R. Tulley's announced order for Federal transmitter due in mid-Sept. and on air as soon as possible thereafter. With Chattanooga-Knoxville coaxial ready, network programs will await only the completion of Atlanta-Chattanooga link.

KOY-TV, Phoenix, Ariz (Ch. 10), share-time grantee with KOOL-TV, reports DuMont equipment promised for Sept. 10 delivery. Construction has begun and Sept. 20 tests are planned, with programming in early Oct., according to mgr. Albert Johnson. Rep will be Blair.

GGGM-TV, Albuquerque (Ch. 13), slated to be CBS outlet, has set Sept. 27 as target date, reports pres. A. R. Hebenstein. It will share RCA transmitter site with new plant of KOB-TV (Ch. 4) atop 10,655-ft. Sandia Crest, about 11 mi. north of city. [Note: KOAT-TV, Albuquerque, reported last week that DuMont transmitter, shipped Aug. 12, will be turned on Sept. 15; Phil Hoffman is mgr., and networks will be ABC & DuMont.] Weed will be rep.

WHBQ-TV, Memphis (Ch. 13) expects to begin testing Sept. 20, with big special sections of local newspapers

due Sept. 28-29. It will affiliate with CBS, starts with \$700 base rate, reports mgr. John H. Cleghorn. It's owned by local Harding College, has studios nearly ready in Hotel Chisco. Blair will be rep.

WWOR-TV, Worcester, Mass. (Ch. 14), has ordered 1-kw RCA transmitter and 24-gain antenna for Sept. delivery, now plans Oct. 31 debut in lieu of original Dec. 15 date (Vol. 9:27), according to v.p. & gen. mgr. Ansel E. Gridley. WGTR-FM building and grounds atop Mt. Asnebumskit in Paxton, Mass., about 5 mi. from downtown Worcester, have been purchased from General Teleradio and are being remodeled for TV. Leonard V. Corwin, ex-Ziv, has been named commercial mgr. Raymer will be rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), has studio-transmitter building ready and RCA transmitter on hand, now is erecting tower, reports mgr. Lester P. Etter. Target has been advanced to Oct. 1 (Oct. 15 programming) from original Nov. date (Vol. 9:27). Rep not yet chosen.

WITV, Ft. Lauderdale, Fla. (Ch. 17), has now set Nov. target date, reports it will be first to use RCA custom-built "peanut pattern" directional antenna for pinpointing signal strength in high population areas (Miami particularly). RCA equipment has been shipped. Plan is to join DuMont Network, which part-owner Comdr. Mortimer Loewi once headed. No rep has been chosen.

WUTV, Youngstown, O. (Ch. 21), has GE confirmation of Sept. shipping date for transmitter and, with all present equipment on hand, including 275-ft. Blaw-Knox tower, will definitely be in operation in early Oct. That's latest report from E. G. Polan, of Polan Industries, Huntington, W. Va., which also holds CPs for WLTV, Wheeling (Ch. 51), and WPTV, Ashland, Ky. (Ch. 59). Transmitter deliveries for latter are presented scheduled for Oct., Mr. Polan adds. Zoning detail has held up Wheeling construction, Ashland transmitter-studio is 80% completed.

KTVQ, Oklahoma City (Ch. 25), has launched an extraordinary campaign of promotion to build up uhf's advent pending Oct. 1 tests and Oct. 10 commercial debut dates (see p. 8), and pres. John Esau reports he expects it to be city's second station because its GE 12-kw order antedates that of KMPT (Ch. 19), announced for early Sept. Antenna is already on hand and will surmount beacon atop 35-story First National Bank Bldg., where other construction is nearing completion. Full-page ads, billboards, radio spots, dealer displays, postcards, etc., are heralding station, which will start at \$300 base rate (with discounts to charter advertisers) and has these staffmen lined up: Harry Abbott, ex-KTUL, Tulsa, mgr.; Wm. H. Sadler, ex-WFAA-TV, production director; Wayne Taylor, ex-KTUL, film editor; Wayne Wilkes, ex-WKY-TV, Oklahoma City, stage mgr.; Haroles E. Coomes, ex-WAVE-TV, Louisville, chief engineer. Mr. Esau, ex-gen. mgr. of KTUL has disposed of stock interests in KATV, Pine Bluff, Ark., to devote fulltime to KTVQ. H-R Television will be rep.

WTOE-TV, Winston-Salem, N. C. (Ch. 26), with RCA transmitter now going in and 547-ft. tower about one-fourth up, moves into new TV-radio studios Sept. 1 and plans test patterns between Sept. 15-25. Pres. James W. Coan announces rate card with \$200 base. H-R Television will be rep.

KCOK-TV, Tulare, Cal. (Ch. 27), GE equipment scheduled for Sept. shipment, has rescheduled start to Oct. 1 from last reported Sept. debut (Vol. 9:28), according to mgr. J. Alan Rinehart. Hour rate will be \$250. Forjoe will be rep. It's second for owner Sheldon Anderson, his KAFY-TV, Bakersfield (Ch. 29), having begun testing Aug. 20.

Evanston, Ill. Ch. 32 grantee, Northwestern Television Bestg. Corp., plans April 1954 start, but hasn't ordered any equipment as yet, reports Angus D. Pfaff, pres. and co-owner with Howard S. Martin, scientific glassware manufacturer. Rep not yet chosen.

