

Television Digest

with **ELECTRONICS** REPORTS

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In this issue:

- 11 Stations Start, Total On Air 277, page 1
- 4 CPs, Minnesota-Wisconsin Channel Fight, page 3
- How New Stations Affect Coverage, page 3
- Economics of Community Antenna Operation, page 4
- Waldorf-Astoria Site of Color Tests, page 6
- Transmitter Shipments & Upcoming Stations, page 7
- Educators See 27 Stations On Air Next Year, page 8
- Receiver Market Created by New Stations, page 10
- New Commerce Organization Supersedes NPA, page 13
- Network TV-Radio Billings—Aug. & Jan.-Aug., page 14

11 STATIONS START, TOTAL ON AIR 277: Round-the-clock labor to get new stations on air in time for start of World Series Sept. 30 resulted in opening of 11 stations since our report last week -- tying all-time record of week ended Aug. 28 (Vol. 9:35). Nine were vhf, 2 uhf, and since we count all stations on the air from time of their first test patterns, total now operating is 277 -- 193 vhf, 84 uhf.

Week's starters opened up new TV cities of Reno, Sacramento and Meridian, Miss., and gave additional outlets to 9 already-served areas, including first vhf for Portland, Ore., second for Memphis and third for Albuquerque, N.M.

KCCC-TV, Sacramento, Cal. (Ch. 40), first on air in state capital, got test pattern on air at 2:45 a.m. Sept. 30, began programming 9 a.m. same day with first World Series game. It's RCA-equipped, with 510-ft. Stainless tower 3.4 miles north-west of city. Owners are Frank E. Hurd and Ashley L. Robison, the latter nephew of late Federal Radio Commissioner Harold A. Lafount and onetime mgr. of Lafount's AM WORL, Boston. Robison is gen. mgr.; Pete Watts, commercial mgr.; Albert Hellenthal, program director; Paul E. Leake, engineering director. Base rate is \$300, rep Weed.

KYTV, Springfield, Mo. (Ch. 3) began testing Sept. 30, programming Oct. 1. Networks are NBC & ABC, and AT&T has promised interconnection next spring. It's second in city, KTTS-TV (Ch. 10) having begun last March. RCA-equipped, with 10-kw transmitter, it's owned by newspaper interests (Springfield News and Leader & Press). J. Gordon Wardell is gen. mgr. & commercial mgr.; Homer Tindle, sales mgr.; Carl Fox, program director; E. Dennis White, chief engineer. Base hour rate is \$200. Rep is Hollingbery.

WECT, Elmira, N.Y. (Ch. 18), first local competition for 4-month-old WTVE (Ch. 24), turned on RCA transmitter Sept. 30 for regular commercial operation. An affiliate of NBC, it's owned 51% by Corning Leader (WCLI, Corning), 49% by Gannett newspapers' Elmira Star-Gazette (WENY). Gannett interests also own grantees WHEC-TV, Rochester (Ch. 10) and WDAN-TV, Danville, Ill. (Ch. 24). Walter A. Valerius is gen. mgr.; Kenneth Powell, program director; Allen N. Bell, chief engineer. Base rates are \$150 national, \$110 local. Everett-McKinney is rep.

WSJS-TV, Winston-Salem, N.C. (Ch. 12) is first vhf in that city, followed WTOB-TV (Ch. 26) on air by less than 2 weeks. It began tests Sept. 29, programming Sept. 30 with first NBC-TV World Series telecast. It uses GE 5-kw transmitter and 335-ft. FM tower built in 1948 with TV in mind. The station is two-thirds owned by publisher Gordon Gray, ex-Army Secy. and now pres. of U of North Carolina, and one-third by former film star Mary Pickford Rogers. Harold Essex is exec. v.p.-gen. mgr. Sales mgr. is Harry B. Shaw, program mgr. Robert C. Estes, operations mgr.-chief engineer Phil Hedrick. Base hour rate is \$400. Rep is Headley-Reed.

KOIN-TV, Portland, Ore. (Ch. 6) brought vhf to nation's first uhf market where Empire Coil's KPTV (Ch. 27) has been on air one year. Station turned on test pattern 3 p.m. Sept. 29 with output of 15-kw ERP from GE transmitter. Power will be

stepped up to 56 kw by Oct. 15 when it begins programming as primary CBS affiliate. "Results even better than expected, with reports of especially strong signal as far south as Eugene and north to Centralia, Wash.", wires president & managing director C. Howard Lane, who with theatreman Theodore R. Gamble holds controlling interest. Portland Oregonian (Newhouse newspapers), having sold its radio KGW, has option to buy half interest in KOIN-TV & KOIN. In addition to Lane, staff includes program director Ted W. Cooke, national adv. mgr. Frank Coffin and chief engineer Louis Bookwalter. Base hour rate is \$500. Avery-Knodel is rep.

KOAT-TV, Albuquerque, N.M. (Ch. 7) is third in that city, followed KGGM-TV (Ch. 13) on air by 4 days with tests on Sept. 28, commercial programming Oct. 2. First Albuquerque station is Time Inc.'s pre-freeze KOB-TV (Ch. 4). New station has 5-kw DuMont transmitter, RCA antenna 540-ft. above ground, is non-interconnected ABC affiliate. It's jointly owned by radio KOAT and Albuquerque Exhibitors Inc. (theatre chain), A.M. Cadwell pres. and Francis A. Peloso first v.p. Phil Hoffman, ex-KECA-TV, Los Angeles, is gen. mgr.; Ted L. Snider, program director; William H. Carman, chief engineer. Hour rate is \$250. Hollingbery is rep.