**Telecasting Notes:** "Stories about Hollywood producers sitting by their TV sets at home and finding new talent for movies or rediscovering seasoned performers who have dropped out of picture business are becoming commonplace." But, adds Thomas M. Pryor, *New York Times* Hollywood reporter, that's how director Hugo Fregonese came to sign Lillian Bond and Isabell Jewell to portray pair of ex-stage stars in Panoramic's *Man in the Attic*. It used to be that movie scouts found talent in vaudeville, or sitting at a soda fountain (Lana Turner), or running an elevator at Marshall Field's (Dorothy Lamour) . . . Most recent newcomer to films from TV is Jack Lemmon, signed by Columbia Pictures to be Judy Holliday's leading man in comedy *A Name for Herself* . . . WSAZ Inc., Huntington, W. Va., dedicated its new \$500,000 studios Aug. 23 with big party attended by industry representatives from New York and Washington, plus West Virginia Gov. Marland, in all-day celebration climaxed in hour-long local simulcast emceed by NBC-TV's Ted Mack. Hosts were 90-year-old Col. J. H. Long, founder-president of parent *Huntington Herald-Dispatch* and *Advertiser*; his son, Walker Long, WSAZ Inc. secy., and grandson Lawrence H. (Bud) Rogers, v.p. & gen. mgr. of station . . . Martha Rountree sells out her interest in *Meet the Press* (NBC) and *Big Issue* (DuMont) to Larry Spivak, will form Rountree-Presbrey Inc. with husband, adman Oliver Presbrey, and will continue to own and produce *Leave It to the Girls* (ABC) and *Washington Exclusive* (DuMont); they will continue on one another's programs, however . . . Milton Berle's show, resuming Sept. 29 under Buick sponsorship, to get promotional buildup via series of 20-sec. commercials shot in Telefilm Studios . . . Kenyon & Eckhardt survey discloses 80% of TV stations offer advertisers merchandising & promotional services (soliciting and placing displays, store checks, trade mailings, etc.); station-by-station tabulation of survey will be published later in year . . . Notre Dame grid games will be carried on ABC-TV via film day after each game, Sun. 7:45-9 p.m., by arrangements with Leslie G. Arries Sr., ABC-TV sports director . . . Student loan fund for children and dependents of employees of WBTV & WBT, Charlotte, financing them for 4 years of college, set up by Jefferson Standard Bestg. Co., licensee . . . Study guides for WOI-TV's *Iowa TV Schooltime*, resuming Oct. 5 at 10 a.m., 5 days and dealing with topics selected by teachers and school administrators, to be sent to 500 schools in station's area . . . Empire Coil Co.'s KCTY, Kansas City (Ch. 25) signs as DuMont basic, 144th affiliate of that network.

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Under headline "Godfrey: Man or Superman?", familiar stickler of who's boss—talent, sponsor or network—is given new airing by George Rosen in Aug. 26 *Variety*, touched off by recent action of star in junking a scheduled CBS-TV *Talent Scouts* program as "substandard entertainment" in favor of makeshift format of his *Arthur Godfrey and His Friends*. Always controversial, Godfrey stirred even deeper controversy by his latest action—sponsor Lipton's Tea announcing it wouldn't pay for program while deluge of telephone calls to network applauded Godfrey gesture as "one more evidence that he's always thinking of his audience." Article points out that Godfrey is more strongly entrenched than ever, what with his well-publicized pipelines to White House and Pentagon, plus fact that he's given credit for turning Lipton's Tea into "multi-million dollar subsidiary" of Unilever Corp., and that his combined TV-radio appearances alone have brought network \$15,000,000 annual gross billings, \$7,000,000 profit.

Rate hikes have been ordered by 14 national magazines, including *Saturday Evening Post* and *Life*, latter's black-&-white page going up 6% to \$20,350 as of Feb. 1.

New 15-kw uhf klystron tube is now in production by Eitel-McCullough Inc. (Eimac), San Bruno, Cal. Several deliveries have already been made, says field engineering dir. O. H. Brown, and Eimac "is now in a position to fill orders for the tubes within a week after they're placed." Several unnamed transmitter manufacturers are buying the new external cavity tube, although no transmitter built around the tube has yet been announced. Information on new tube was supplied by Brown to correct impression conveyed by story in last week's *Television Digest* that Eimac's highest powered klystron is rated at 5 kw. DuMont now uses Eimac 5-kw, but its transmitters are said to be so built that they can use 15-kw with very few changes (Vol. 9:33). Research dir. Thomas T. Goldsmith Jr. announced that DuMont's sights are now set on transmitter which will deliver FCC's maximum power of 1000-kw ERP, and that "Eimac as tube manufacturing specialists and DuMont as circuit manufacturing leaders form an excellent team" to work toward this goal. In development in Eimac labs is 50-kw klystron which could power a 1000-kw station.

Joint operation of TV station by 3 competing applicants pending hearing decision, was proposed to FCC this week by Shreveport (La.) Ch. 12 applicants KCIJ, KRMD and Shreveport TV Co. Although Ch. 12 hearing has already been completed, trio has formed Interim TV Corp. and applied for temporary Ch. 12 grant. Each applicant owns equal share, and all 3 have agreed to share equally in cost of operating station until final grant is issued to one of them. Then, successful applicant would purchase unsuccessful applicants' interest in temporary corporation. Applicants say they could get on air within 2 months after interim grant is made. Idea of interim operation by "trustee corporation" isn't new—having been espoused early this year by FCC chairman Hyde and others (Vol. 9:7, 9)—but Commission staff is wrestling with legal issues raised by application. Strictly speaking, it's new application for a channel which has already been subject to hearing—an application by 3 parties which already have applications for TV station in same city.

NARTB AM committee, at conclusion of 2-day meeting, released *The Principles of Profitable Radio Station Operation*, survey of 5 unidentified markets, which had been discussed orally at Los Angeles convention in May. TV stations were in 2 of markets; remaining 3 were radio-only. Report warned: "In a TV market, your very existence is dependent upon your development of new radio advertisers—your drive is not primarily against TV, but must be for radio against all other media and for the advertising business of the retailing or service trade which perhaps has never used advertising to any degree." Committee also adopted resolution urging board of directors to approve expansion of committee membership by addition of representative from each network.

"Marker signal" transmissions (Vol. 9:8, 23) have been discontinued by upcoming WACH-TV, Newport News, Va. (Ch. 33), which hopes to begin actual test patterns Sept. 15, commercial operation Oct. 1 as second uhf outlet in Norfolk area. "Marker" consisted of low-power transmitter sending out audio note on Ch. 33 to permit servicemen to "pre-align" uhf tuners. In letter to FCC, mgr. Frederic F. Clair called experiment successful, but added that its value would have been greater if: (1) signal had been put on air further in advance of station's debut; (2) there had been 2 signals—one at aural and one at visual frequencies, the visual signal modulated so as to produce alternate horizontal black-&-white bars.