WHBQ-TV, Memphis (Ch. 13) put test pattern on air 3 p.m. Sept. 27, began CBS programming 6:30 p.m. same day, reporting "signal clear and sharp and response was wonderful". With pre-freeze WMCT (Ch. 5) it makes Memphis 2-station city. Owned by Harding College, Searcy, Ark., studios are in Memphis' Hotel Chisca. New station is powered by RCA 10-kw transmitter, already has received initial units of 50-kw transmitter for planned boost to 316 kw early next year. John H. Cleghorn is gen. mgr.; William H. Grumbles, operations mgr.; Gordon A. Lawhead, program & film director; Wilson Northcross, production director; Welton M. Roy, chief engineer. Base hourly rate is \$700. Blair is rep.

KZTV, Reno, Nev. (Ch. 8), opening up brand new market, began tests from RCA transmitter 4 p.m. Sept. 26, started programming Sept. 27 in plenty of time for the World Series, after some anxious moments over diplexer lost in transit. Primary CBS affiliate, it's second TV in state, KLAS-TV, Las Vegas (Ch. 8) being first. KZTV is owned by Southwestern Publishing Co. (Donald W. Reynolds), publisher of Las Vegas Journal-Review and newspapers in Ark. & Okla., which also operates KFSA-TV, Ft. Smith, Ark. (Ch. 22). Gen. mgr. is Harry Huey, program director Lou Zegerman, chief engineer Curtis Kring. Base rate is \$225. Rep is Pearson.

KNOE-TV, Monroe, La. (Ch. 8), second in that northern Louisiana city, began tests at 2:20 p.m. Sept. 26, programming Sept. 27. It's basic CBS interconnected outlet, also carries ABC and DuMont programs, has RCA 25-kw transmitter, which with superturnstile antenna 775 ft. above ground gives it ERP of 175 kw. Monroe's first station, KFAZ (Ch. 43), began operations Aug. 11. New station is owned by ex-Gov. James A. Noe, owner of Monroe's radio KNOE and New Orleans' WNOE. Paul H. Goldman is v.p. & gen. mgr.; Irving Zeidman, program director; Jack Ansell Jr., sales & promotion mgr.; Ray Boyd, v.p. & technical director; Jack Ratliff, chief engineer. A base rate of \$200 is quoted. H-R Television Inc. is rep.

KERO-TV, Bakersfield, Cal. (Ch. 10), city's second station and only vhf in San Joaquin valley, hit "first and only target date" on the nose with test pattern at 6 a.m. Sept. 26, commercial programming debut later on same day from its DuMont 5-kw transmitter and RCA antenna on "highest transmitter location on Pacific Coast", 7600-ft. Breckenridge Mountain, claiming population of more than 750,000 within line-of-sight contour. Bakersfield's KAFY-TV (Ch. 29) went on air Aug. 20. Other TV stations in valley are Fresno's KJEO (Ch. 47) & KMJ-TV (Ch. 24), with KCOK-TV in Tulare (Ch. 27) imminent. KERO-TV is affiliated with CBS & NBC. Principal owner is Albert E. DeYoung, managing combined TV-AM operation, with sales mgr. Edward Urner, program mgr. Kenneth Croes and engineering director Edwin Address. Basic hour rate is \$200. Rep is Avery-Knodel.

WTOK-TV, Meridian, Miss. (Ch. 11), opened another new TV area when it began tests Sept. 25 with DuMont 5-kw transmitter, RCA antenna. A CBS primary, it's presently interconnected with all networks, and went on air commercially Sept. 26 with NCAA football game. Next day, wires pres.-gen. mgr. Robert F. Wright, "we carried first professional football game ever seen in this area and are now carrying first

World Series ever seen." It's Mississippi's first vhf, only other station in state being Jackson's WJTV (Ch. 25), some 85 miles away; Meridian's second, WCOC-TV on Ch. 30, is due for debut very soon (Vol. 9:38). Staff under Wright, who is principal owner, includes v.p.-commercial mgr. Wm. B. Crooks, program director Cecil Germany, chief engineer Joe H. Saxon. Base rate is \$200. Rep is Headley-Reed.

4 CPs, MINNESOTA-WISCONSIN CHANNEL FIGHT: Four CPs, one an educational, and 3 initial decisions constituted FCC's action this week. Commission also set dates for more hearings while postponing start of 3 others in big-city markets. The week's grants:

Salem, Ore., KSLM, Ch. 3; Chapel Hill, N.C., U of North Carolina, Ch. 4 (educational); Goldsboro, N.C., Goldsboro TV Corp., Ch. 34; Anderson, S.C., WAIM, Ch. 40. Initial decisions gave nod to WSGW, Saginaw, Mich. (Ch. 51); WIBG, Philadelphia (Ch. 23); WCAX, Montpelier, Vt. (Ch. 3) -- all of them made possible by dropouts of competing applications.

Salem grant followed dropout of Willamette-Land TV Inc. U of North Carolina grant is first educational CP in months. Goldsboro CP went to New York investment group with numerous grants and applications (Vol. 9:38), is contingent on disposition of holdings by attorney George Becker -- to hold his interests to 5 stations.

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Commission revised its hearing priorities slightly this week, deciding that contestants in cities with fewer than 4 operating stations should have higher priority than those with 4 or more. Only New York, Los Angeles and Washington are affected, and their hearings are postponed indefinitely. Hearings in those cities were imminent, but FCC said it "appears manifestly unfair to applicants and the listening public in communities such as St. Louis, Milwaukee, Houston and many others" to have to wait until better-served cities are heard.

FCC set dates for following hearings, meanwhile: Hartford, Ch. 3; Springfield, Ill., Ch. 2; Amarillo, Tex., Ch. 7 -- all Oct. 30.

FCC's grant of WPRO-TV, Providence (Ch. 12) to combination of 3 applicants, involving \$205,500 and other payments (Vol. 9:36), was challenged this week by uhf grantee Channel 16 of Rhode Island Inc., Providence. Through counsel Benedict Cottle, former gen. counsel of FCC, grantee worked frantically in attempt to persuade Commission to keep WPRO-TV from going on air with STA. Commission didn't take back its STA, gave WPRO-TV until Oct. 5 to answer complaint. Channel 16, meanwhile, filed formal protest, challenging legality and fairness of grant.

In Milwaukee, amid long FCC-court litigation over educational Ch. 10, Hearst Radio this week "found" another vhf channel for area. In surprise petition, it asked Commission to switch channels 6 & 5 in Marquette, Mich. & Green Bay, Wis., permitting addition of Ch. 6 to Whitefish Bay, Wis., just north of Milwaukee.

Northern Minnesota channel situation is really stirred up. WEBC has asked for reallocation permitting either Ch. 10 or 12 to be added to Duluth. Opposing reallocation: WFTV, Duluth (Ch. 38); Minnesota Gov. C. Elmer Anderson; U of Minn. North Star Televising Co., filing application for Ch. 10 in Hibbing this week, opposes move of Ch. 10 to Virginia, Minn.

HOW NEW STATIONS AFFECT COVERAGE: Though it should come as surprise to no one, some industry people seem to be shocked by the fact that the more stations there are the smaller coverage each can have. FCC has a phrase for it: "Implementation of the allocation plan." For the present, and probably for some time to come, the situation will be confined largely to vhf.

To state matter in simplest terms, the 108 pre-freeze stations were lucky beneficiaries of an artificial situation -- the freeze. When freeze was clamped on, many a station found itself with no other station on its channel or an adjacent channel within hundreds of miles. Remote viewers were then free to pick up very feeble signals and amplify them into useable pictures without interference from other stations. Situation spawned highly sensitive receivers, boosters, great antenna arrays, rotors, etc.

Though some of the 108 pioneers are shocked to find johnny-come-lately stations in their fringes paring their coverage, they're far better off than they would

have been had there been no freeze. Had the FCC continued granting stations as it did before freeze, not only would the 108 have plenty of local competition but their fringe coverage would have been much smaller than it is and will be under present allocation plan. Reason is simple: present allocation plan places co-channel and adjacent-channel stations much farther apart, generally, than they would have been under old plan. Matter of fact, in case you've forgotten, whole reason for freeze was that interference was striking directly at heart of major-city coverage -- not merely at fringe. Signals from Detroit, for example, were actually ruining a Cleveland station's coverage of significant part of Cleveland itself.

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Situation is going to jockey back and forth for some years. If an existing station boosts its power and height before its nearest co-channel and adjacent-channel stations get on air, it can achieve truly phenomenal coverage. Then, when newcomer gets going, coverage may be pared substantially. Yet, in the Commission's opinion, all will end up with reasonably good coverage.

Though some viewers may lose some service temporarily, Commission says its allocation plan will eventually give more people choice of more signals. Chairman Rosel Hyde told ANA convention last week (Vol. 9:39) that plan contemplates minimum coverage of 20-40 miles, maximum of 56-75 miles, per station.

There's no good rule-of-thumb on mileage coverage to fit all stations. Each must be examined engineering-wise. Some stations, notably in sparsely populated West, are covering incredibly large areas. Others are scheduled for an inevitable trimming -- but none, FCC insists, to an unreasonable degree.

FCC's calculations are wrong, some stations claim, asserting that interference is reaching farther than expected. Not so, FCC retorts. Best informed engineers at Commission -- Comr. Sterling, Broadcast Bureau chief Plummer, Chief Engineer Allen -- stick by their engineering curves, say nothing has altered them.

Aside from interference question, old stations are bound to lose some fringe viewers to new stations simply because newcomers are easier to receive. Assuming comparable program service -- and that's a very big assumption, of course -- viewers are naturally going to watch stations easiest and cheapest to receive. And there's nothing like proximity to produce ease of reception.

ECONOMICS OF COMMUNITY ANTENNA OPERATION: What does a community antenna cost? And what can you expect on your investment? The most definitive answers to date were supplied this week by Milton Shapp, president of Jerrold Electronics Corp., which has supplied equipment to about 80% of all systems built.

Costs vary enormously, as you'd imagine, just as they do for TV stations -- depending on size of community, accessibility of antenna site, type of equipment, etc., but Shapp has found an excellent rough-and-ready rule-of-thumb to be:

About \$5-\$6 for every member of population in community.

Speaking for his own equipment, Shapp produces following breakdown of starting costs, i.e., costs of building system before any subscribers are tapped on:

(1) Antenna, tower and cable run to town. This has tremendous variations. If site can be reached by road, has power supply nearby, isn't far from town -- that's one thing. If phone or power poles are available for run into town, a 3-channel system runs about \$2600-\$2700 per mile -- up to 2-2½ miles. If the run is longer, heavier cable is needed -- running cost up to about \$3500 a mile. If road must be bulldozed, power lines run, etc., costs mount accordingly. For example, Shapp says that one system under consideration takes \$6000 for this portion of costs. Another, already built, cost \$40,000.

(2) "Wiring up the town," i.e., getting cable within reach of homes on the streets. Jerrold figures roughly \$3000 per mile. Another way of estimating is \$20-\$22 per home -- and Jerrold finds average community has 135 homes per mile.

(3) "Other fixed costs" -- trucks, legal expenses, office, test equipment, etc. This runs \$5-\$10,000 for most systems, depends upon whether the organization already has portion of these facilities on hand.