Stanley Sutherland Harris, 25-year-old son of Washington Senators' mgr. Bucky Harris, joins Washington law firm of Hogan & Hartson after passing D.C. bar exam.

Trade Report

August 29, 1953

**'HI-FI' No. 1 TOPIC OF CHICAGO SESSIONS:** High-fidelity moves front and center again next week at Chicago, where it's expected to dominate International Sight & Sound Exposition at Palmer House, Sept. 1-3. And as if to emphasize the growing importance of subject to industry, RETMA's high-fidelity equipment section will meet at same hotel Sept. 2 to discuss proposed standards and try to agree on definition of "hi-fi".

Though it's never been major stop on trade circuit, Exposition this year is coming in for more than its share of interest -- heightened by the possibility that Philco may use it as occasion to introduce new high-fidelity equipment. Philco has been winding up all week for a big pitch, with double-page trade ads proclaiming: "The news from Philco next week will make radio and TV history all over America."

But it won't talk in advance, won't even throw out the smallest hint as to what's in the works. Philco, of course, previously introduced "high-fidelity 200" chassis in more expensive models of its new line (Vol. 9:23), may even be preparing system for incorporation in its less expensive receivers.

High-fidelity manufacturers seek to capitalize on 2 natural factors which on surface dovetail nicely -- (a) fact that TV set owners get FM sound, and (b) tremendous upsurge in classical record buying and listening. All major manufacturers are now in field, and in their wake have mushroomed elaborate systems of distributors and dealers to serve the popular demand.

RETMA meeting is outgrowth of complaints of some set makers, notably pres. Frank Freimann of sound-conscious Magnavox, that public is being short-changed by indiscriminate use of high-fidelity terms to describe sound that is something less than faithfully reproduced (Vol. 9:26).

Admiral joined ranks of high-fidelity manufacturers this week in announcing 20-tube "hi-fi" AM-FM radio-phonograph combination. And set maker H. Leslie Hoffman, in Washington this week to introduce his Hoffman Radio line in expansion to eastern markets (see p. 14), made big pitch for his own Trio-Phonic "hi-fi" system, then went on to tell why high-fidelity is so important to manufacturers at this time:

"High-fidelity sound has become a subject of national interest this year. However, until now its use has been limited almost entirely to phonographs & radios, and even there the application has been so expensive that it has been well out of the reach of the average consumer.

"High-fidelity is something we manufacturers have got. It's something we can deliver -- now. We can't deliver color -- at least not yet -- and until we can, high-fidelity can send our sales upward." He said that sales were "phenomenal" in first month after Hoffman's high-fidelity system was introduced.

Hoffman's system, featured in 17 of 42 models, incorporates 2 speakers -- a small one designed to reproduce high notes, and larger one for bass or low notes. Larger speaker is 11½-in., smaller 5¼-in. System has new "tone gate" which funnels high and low notes automatically, is capable of reproducing 20-15,000 cycles.

Admiral's system, which won't be priced until delivery starts in September, isn't a mass-market radio-phonograph, according to sales v.p. W.C. Johnson. He said it will be retailed "only through dealers who know music and can demonstrate the excellence of true high-fidelity reception and reproduction." Twin speaker system consists of 15-in. bass "woofer" in 6.7 cu.-ft. wood enclosure lined with special sound-absorbing material and smaller compression-type "tweeter". Former gives response from 3500 cycles down to 30 cycles, lowest range of human hearing, while the "tweeter" gives response from 3500 up to 16,000 cycles.

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TV production keeps rising steadily, while high-fidelity boom continues, totaling 157,885 (7723 private label) week ended Aug. 21, up from 150,111 preceding week and 115,430 week ended Aug. 7. It was year's 33rd week and was highest output

for any week since March 27. Production was 138,705 corresponding week last year.

Radio production also went up, totaling 254,353 (103,908 private), increase from 226,608 week ended Aug. 14 and 225,432 week before. Week's radios: 78,327 home, 41,586 portable, 43,791 clock, 90,649 auto.

**ECONOMIC CONSENSUS—MILD DIP IN VIEW:** Some recession in general business activity toward end of year seems to be indicated by the business surveys -- but how TV-radio trade will fare this fall and winter is anybody's guess. But as TV-radio-appliance business is subject to economic fluctuations, no less than other industries, it may be well to review what the economic soothsayers are saying. It's interesting to note they don't all agree -- but economists seldom do. For example:

UNITED BUSINESS SERVICE: "The recession will be of moderate proportions and many companies will be able to take it in stride. Business will continue to be good this fall. While the high for 1953 has probably been seen, no more than a moderate dip is indicated. Prices will show considerable irregularity."

ALEXANDER HAMILTON INSTITUTE: "No severe business recession is in prospect this year in view of outlook for continued high Federal spending. Letdown may not come before late 1954. With volume holding above a year ago, full-year retail sales seem certain to set a new record."

BABSON'S REPORTS: "Overproduction and mounting inventories will plague business over rest of 1953. No major slump is expected, but trend in most lines will be down. Retail demand will continue relatively good."

BROOKMIRE SERVICE: "Business should hold near the high plateau of earlier months with few signs of faltering demand for goods and services during the rest of 1953. Sales gains will be more modest due to expected flattening of consumer income [and] prices may tend to drift lower."

INTERNATIONAL STATISTICAL BUREAU: "Production trend will be moderately downward this fall, and decline will continue into 1954."

STANDARD & POOR'S: "Despite some exceptions, increasing competition and ample supplies foreshadow lower prices."

Concludes U.S. News & World Report, Aug. 22: "Consumer buying is one of the imponderables, of course. Many people are saving a big share of income. They could spend more and so arrest any decline. But why should they? Some economists answer that business will find ways to cut prices substantially. This could improve sales. Or it might incline the consumer to wait for still better bargains. At any rate, there are no signs of sizable price cutting immediately ahead."

Govt. itself gave official imprimatur to general reports of good business conditions during summer. Commerce Dept., in its July Survey of Current Business, said Korean truce has "made little immediate impression" on nation's economy, that business this summer has been the best ever.

Nation's payroll continued to rise at moderate rate and was accompanied by corresponding increase in consumer buying, Commerce report noted. Price level has shown "unusual" steadiness since first of year. As for future, high rate of defense spending is expected to continue for some time but private spending by individuals and business firms will assume increasing importance in months to come.

RCA Victor distributors reportedly got letter over week end advising them of plans to increase list prices of dozen or more TV sets out of current 32-model line. Increases would range from \$10 to \$30 and would take in both low and high-end models. RCA is thus joining Admiral, which recently raised list prices of 21 models by \$20 to \$40, and Philco, which hiked four 21-in. models by \$10 each (Vol. 9:30-31). Crosley also announced raising of prices of 11 TV models by \$10 to \$20 but reductions from \$10 to \$30 on 20 others; of those increased 10 are vhf-only, one is all-channel, and of those reduced 4 are vhf-only and 16 all-channel. Crosley also introduced 2 new table models this week—a 17-in. at \$230 and 21-in. at \$270.

Penetration of deep valleys with two huge rhombic receiving antennas appears to be having considerable success in mountainous Colorado, according to an article in *Retailing Daily*. Developed by Dr. Richard C. Webb, of Denver U's Research Institute, antenna comprises two rhombics, each about 146 ft. wide and 80 ft. on each leg. Rhombics are placed at right angles to each other on nearest peak, directed toward home in valley; once receives and other re-radiates. Institute reports some 6000 inquiries about setup, has prepared bulletin describing it. Though cost of materials is slight, about \$25, Dr. Webb says it's "an engineering feat" to install rhombics properly. Rocky Mountain Electrical League is promoting idea vigorously, looking for widening and "deepening" of markets.

**Topics & Trends of TV Trade:** Nation's TV-radio dealers increased at rate of nearly 1000 per month in 10 months ended June 30, for total of 105,150, up from 95,400 dealers in Aug. 1952, reports RETMA on basis of survey. Largest gains were chalked up in Midwest and Far West as TV service expanded in those areas; slight increase was reported in Southwest, while North and South Atlantic regions both showed decreases. Largest percentage gains were in towns of under 10,000.

On other side of coin was report released this week by Dun & Bradstreet listing 189 business failures among TV-radio-appliance retailers in first 7 months of 1953, up from 136 in same period of 1952. Liabilities involved in failures this year totaled \$10,145,000, almost triple liabilities of \$3,408,000 corresponding 1952 period. Report also showed 16 failures among TV-radio-appliance distributors, compared with 12 in same period year ago. Liabilities amounted to \$587,000, compared with \$502,000 first 7 months last year.

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**Merchandising Notes:** Recommended reading: 5-article series by Howard Landis beginning Aug. 25 in *Retailing Daily* on revolutionary changes now underway in appliance merchandising structure . . . New monthly *Mart*, slanted to interests of TV-appliance dealers, listing prices and selling features of brand lines, makes debut Sept. 4, published by Caldwell-Clements (*Tele-Tech, Television Retailing, TV Technician*) . . . 19 TV brands reported 8879 set sales in Philadelphia area during July vs. 11,885 July 1952; Jan.-July total was 75,269 vs. 78,712 . . . New market for auto radios opened up this week after N. Y. Hack Bureau lifted 4-year ban on radios in city's 11,000 taxicabs; Motorola-New York spokesman quoted as saying stocks were almost depleted few days after ruling . . . Vidaire Mfg. Co., 6 E. 39th St., New York, offering free copies to distributors, dealers, servicemen of its 2 pamphlets, *Better Sound for Your Picture and TV Interference and Its Remedies* . . . Novel promotion: Admiral distributor for Cuba, Television y Aire Acondicionado, S.A., Havana, gives away phonograph album of English language instruction to all purchasers of combination TVs.

National educational program for electronic parts distributors was voted by board of Radio Parts & Electronic Equipment Shows Inc., which allocated \$15,000 to match similar amount provided by National Electronic Distributors Assn. Money will finance regional seminars and educational programs to be held throughout coming year, in place of educational sessions formerly held during annual parts show. Show pres. Harry A. Ehle, of International Resistance Co., last week named these chairmen for 1954 show, to be held in Chicago next May: Bernard J. Cahn, Insuline Corp. of America, budget committee; Francis F. Florsheim, Columbia Wire, publicity; Matt Little, Quam-Nichols Co., entertainment; Leon Ungar, Ungar Electric Tools, housing; Karl Jensen, Jensen Industries, education.

Defense of TV serviceman came from RETMA exec. v.p. James D. Secrest in speech Aug. 28 to Texas Radio & Television Service Clinic and Electronics Fair in Fort Worth. He said servicemen have been vigilant in policing their own industry, obviating need for licensing, and have gained respect of set owners who "learn either by experience or common sense deduction that the serviceman who advertises the cheapest home call may not present the most reasonable bill when the work has been done."

Westinghouse moved TV-radio div. headquarters this week from Sunbury, Pa. to Metuchen, N. J. Div. mgr. T. J. Newcomb said TV-radio production will continue at same level at Sunbury, though big expansion in output capacity is planned at Metuchen.

**E**VERYBODY WANTS to get into the act—that about sums up the reams of publicity about color TV you'll be seeing in ever-increasing quantities from now on. Biggest splash this week was made by Emerson's Ben Abrams, who had other set makers up in arms over widely publicized letter he sent to all FCC commissioners informing them: "Within 18 months after approval of [NTSC] standards, Emerson aims to produce color TV receivers at prices approximately 25% above present day black-&-white receivers."

Elaborating later, he estimated color set would sell for something over \$312. Most other responsible industry sources have predicted early color sets will cost \$800-\$1000 and up. While trade didn't challenge Abrams' sincerity, nobody seemed to believe he could deliver without taking tremendous loss—in view of fact RCA color tubes are expected to cost in neighborhood of \$200 each and tube is only part of cost of color circuits.

But trade did explode over the timing of Abrams' statement—right at start of fall selling season. Said one of the larger manufacturers: "Nothing could have been better calculated to hurt black-&-white sales."

A small manufacturer, not now making TVs, also caused some raised eyebrows when it announced it has located an undisclosed source of color tubes selling from \$90-\$100 each. Sightmaster Corp., New Rochelle, N. Y., which recently announced program to convert black-&-white sets to color at about \$250 each (Vol. 9:33), this week said it would also make color slave units to sell at same price, based on the \$90-\$100 tube.