(4) "Preliminary operation costs" -- maintaining office, promotion, etc., before revenues begin to come in. Runs about \$1500-\$2500.

That is what's involved in getting started. Then subscribers can be connected -- at cost of \$18-\$20 per home. Average system charges subscriber \$125-\$135 for connection, which goes toward defraying cost of whole installation. Then, the subscriber begins paying his monthly service charge of \$3.50-\$3.75.

From there on, it's up to the operator. Shapp says that if system is operated properly, "it's like shooting fish in a barrel." Conversely, a poorly operated system can turn out to be a complete loss.

Operating costs may be quite modest after system is built, comprising small office and maintenance crew. Average system has staff of 4-8 people.

Operators are understandably reluctant to divulge profits, but, says Shapp: "I think you can get a good idea of the prospects from the nature of groups investing substantial sums in systems -- J.H. Whitney & Co.; Fox, Wells & Co., Goldman, Sachs & Co. They don't play for peanuts."

Biggest fault of entrepreneurs, Shapp believes, is starting with too little capital. "They put in a few miles of cable, run out of money, then wait for revenues to come in before they can expand. Meanwhile, dealers are reluctant to promote heavily and encourage connections -- because too little of the town is served."

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Future of systems is brighter than ever, according to Shapp. New stations on air have encouraged viewers to subscribe. Availability of one free signal, he says, whets appetites for choice of signals -- through community system. He won't oppose satellites, whenever FCC gets around to considering them, for same reason. He believes it will be uneconomical to build satellites to provide choice of signals. In fact, he believes satellites should be encouraged for some towns -- those so far from regular stations that community antenna can't get strong enough signal to relay to town. In such cases, satellites or boosters are only way to get TV.

Staunchly defending boosters against satellites, experimenter Jack DeWitt, president of WSM-TV, Nashville, wrote Business Week magazine:

"The chief advantage of the booster is that the viewer does not pay anything for the service, nor does he have to buy a set equipped with uhf...We will soon ask the FCC to hold a general hearing on subject of community antenna systems, boosters and satellites. We feel that these systems are not mutually exclusive and that the FCC should [take them] out of the experimental category..."

Five new community antenna systems are reported under construction -- in Dayton, Clarkston & Everett, Wash.; Worthington, W. Va.; Climax, Colo.--while pioneer of them all, operated by engineer L. E. Parsons in Astoria, Ore., is reported in receivership. Climax is molybdenum mining town, and mine owners installed antenna on 13,000-ft. Mt. McNamee in time for World Series, hoping to hook up 500 receivers.

Nature of community antenna systems was explored by National Labor Relations Board in dispute between IBEW and International Telemeter's system in Palm Springs, Cal., and NLRB decided systems aren't involved in interstate commerce, thus don't come within NLRB jurisdiction. Said NLRB about system: "The impact of its operations on [interstate] commerce is so negligible as to be *de minimis*."

On heels of FCC Comr. John Doerfer's suggestion (Vol. 9:38), Lincoln, Neb., city council passed ordinance forbidding operation of any device producing interference to TV--including vacuum sweepers, electric saws, mixers and what have you.

Add long-distance records: WKY-TV, Oklahoma City, received letter from Charles W. Batley, London, England, reporting reception of station there on experimental U. S.-type set--and enclosing photo of station's identification.

United Press Telephoto service, based on new facsimile device, will be available to TV stations within month. Service uses new receiver compatible with UP Telephoto, which can operate unattended at TV station. Pictures un-reel from machine on continuous strip of paper as news dispatches do from teletype. Machine will receive pictures directly from more than 100 nationwide UP transmitting points, eliminating delay and loss of quality inherent in machines which can receive from only one transmitting point, according to UP pres. Hugh Baillie.

Excellent sessions on color, uhf, transistors, spurious radiation, reliability, etc., are scheduled for Oct. 26-28 U. S.-Canadian RETMA-IRE meeting in Toronto. One particularly intriguing paper is "A Color Picture Tube of Advanced Design" by N. F. Fyler, W. E. Rowe & C. W. Cain, of CBS-Hytron. And illustrating growing significance of spurious radiation is fact that FCC Comr. George Sterling will address group on subject.

Can boxing live with TV? That's subject of special meeting of boxing officials and network executives in New York Oct. 20, called by Col. Harvey L. Miller, exec. secy. of National Boxing Assn. because "NBA records indicate that, due to the terrific financial impact of TV on boxing, some commissions are flat broke, others are nearly so and are getting by on income from wrestling or state appropriations."

WALDORF-ASTORIA'S Starlight Roof was finally chosen as site for official FCC color demonstration Oct. 15, and 14 set makers were invited to demonstrate receivers. Beside parties themselves, it's expected observers will include about 50 reporters, 20 FCC representatives and handful of communications experts from Canada, Britain, Cuba, Mexico, Australia.

Set makers invited to demonstrate include the 12 who provided sets for NTSC field tests, plus CBS-Columbia and Chromatic TV Labs. The 12: GE, Sylvania, Admiral, Crosley, Emerson, Hazeltine, Motorola, Zenith, Philco, RCA, Tele King, Westinghouse.

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Meanwhile, Emerson president Benjamin Abrams made news by displaying 14-in. set, to retail for \$700, during his Sept. 28 talk to New York Society of Security Analysts. He said set would be available "within weeks" after FCC approves compatible system. Receiver is on legs, measures 36-in. wide, 28-in. deep, 37½-in. high.

Mr. Abrams stated that initial production would be limited; reiterated belief that color sets would cost 25% more than black-&-white 18 months after FCC gives go-ahead; that color and black-&-white wouldn't cost same for 10 years, if ever; that black-&-white will remain best buy for long time to come.