As Sept. 8 deadline for comments on color TV proposal approached, there still were none on file with FCC opposing NTSC standards. Three more petitions requesting approval of the standards were filed this week—by NTSC members Hazeltine and Admiral, and Hollywood consultant Harry Lubcke. NTSC itself will file documentation for its petition by Sept. 8.

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**Distributor Notes:** Avco stepped up tempo of its distributor shifts this week in carrying out consolidation of Bendix & Crosley distributing subsidiaries (Vol. 9:30-31, 33), with following developments: (1) Crosley N. Y. factory branch formally took over distributorship of both lines, temporarily replacing big RCA Victor distributor Bruno-New York Inc. (Irving Sarnoff), which had held Bendix appliance franchise since 1937. (2) Brown-Rogers-Dixson Co. appointed in Charlotte, Reader's Wholesale Distributors Inc. in Houston. (3) Fred Kuhne resigns as electronics sales mgr., Leonard Rutstein quits as adv. mgr. of Crosley N. Y. factory branch . . . Capehart-Farnsworth names Gordon-Sewall & Co., Houston (H. J. McKinnon, sales mgr.) . . . Emerson appoints Carolinas Auto Supply House Inc., Charlotte (Wade A. Montgomery, pres.) . . . CBS-Columbia appoints Hendrie & Bolhoff Co., Denver; Pugh Furniture Co., Charleston, W. Va. . . . Kaye-Halbert appoints Flying Dutchman Stores (E. T. Bauman, pres.), Wichita, Kans. . . . Scott Radio (Meck TV) appoints Ohio Valley Distributors, Evansville, Ind. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Joseph Morris central Pennsylvania sales mgr. . . . Hynes Bros., Washington (Stewart-Warner) appoints Irvin Dalo electronics sales mgr. . . . GE Supply Corp., Chicago, announces retirement of commercial v.p. Axel Kahn . . . Transvision Inc. appoints Kyoritsu Dempa Co., Tokyo, in expansion of coin-operated sets to Japan . . . CBS-Columbia appoints Treasure State Gas & Electric Co., Butte (Dr. J. J. Kirby, pres.).

RCA Victor to be exclusive distributor of movie 3-D glasses manufactured by Polaroid Corp., Cambridge, Mass., following cancellation of Polaroid's distribution agreement with Natural Vision Corp. J. F. O'Brien, mgr. of RCA theatre equipment sales, will be in charge.

**Trade Personals:** William H. Eutzy promoted to asst. to T. J. Newcomb, mgr. of Westinghouse TV-radio div., now located at Metuchen, N. J., succeeding L. J. Fitzpatrick, now with lamp div., Bloomfield, N. J.; J. N. Van Deman resigns as special asst. to sales mgr. J. F. Walsh . . . Bruce R. Carlson, from Chicago investment firm of Stein, Foe & Farnham, named special asst. to Julian K. Sprague, pres. of Sprague Electric Co. . . . James T. McMurphy appointed TV-radio div. mgr. in reopening of Philco's sales office at 1025 Conn. Ave., Washington; Alfred O. Tepper named mgr. of major appliances . . . Carroll J. Tressler, onetime Philco Chicago branch mgr., promoted to gen. mgr. of Servel Chicago sales . . . Frank J. Powers, ex-Federal Radio, named mgr. of industrial engineering dept., CBS-Columbia; Robert E. Savold promoted to mgr. of field engineering, Robert A. Caswell named midwestern sales mgr. . . . Joe Lowry resigns as Admiral electronics coordinator to join Republic Electric Co., South Bend, Ind., Admiral distributor . . . R. J. Burgess, ex-Canadian Westinghouse, named sales mgr. of Canadian Westinghouse Supply Co. appliance div., replacing G. L. Harrison, now mgr. of major appliances at Canadian Westinghouse; Eric Hall appointed Ontario regional mgr. . . . Newland F. Smith, ex-engineering director, MBS & WOR, New York, appointed gen. mgr. of Gray Research & Development Co., Manchester, Conn. (TV studio equipment) . . . William McAllister, ex-Shaw Television, named eastern sales mgr., Capehart-Farnsworth, replacing James D. Walker, who becomes gen. mgr. of N. Y. factory branch IT&T Distributing Corp., succeeding Martin L. Scher, resigned; J. L. (Jud) Albers, ex-Stromberg-Carlson, appointed Capehart's New Orleans regional sales mgr., replacing L. W. Reynolds, resigned . . . W. Ward Willett appointed adv. mgr., LaPointe Electronics Inc., Rockville, Conn. (antennas), succeeding L. N. Kinnicutt, now asst. to gen. sales mgr. Webster E. Barth . . . G. Milton Ehlers, ex-Centralab and recently pres., Herlac Corp., Milwaukee subsidiary of Sprague Electric, named Aerovox chief research engineer . . . Joseph H. Morin, ex-distributor sales mgr., Shure Bros. Inc., Chicago, named sales promotion mgr., Howard W. Sams & Co., Indianapolis (technical publications) . . . Samuel Portnoy named gen. traffic mgr., Emerson Radio.

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TV ownership in Detroit area is analyzed in detail in report released this week by U of Michigan's Institute of Social Research, which conducted survey with aid of Ford Foundation grant. Highlights: (1) 80% of area homes have TV, up from 26% three years ago. (2) 90% of set owners have children in home. (3) 92% of families earning over \$10,000 have set, 40% under \$2000 own TV.

Edison Radio Amateur Award for "ham" who performs outstanding public service of 1953 now accepting nominations, which should be addressed to Award Committee, GE Tube Dept., Schenectady, N. Y. Judges: R. Roland Harriman, American Red Cross; George E. Sterling, FCC; Goodwin L. Dosland, ARRL; Gardner Cowles, *Look Magazine*.

Admiral reports \$2,000,000 fall ad schedule, plus separate campaign for radios, with alternate weekly 2-p color inserts on TVs in *Life*, *Time*, *Look*, *Saturday Evening Post*, *Ebony*, *Farm Journal*, *Better Homes & Gardens*.