Mr. Abrams stated that color will revive projection sets, saying: "Color TV, even more than black-&-white, will speed up the development of projection TV and this will ultimately result not only in achieving larger picture sizes but also lower production costs. Projection TV will also make for a better quality of color picture." Emerson had high hopes for black-&-white projections when it first began TV production after war but abandoned them, as did the rest of industry, when public demonstrated clear preference for direct-view sets on cost and quality basis.

But Mr. Abrams is being misunderstood, Abraham Blumenkrantz, chairman of General Instrument Corp., maker of tuners and other components, told same group of analysts Oct. 1. "Ben Abrams is my friend and a valued customer," he said. "I do not want to contradict him. But I stand on what I said—that 3, 4, and probably 5 years must elapse before color sets become practical for the average consumer in terms of cost, size of screen and efficiency." He urged closer reading of Abrams' statement, saying "There's more to it than a plain and simple prediction that color sets will sell for 25% higher than black-&-white."

WOR-TV returned to air Sept. 30 to telecast World Series "as a public service" after settlement this week of 7-week IBEW TV-radio engineers' strike (Vol. 9:34-37) on undisclosed terms. After conclusion of series, TV station will shut down operations to facilitate move from North Bergen, N. J. to new studio-transmitter facilities in Empire State Bldg. Station is expected to resume daily telecastings, evenings only, Oct. 12. WOR-AM is not effected by move, continues operation.

Radio stations reaped harvest of around \$300,000 as result of N. Y. court's refusal to ban round-by-round descriptions of Marciano-La Starza title bout (Vol. 9:39), *Radio Daily* reports, noting that many stations got sponsors for fight summaries, some using big-name sportscasters to read wire services' running accounts.

New TV film camera, using vidicon tube, "provides picture quality comparable with live pickup performance," National Electronics Conference in Chicago was told Sept. 29 by RCA engineer Dr. Henry N. Kozanowski. He said camera is slated for production early next year, described it as 3 times more sensitive for film operation than present iconoscope film camera.

Motorola v.p. Robert Galvin, addressing National Electronics Conference in Chicago Sept. 28, had this to say about color: "Truly, we are swimming in swift waters. Color TV will be tinged with blue for many manufacturers, dealers and customers during the period of promise, limited color programs, small experimental screens and high priced receivers. Not one who isn't color blind can fail to anticipate the blue tinge in the beginning will be replaced by the most rosy hue as color TV matures, the problems solved, and the public begins to enjoy the improved service of the large color picture with low cost and mature equipment. It may be some time before this is all realized to our satisfaction, but it is a great horizon to look toward."

Motorola also displayed a color film scanner at conference, but offered neither production date nor price.

GE displayed its color tube, 14-in. hole-plate type (Vol. 9:39), indicated price would run \$175-\$200.

After postponing several projected color debuts of commercial shows, NBC this week announced that hour-long opera *Carmen* would be presented Oct. 31 under FCC authorization permitting colorcasts of noncommercial programs. Eight more one-a-month operas are scheduled, some of them in color.

For work on compatible color, including constant luminance, Hazeltine's Arthur V. Loughren will be presented David Sarnoff Gold Medal Award at convention of Society of Motion Picture & TV Engineers in New York next week.

For another phase of color, closed-circuit, Theatre Network TV employed field-sequential (CBS) system for large-screen "Tele-Session" in which Frank E. Lee hat company displayed new wares to retailers at Plaza Hotel in New York. As TNT president Nathan Halpern stated: "Since closed-circuit TV is a completely private system, the compatibility issue with regard to black-&-white sets does not arise, as has occurred in home TV. The proceedings pending before the FCC relating to the approval of standards for a home color TV system will not affect these closed-circuit operations."

Still another problem in color: *Milwaukee Journal* sent TV reporter Doyle Getter to cover NBC's color demonstration to ANA in Chicago last week. About to embark for Chicago, Getter suddenly remembered he's color blind, told the desk someone else would have to go. About 8% of men, 5% of women, are color blind, according to National Society for the Prevention of Blindness.

Power increases: KTSM-TV, El Paso (Ch. 9) Sept. 29 increased transmitter power from 2 to 10 kw. RCA this week shipped 25-kw transmitter to WTAR-TV, Norfolk, due to switch from Ch. 4 to Ch. 3; 10-kw units to KGMB-TV, Honolulu (Ch. 9), WTVR, Richmond, Va. (Ch. 6), WTTV, Bloomington, Ind. (Ch. 10) and WOOD-TV, Grand Rapids, to be followed by 50-kw amplifier early next year when station shifts from Ch. 7 to 8.

ABC-TV stations advisory committee meets with network executives Oct. 9 in network's executive offices, with pres. Robert E. Kintner presiding at all-day meeting. Committee members slated to be present are Kenneth Berkeley, WMAL-TV, Washington; Otto P. Brandt, KING-TV, Seattle; Roger W. Clipp, WFIL-TV, Philadelphia; E. K. Hartenbower, KCMO-TV, Kansas City; Franklin Snyder, WXEL, Cleveland.

New frequency allocation wall chart in color, 25x40-in., has just been printed by RCA Frequency Bureau. Ideal for framing, it's revision of chart last printed in 1947, shows all allocations, U. S. and foreign, for entire radio spectrum. We have a supply, will send you one free on request.

FIRST TV TRANSMITTERS for Puerto Rico and Alaska went out this week. GE shipped 5-kw to WKAQ-TV, San Juan, P. R. (Ch. 2), and DuMont Oct. 1 sent 500-watt to KTVA, Anchorage (Ch. 11).