New Crosley product is industry's first portable clock radio-phono combination, with 3-speed record changer and automatic cutoff; known as F-120, it weighs 24 pounds, has 4 tubes plus one rectifier, is unpriced.

Hearing on sale of assets of bankrupt Tele-tone Radio Corp. was set this week for Sept. 24 in Newark Federal Court. Merritt Lane Jr., Newark, is court-appointed trustee for Tele-tone, which had plant at Elizabeth.

**D**ISTRIBUTION eastward, on which Hoffman Radio Corp., Los Angeles, is now bent, led pres. H. Leslie Hoffman to refer to himself as "Horace Greeley in reverse" at news conference and dealer dinner in Washington this week to announce expansion into Washington-Baltimore market. On hand with his sales chief Walter Stickel, he announced appointment of American Wholesalers for Washington-Baltimore (D. L. Krupsaw, owner) as latest in growing list of eastward distributors that already includes:

Emmons TV & Appliance Co., New York (Emmons Moser); Thompson & Hamilton Co., Columbus, O. (Gail Thompson); Midland Electric Co., Cleveland, O. (John U. Walker); Sacks Electrical Supply, Akron (Morris Sacks); Modern Appliance & Supply Co., New Orleans, (B. M. Meyers); Flamingo Distributors, Miami & Tampa (John Hunt); Jones Distributing Co., Omaha (Wm. Jones); Graybar Electric Co., Des Moines & Davenport; plus 3 others to be announced shortly.

Trade newsmen asked Hoffman why he was breaking into highly saturated eastern markets, and the dynamic young manufacturer, whose white hair belies his 47 years and who hails originally from Jackson, Mich. and played and coached football at Albion College ('28), said it was because: (1) New \$1,000,000 Kansas City plant opening Oct. 1, plus increased facilities in Los Angeles, will mean 50% increase in production this year. (2) Hoffman receiver is "ideally suited" for second set in home. (3) Price-cutting of established brands in established markets seems to open way for a "new, clean line, comparatively unknown in the east, which gives good performance and which looks good."

"California styling and merchandise," he said, "is setting the pace in all of the major markets of the east as well as nationally." He added:

"Our industry is going through its awkward stages and there's now a shaking down among manufacturers, distributors and dealers that will eliminate shoestring operators, pirating, and non-service dealers. Companies are being tested at all levels during this period—what I like to call the Selling Age. My own feeling is that TV, now running about \$1½ billion in output, will be double that by 1956. The country is heading for a \$450 billion economy in 1960, and we're right on top of it." As for other industry problems, he commented:

Color—if FCC approves NTSC standards by end of year, first color sets should be on market by April or May, but it will be at least 2 years before they come down to \$500. Color, he said, is not going to revolutionize the industry immediately, any more than did Technicolor. The show's the thing that will continue to sell TVs and there won't be many color shows for awhile. He called the NTSC battle for compatibility "a great victory"; had the field sequential system prevailed, he said, it would have been the first time in history that the industry would have failed to keep faith with its customers—forced by a govt. order that would have rendered it impossible for millions of set owners to get the service for which the sets they bought were sold.

Movies and subscription TV—Big movie companies will open vaults to TV very quickly, for "none of the new gimmicks introduced by the movie people (3-D, wide-screen, etc.) has proved effective enough to stem the tide of TV competition." Hoffman opposed pay-as-you-look TV as "completely unnecessary" and "contrary to the American way."

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Excise taxes on TVs, radios, phonos & components netted Uncle Sam \$159,383,000 in fiscal 1953, increase of 34.8% over \$118,244,000 collected in fiscal 1952. In June 1953, collections totaled \$12,593,000, compared with \$8,164,000 in June 1952.

**Electronics Report:** New all-welded transistors designed for automatic production at price "competitive with the general range of vacuum tubes" are now being turned out by General Electric. The junction transistors, evacuated and in hermetically-sealed metal housings, are said to permit "power ratings up to 3 times those of any previously announced transistors." At demonstration at San Francisco Western Electronics Show, GE's germanium products sales mgr. James H. Sweeney said new construction allows power ratings of almost one watt, using 2 units in Class B push-pull circuit. GE is developing "automatic factory" for eventual total mechanization of transistor production. Sweeney said GE engineers in Syracuse are currently developing small transistorized portable radio, with total size of 20 cu. in. GE predicts industry-wide production of transistors to reach 2,900,000 in 1954, as against present yearly rate of about 100,000.

**Electronic Control Systems Inc.**, 2138 Westwood Blvd., Los Angeles, is newly formed research & development firm, partly owned by Stromberg-Carlson, which will concentrate on development of automatic process control and data handling equipment and may later go into manufacturing. Stromberg-Carlson pres. Robert C. Tait is a director. Leonard Mautner, ex-Hughes Aircraft Co. and onetime DuMont transmitter div. mgr., is pres. Alexander F. Brewer, also ex-Hughes, is exec. v.p. & secy.

Methods of extremely precise measurement of frequencies up to 75,000 mc are described by Bureau of Standards in technical report 1790, now available. For highest frequencies, ammonia and oxygen clocks are being developed and, says Bureau, "even greater absolute accuracies are possible from a standard based on atomic beam techniques, as in the NBS cesium clock."

Texts of all papers presented at 1953 Electronic Components Symposium Apr. 29-May 1 in Pasadena, Cal., sponsored by RETMA, IRE, AIEE & West Coast Electronic Mfrs. Assn., are available in book form for \$4.50 from Suite 1011, 621 S. Hope St., Los Angeles 17.

Old line-sequential color system has been brought up again by Dana Griffin, Communications Measurements Laboratory, Plainfield, N. J., who wrote NTSC chairman Dr. W. R. G. Baker, arguing that line-sequential system may offer cheaper, though somewhat inferior, color sets than are possible with NTSC system. Dr. Baker answered: "It is hardly to be expected that during the early stages of commercialization when production must, of necessity, be limited to some extent that the price of color TV receivers will be of the same order as when the annual production rates are several million receivers." Note: Color TV Inc., which espoused line-sequential system during last hearing, is member of NTSC, goes along with its recommendations.