Other GE shipments this week were 5-kw transmitter and antenna to U of Missouri's commercial KOMU-TV, Columbia (Ch. 8); 5-kw to WSIX-TV, Nashville (Ch. 8); 100-watt uhf units to Oklahoma City's KTVQ (Ch. 25) & KMPT (Ch. 19), and antenna to KDRO-TV, Sedalia, Mo. (Ch. 6). Only new order reported this week was 12-kw GE transmitter for WMIL-TV, Milwaukee (Ch. 31), for early Dec. delivery.

In addition to the Anchorage shipment, DuMont dispatched 1-kw transmitter Oct. 2 to KNUZ-TV, Houston, Tex. (Ch. 39).

RCA shipped 1-kw uhf transmitters to KCEB, Tulsa (Ch. 23), Sept. 25 and WRAY-TV, Princeton, Ind. (Ch. 52), Sept. 28.

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

KOOK-TV, Billings, Mont. (Ch. 2) expects to start testing about Oct. 15 with DuMont equipment, reports gen. mgr. V. V. Clark. Owners are C. L. Crist and Carter Johnson. Rep will be Hollingbery. KRHT (Ch. 8), other Billings grantee, hasn't announced target, but owner Texas oilman M. B. Rudman recently dropped CPs for Minot and Bismarck, N. D., said he'll keep KRHT.

WSTV-TV, Steubenville, O. (Ch. 9), granted an STA Sept. 16, has RCA equipment ordered for mid-Oct. delivery, plans Nov. 15 commercial debut, according to exec. v.p. & gen. mgr. John Laux. It will be primary CBS-TV affiliate. Ownership interlocks with WFPG-TV, Atlantic City and Dixie TV Corp. applicant for Ch. 29 in Richmond, Va. Hour rate will be \$400. Rep not yet chosen.

KLIX-TV, Twin Falls, Ida. (Ch. 11), owned by Frank C. Carman-Grant Wrathall group, now has target date of May 1, 1954, writes v.p.-gen. mgr. Frank C. McIntyre. Transmitter and other equipment is being custom-built in Salt Lake City workshop operated jointly by all Carman stations. Transmitter building on Flat Top Butte is completed, he writes, and finishing touches are being put on 40x60x20-ft. studio. Station will be represented by Hollingbery who will offer it under "group market plan" along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), and upcoming KUTV, Salt Lake City (Ch. 2); KWIK-TV, Pocatello, Ida. (Ch. 10); KIFT, Idaho Falls (Ch. 8).

WTOC-TV, Savannah, Ga. (Ch. 11), 5-kw GE transmitter due in mid-Nov. and GE antenna to top 500-ft. Ideco tower by Dec. 20, plans Jan. 1 tests, March 1 programming, reports pres. & gen. mgr. William T. Knight, Jr. F. Schley Knight is v.p. for TV; Ben B. Williams, commercial mgr.; Dwight J. Bruce, program director; Kyle E. Goodman, chief engineer. It will be primary CBS-TV affiliate. Rep will be Katz.

Eugene, Ore., Ch. 13 grantee (Eugene Television Inc.) got go-ahead recently when FCC overruled KTVF (W. Gordon Allen) protest, but hasn't set target date because decision can be appealed, according to gen. mgr. S. W. McCready. RCA equipment is on order. Alvin Barnard is chief engineer. Hollingbery will be rep.

KACY, Festus-St. Louis, Mo. (Ch. 14), has long-standing order for GE equipment, plans Oct. 20 tests, Nov. 7 commercial debut now that FCC has approved change in stockholders, according to pres. Carl G. McIntire. Rep not yet chosen.

WLBR-TV, Lebanon, Pa. (Ch. 15), has RCA equipment on hand, is well ahead of construction schedule, anticipates no difficulty in meeting Oct. 15 test target and Oct. 31 commercial date, reports operations mgr. Julian F.

Skinnell. Arthur Simmers is production mgr.; Jack Schropp, promotion mgr.; M. Leonard Savage, chief engineer. Hour rate will be \$150. Rep not yet chosen.

WINT, Waterloo, Ind. (Ch. 15), has rescheduled start to latter Dec. with RCA equipment, reports pres. R. Morris Pierce. Rep not yet chosen.

KQTV, Ft. Dodge, Ia. (Ch. 21), 652-ft. Stainless tower ready (Vol. 9:30), now has 100-watt GE transmitter, has rescheduled tests to mid-Oct., begins programming early in Nov., according to pres. & gen. mgr. Ed Breen. Max Landes is commercial mgr.; Drexel Peterson, program director. Hour rate will be \$150. Rep will be Pearson.

WSIL-TV, Harrisburg, Ill. (Ch. 22), last reporting Oct. target (Vol. 9:18), has RCA equipment on hand, now plans Nov. tests, goes commercial late that month, according to partner Harry R. Horning. Grantee operates southern Illinois theatre chain. Rep not yet chosen.

WDAN-TV, Danville, Ill. (Ch. 24), RCA transmitter on hand, has moved target date to Dec. 1. Gen. mgr. Robert J. Burow writes new building addition to AM studios is about 95% completed, should be finished in next 10 days. Everett-McKinney will be rep.

WNLC-TV, New London, Conn. (Ch. 26), RCA equipment on order, has studios ready for equipment installations, soon will begin transmitter construction at new site on Sharps Hill Rd., expects to get underway by early 1954, according to gen. mgr. Gerald J. Morey. Rep will be Headley-Reed.

WCBI-TV, Columbus, Miss. (Ch. 28), granted March 11 to Birney Imes Jr., hasn't definite plans, expects to ask for vhf channel instead, says gen. mgr. Bob McRaney.

KSTM-TV, St. Louis, Mo. (Ch. 36) now has Oct. 15 test target, will begin with 1-kw RCA transmitter, reports new pres. & gen. mgr. Marshall H. Pengra who takes over duties of late Wm. E. Ware. It will be ABC affiliate. Hour rate is \$450. H-R Television will be rep.



BIG-CITY UHF stations and dealers report impressive progress on conversion front. Milwaukee, which was a one-station city a month ago, now has 2 uhf and one vhf—with uhf stations claiming over 100,000 sets already. The *Milwaukee Journal*, which owns vhf WTMJ-TV, this week quoted estimate of 50,000 uhf sets in city. Uhf WCAN-TV (Ch. 25) and WOKY-TV (Ch. 19) insist the number is about double that. At any rate, distributors and dealers there are enjoying biggest boom in years.

In Milwaukee, *Retailing Daily* reports one distributor moved average of 3000 converters a week during September. Bill Seemuth, Motorola distributor, is quoted as having sold 900 sets in one week. WCAN-TV's CBS program lineup is credited with giving big boost to uhf conversions and set sales, and, according to the trade paper, "uhf is the No. 1 topic of conversation" in Milwaukee.

St. Louis, too, is enjoying uhf boom. WTVI (Ch. 54) in nearby Belleville is now area's only uhf station, but is expected to be joined very soon by KSTM-TV (Ch. 36) and KACY in nearby Festus (Ch. 14). WTVI claims 125,000 sets have already been converted to receive uhf, and hotels and apartments are modifying their antenna distribution systems to pick up and convert the uhf signals. St. Louis' Better Business Bureau has been vigilant in policing advertising, has held meetings with trade and station representatives in attempt to discourage ads which don't tell whole story about uhf receivers and converters.

In Norfolk-Portsmouth area where vhf WTAR-TV is now CBS outlet and WVEC-TV (Ch. 15) is NBC, American Research Bureau survey conducted for both stations Sept. 15-21 indicates 12.5% of all sets in metropolitan area were equipped for uhf. Translated into actual sets, this would come to something over 17,500. WVEC-TV began programming Sept. 19.

Personal Notes: Joseph V. Heffernan, NBC finance v.p., and Robert W. Sarnoff, film div. v.p., elected to NBC board . . . Four Mutual v.p.'s elected to board this week: James M. Gaines, in charge of WOR-TV & WOR, New York; Earl M. Johnson, station relations & engineering; Adolf N. Hult, sales; Robert A. Schmid, adv., public relations and research . . . Arden X. Pangborn, who quit Oregon radio several years ago to become gen. mgr. of WOAI-TV, San Antonio, returns soon to become editor of *Portland Oregon Journal*, part-owner of new KOIN-TV . . . Frederick W. Ford, chief of FCC hearing div., leaves Commission to become first asst. to Asst. Attorney General J. Lee Rankin, Office of Legal Counsel . . . S. H. McGovern, ex-mgr. of KSO, Des Moines, named mgr. of new KGTV there (Ch. 17), due on air in late Oct.; Bernice Hulane, ex-KSTP-TV, St. Paul, named program director . . . Walter Compton, ex-mgr. of WTTG, Washington, elected v.p. of North Dade Video Inc., Miami, applicant for Ch. 10 . . . Wilson C. Wearn, ex-FCC engineer, named chief engineer of WFBC-TV, Greenville, S. C. (Ch. 4), due on air in Dec. . . . Miss Marion Lonsberry named mgr. of WCBS-TV operations dept., Haworth White appointed station business mgr. . . . Tom Rogstad resigns as program operations mgr., KING-TV, Seattle, to join upcoming KOMO-TV there as production director; Tom Dargan promoted as his successor and as administrative asst. to program chief Lee Schulman, with producer Bernie Carey named production mgr. . . . Dick Kepler, ex-KXLY-TV, Spokane, to be program director of new WEAU-TV, Eau Claire, Wis. (Ch. 13), due on air Thanksgiving Day, under gen. mgr. Harry Hyatt; Marvin Greeley, chief engineer of WISC, Madison, supervising installation and will be chief engineer . . . John Henry, ex-WDAF-TV, Kansas City, named sales mgr. of upcoming KOA-TV, Denver (Ch. 4) . . . Alfred Butterfield, ex-Pathe, named exec. producer of CBS-TV news & public affairs . . . Robert Z. Morrison named sales mgr. of new KCRI-TV, Cedar Rapids, Ia. (Ch. 9) . . . Warren Walden appointed news director, WJAR-TV, Providence . . . Fred Waller, inventor of Cinerama motion picture process, to receive Progress Medal award, highest honor bestowed by SMPTE, at society's convention in New York Oct. 5 . . . Richard E. Goebel appointed TV director, KOY-TV, Phoenix . . . John Clay promoted to chief engineer, WSAZ-TV, Huntington, W. Va. . . . Bruce Compton, ex-WJTV, Jackson, Miss., joins upcoming KATV, Pine Bluff, Ark. (Ch. 7) as sales mgr.; Roy Pickett and Louis Brown, both ex-KTUL, Tulsa, named program director and chief engineer, respectively . . . Chauncey C. Brown, ex-KRLD-TV, Dallas, named production mgr. of upcoming KNUZ-TV, Houston (Ch. 39) . . . Oliver W. Naylor promoted to sales mgr., WBRC-TV, Birmingham, Ala. . . . Wm. J. Adams named program director, WHEC-TV, Rochester . . . Frank Barton, TV-radio mgr., Lennen & Newell, elected v.p.; Tony Pan, ex-Wm. Esty, named TV-radio commercial production v.p. . . . Jack Van Nostrand upped to v.p. in charge of west coast office, Sullivan, Stauffer, Colwell & Bayles . . . George Dorsey named production mgr., Burton Bridgens mgr. of public service programs, WNBW, Washington . . . Kenyon Brown, KWFT, Wichita Falls, Tex., appointed chairman of NARTB committee arranging next annual convention scheduled for May 23-28 in Chicago's Palmer House.