Avco deferred usual quarterly dividend of 15¢ at board meeting Aug. 28, chairman-pres. Victor Emanuel explaining it was due to current earnings and working capital requirements and that next common stock dividend consideration will come at year-end meeting in Nov. Earnings since beginning of second fiscal quarter have been adversely affected by strikes in 4 plants, he added, and working capital is being conserved for increasing defense contracts and for big promotion of Crosley-Bendix lines. Avco stock fell same day from 6½ to year's low of 5½.

Pacific Mercury started construction this week on first unit of its new factory at Hayvenhurst Ave. & Chase St., Van Nuys, Cal., to house executive offices, research, engineering & production depts. and TV receiver assembly lines. It's scheduled for completion about Dec. 1, according to pres. Joe Benaron.

**Financial & Trade Notes:** Emerson Radio and subsidiaries report consolidated net profit before taxes of \$5,189,077 for 39 weeks ended Aug. 1, compared with \$2,330,404 for like 1952 period. After taxes, profit amounted to \$2,333,227, or \$1.21 per share on the 1,935,187 shares outstanding, compared with \$1,005,359 (52¢) for same 1952 period. Sales figures weren't released.

**General Precision Equipment Corp.** reports for 6 months ended June 20 sales of \$41,102,567, more than double the \$19,216,574 for same 1952 period. Net profit was \$1,469,067 (\$2.22 a share) vs. \$361,112 (54¢) last year. For quarter ended June 30, sales were \$20,985,580, net profit \$649,087 (\$1.21) vs. \$11,436,566 sales, \$325,452 (48¢) net profit in 1952 quarter.

**Allied Electric Products Inc.**, parent of Sheldon Electric Co. div. (tubes), reports net sales of \$6,685,196 for fiscal year ended April 30, 1953 and net income of \$212,922. Chairman Nathan Chirelstein notes improvement of working capital position, amounting to \$200,566 as against deficit of \$198,513 as of April 30, 1952.

**Pye Ltd.**, big British TV-radio-electronics manufacturer, reports net profit of \$660,000 (£235,717) for year ended March 31, compared with \$454,212 (£162,219) for same 1952 period. Both figures are after taxes amounting to approximately double the net profit.

**Arvin** shows net profit of \$910,596 (\$1.02 a share on 890,625 common shares) after taxes of \$1,017,095 on sales of \$17,309,104 in quarter ended June 28 compared to \$778,639 (87¢) after taxes of \$858,641 on sales of \$13,262,026 same 1952 period.

**Dividends:** **Sylvania**, 50¢ payable Oct. 1 to stockholders of record Sept. 10; **Stromberg-Carlson**, 37½¢ Sept. 30 to holders Sept. 15; **Aerovox**, 15¢ Sept. 15 to holders Sept. 1; **Wells-Gardner**, 15¢ Sept. 15 to holders Sept. 3; **Bendix Aviation**, 75¢ Sept. 30 to holders Sept. 10.

**National Union Radio Corp.** reports profit of \$334,844 (13¢ per share) on sales of \$7,723,082 in first 6 months of 1953, compared to net loss of \$34,963 on sales of \$6,580,642 in same period year ago.

Educational TV advocates got heartening assurances on future of their channel reservations this week from FCC, which turned down request of WWEZ Inc., New Orleans, for rule-making procedure so it could apply for that city's Ch. 8 educational assignment (Vol. 9:28). It was first such request to come before Commission since end of one-year reservation June 2—and educational TV leaders promptly expressed hope Commission's action would discourage other would-be commercial applicants from making same request. In turning down WWEZ request, Commission cited "substantial progress" made by Greater New Orleans Educational Television Foundation in raising money to establish educational station, said it should be given more time. Joint Committee on Educational TV had joined New Orleans educational group in opposing WWEZ request.

Tokyo's first commercial TV station, Nippon TV Network Corp.'s JOAX-TV (newspaper publisher Matsutaro Shoriki) went on air Aug. 20 with RCA 10-kw transmitter. Other Tokyo station, operated by Broadcasting Corp. of Japan (NHK) went on air last March with 500-watt transmitter. First station in Philippines, Bolinao Electronics Corp.'s DZBC-TV, Manila (Juan Quirino) is nearing completion and plans to start soon on Ch. 3.

**Tea Council of the U.S.A.**, 500 Fifth Ave., N. Y. has completed 4-min. TV film titled *No Dishes Today*, prepared in cooperation with National Restaurant Assn. to support National Restaurant Month in Oct. Tea Council's agency is Leo Burnet Co., N. Y.

## Network TV-Radio Billings

July 1953 and January-July 1953

(For June report see *Television Digest*, Vol. 9:31)

**F**OR THIRD TIME in last 4 months, CBS-TV took top billings away from NBC-TV in July, according to Publishers Information Bureau—and even cumulatively, for first 7 months of this year, it has about caught up with the former consistent billings leader. CBS-TV's July billings were \$7,411,657, NBC-TV's \$6,903,092; CBS-TV's cumulative for the 7 months was \$51,617,184, NBC-TV's \$51,947,140.

Midsummer month's billings for all networks went up to \$16,125,267 from \$12,761,620 for same month last year; for the 7 months, networks aggregated \$120,639,180 vs. \$101,377,734 same 1952 period.

Network radio held up well, too, totaling \$12,052,501 in July vs. \$11,254,439 in July, 1952; for 7 months, \$94,604,597 total just about stands off \$94,745,198 total same 1952 months. CBS as usual maintained its radio lead, running well ahead of NBC, with ABC third (considerably down from 1952) and MBS fourth (but ahead of 1952). The PIB report:

### NETWORK TELEVISION

	July 1953	July 1952	Jan.-July 1953	Jan.-July 1952
CBS	\$ 7,411,657	\$ 4,916,245	\$ 51,617,184	\$ 37,367,339
NBC	6,903,092	5,963,550	51,947,140	46,921,031
ABC	1,299,471	1,082,751	11,175,743	11,800,519
DuMont	511,047	799,074	5,899,113	5,288,845
Total	\$16,125,267	\$12,761,620	\$120,639,180	\$101,377,734

### NETWORK RADIO

	CBS	ABC	MBS	Total
CBS	\$ 4,869,719	\$ 3,920,643	\$ 36,157,392	\$ 33,561,072
NBC	3,494,330	3,621,810	28,227,119	27,805,744
ABC	2,030,989	2,372,710	17,386,830	21,776,426
MBS	1,657,463	1,339,276	12,833,256	11,601,956
Total	\$12,052,501	\$11,254,439	\$ 94,604,597	\$ 94,745,198

### NETWORK TELEVISION—January-July 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$ 17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860	17,720,036
May	1,813,935	7,622,432	864,870	7,987,065	18,288,352
June	1,607,320*	7,399,078	803,848	7,249,395	17,059,641*
July	1,299,471	7,411,657	511,047	6,903,092	16,125,267*
Total	\$11,175,743	\$51,617,184	\$ 5,899,113	\$ 51,947,140	\$120,639,180

### NETWORK RADIO—January-July 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	12,860,429
Mar.	2,797,544	5,526,360	1,974,699	4,342,082	14,640,885
Apr.	2,637,364	5,375,243	1,974,359	4,196,009	14,182,975
May	2,593,923	5,333,481	1,994,358	4,141,070	14,062,832
June	2,113,725*	5,226,096*	1,808,168*	3,979,471	13,127,460*
July	2,030,989	4,869,719	1,657,463	3,494,330	12,052,501
Total	\$17,386,830	\$36,157,392	\$12,833,256	\$ 28,227,119	\$ 94,604,597

\* Revised as of Aug. 28, 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 applications for new TV stations were filed with FCC this week, making total pending 511, of which 152 are uhf. Included were merged WRBL & WGBA applications for Columbia, Ga., Ch. 4, granted this week, and Interim TV Corp. for Shreveport, La., Ch. 12 (see p. 10). Others were for Charlotte, N. C., Ch. 9, by Salisbury, N. C. lumber dealer Dan Nicholas; Grand Forks, N. D., Ch. 10, by KNOX; Odessa, Tex., Ch. 7, by Clarence E. Wilson & Philip D. Jackson, owners of KWCO, Chickasha, Okla. and part owners of grantee KTVQ, Oklahoma City (Ch. 25). [For further details about these applications, see *TV Addenda 17-H* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* and *Addenda* to date.]

Total TV sets-in-use increased to 24,895,000 as of Aug. 1, up from 24,519,000 on July 1; 24,292,600, June 1; 23,930,000, May 1. Figures are from NBC Research, which released its last state-by-state and county-by-county breakdowns as of May 1 (see complete tabulations, pp. 321-332, *TV Factbook No. 17*) and has refused to furnish further breakdowns since then—except for coverage figures on its own affiliates which it furnishes to clients only. Reason, as explained by research director Hugh M. Beville, is that NBC is awaiting still-secret report of NARTB proposing setup to supply sets-in-use figures regularly on all-industry basis. NBC is willing, he said, to get behind such project if it knows more about it, but plan submitted by researcher Dr. Frank Cawil to NARTB committee (Campbell Arnoux, Kenneth Carter, Clair McCollough) is still being kept under wraps. Inquiry at NARTB reveals that new and bigger committee has yet to be chosen to evaluate plan—but disposition there is to get behind any all-industry project that will provide figures on regular basis, especially if it has combined backing of all networks plus AAAA, ANA, RETMA.

Power boosts: WEEU-TV, Reading, Pa. (Ch. 33) increased power from 1.4 to 165-kw ERP. Other GE amplifiers on this week's shipment list: 35-kw to WJBK-TV, Detroit (Ch. 2); 20-kw to WCPO-TV, Cincinnati (Ch. 9); 1-kw to WLOK-TV, Lima, O. (Ch. 73). RCA's shipments this week: 10-kw units to WDAY-TV, Fargo, N. D. (Ch. 6); WTAR-TV, Norfolk (Ch. 3); KCBD-TV, Lubbock, Tex. (Ch. 7); KTSM-TV, El Paso (Ch. 9). Also, 10-kw driver with 50-kw power supply to WNHC-TV, New Haven (Ch. 8); 25-kw to WGN-TV, Chicago (Ch. 9) & WSLS-TV, Roanoke, Va. (Ch. 10).

First Dr. Lee deForest Award, set up by National Assn. for Better Radio & Television, Los Angeles, announced at luncheon on his 80th birthday Aug. 26, will go to Joyce C. Hall, pres., Hallmark Greeting Card Co., sponsor of *Hallmark Hall of Fame* on NBC-TV, as "the person most consistently responsible for the highest educational and moral standards in radio and TV programs." Mr. Hall's firm also sponsored the Menotti opera *Amahl & The Night Visitors* and Maurice Evans' 2-hour *Hamlet* on TV. Gold statuette designed by architect Welton Becket will be presented later.

Petitions for changes in allocation plan filed this week:

- (1) WBEN-TV, Buffalo, asked FCC to permit vhf stations to operate on maximum power at 2000-ft. maximum height in Zone I (northeast); under allocation plan Zone I stations must reduce power if they go above 1000 ft.
- (2) WTVB, Coldwater, Mich., asked allocation of Ch. 10 to Coldwater in lieu of Ch. 24. [For channel changes proposed this week by FCC, see *TV Addenda 17-H* herewith.]

TV film industry's 5% royalty payments to American Federation of Musicians' music performance trust fund, set up in 1950 by AFM pres. James C. Petrillo, totaled \$363,000 in 1952, which indicates TV film producers making pictures with music grossed \$7,250,000. Last year's sum is more than twice amount collected for the 20 months from May 1950 through 1951. Second half 1952 payments of \$207,600 is rate of about 20% what entire record industry pays into AFM trust fund.

ASCAP is expected to hit peak income of nearly \$17,000,000 this year, up \$2,000,000 from last year, thanks chiefly to TV. *Variety* says TV royalties will probably run \$5,000,000 this year, or \$1,000,000 more than last. Radio is still biggest revenue source—\$9,000,000. Steadily rising income may hit \$25,000,000 by 1960, it's estimated.

Network TV service was extended this week by AT&T to KEDD, Wichita, Kan. (Ch. 16) and WETV, Macon, Ga. (Ch. 47) making total of 154 interconnected stations in 103 U. S. cities.