Frank Munn, 57, "Golden Voice of Radio" for more than 20 years on such NBC shows as *Waltz Time* and *American Album of Familiar Music* until he retired in 1946, died Oct. 1 at his brother-in-law's home, Long Island.

Honorary degree in fine arts awarded by Lake Erie College for Women, Painesville, O. to star Peggy Wood for her work in the CBS-TV *Mama* programs.

NATIONAL CITIZENS Committee for Educational TV estimates that 27 educational stations will be on air by end of next year, with "well-advanced plans" in 86 other communities. That's from committee's first annual report, to be presented to board in New York Oct. 6 by Robert Mullen, exec. director.

In a comprehensive review of educational TV's progress, report states that committee, which is financed by Ford Foundation, was confronted with 3 "formidable problems" when it started functioning at beginning of 1953:

(1) Attitude of FCC. "It was abundantly clear that the FCC had only tentatively provided for educational TV. Although the official language was somewhat Delphic, the plain fact was (as Chairman Walker reiterated up and down the land) that the educators had been given a year in which to show what they could do. The FCC reserved the right to withdraw the reservations for educational stations."

(2) Attitude of commercial broadcasters. "Some would be with us, we knew from support already pledged; but we were fearful of large-scale attempts to change non-commercial channels to commercial status. The principle focus of fear in this area involved the persistent effort of Hearst Radio to take over the Milwaukee channel. There were indications that the FCC would not stand with us in Milwaukee, and we felt that Milwaukee was a bellwether for the nation."

(3) Financing construction and operation. "Naturally, the educators had turned first to sources of funds they usually tapped. In a number of cities they appealed to municipal authorities for money with which to build and operate TV stations. In some 22 states legislatures were asked to support more or less elaborate state networks. Even by the time NCCET began operations, it was clear that these appeals would, for the most part, meet chilly reception."

One year's experience has overcome the first 2 obstacles but third is still far from resolved, report states. It cites FCC rejection of petition by WVEZ, New Orleans, for rule-making procedure so it could apply for that city's educational Ch. 8 (Vol. 9:35) as example of how possible FCC opposition has melted. And it cites \$1,250,000 worth of assistance by commercial broadcasters in form of equipment and financial grants as evidence of improved attitude.

As for problems of financing, NCCET says it's convinced the best policy is to encourage local citizens interested in educational TV to organize non-profit foundations or corporations broadly representative of all the elements in the community to build and operate stations. It lists Detroit, Chicago, St. Louis, Boston and Cincinnati among cities where this plan is proving effective.

Observing that greatest progress has been made in larger communities, report notes that "the whole problem of supplying educational TV to rural areas—even well-to-do areas—and to small communities in less favored areas remains a problem unresolved."

NCCET noted lack of enthusiasm for going on air, even where money and equipment is on its way, explained that personnel problems, such as finding competent station mgrs., accounted in part for delays, as well as a fear of inadequate local program resources.

Among other educational TV developments this week: (1) U of North Carolina granted CP for Ch. 4 in Chapel Hill. (2) U of Bridgeport offers hour of college credit courses, weekdays 3-4 p.m., via WICC-TV; U of Toledo offers daily 9:30-10 a.m. credit courses via WSPD-TV; U of Michigan offers 2 hours week, starting Oct. 5, on WPAG-TV. (3) American Council on Education schedules panel on "The Role of Educational TV" Oct. 8 at Washington's Statler Hotel as part of its 2-day meeting.

Telecasting Notes: Demand for U.S.-type TV programming in foreign markets has resulted in first sales of "multi-lingual TV films" in Central American market by Ziv-TV, and has spurred company to organize worldwide "flying task force" and foreign-language TV production unit. Ziv this week announced these sales in Central America: *Favorite Story* to GE of Mexico and Canada Dry in Cuba; *Yesterday's Newsreel* to American Airlines, Mexico; *Cisco Kid* to Bimbo Bread, Mexico; *Sports Album* to Esso of Cuba. On completion of Central American discussions, Ziv task force moves to Venezuela, Colombia, Brazil and Peru, thence to Philippines, Hongkong and Singapore . . . In recognition of TV's growing stature and the tremendous public interest it has created, conservative Baltimore Sun (owner of WMAR-TV) announced this weekend it has abolished post of drama and film critic and is transferring its 25-year drama critic, Donald Kirkley, to post of TV editor; Kirkley says he'll "report on TV, rather than criticize" . . . "Sob-story giveaway programs" were assailed by N. Y. Welfare Commissioner Henry L. McCarthy as "a return to the outmoded concept of street-corner tin-cup begging"; addressing Public Welfare Assn. conference in Washington, he said that such programs may "scar for life" children who appear on them, that they increase N. Y. relief load since welfare authorities must feed and lodge those families who trek to city and are turned away, that FCC ought to do something about it . . . World Series audience estimated at 75,000,000 by NBC, costing sponsor Gillette something between \$1,000,000 & \$1,500,000 . . . "As a service to a sister TV station," Iowa State College's WOI-TV, Ames, is kinescoping NBC-TV World Series telecasts and shooting them via plane to non-interconnected KCJB-TV, Minot, N. D. for rebroadcast same day . . . Heart disease, "nation's No. 1 health problem," will be first in monthly series of 3 special medical telecasts, *March of Medicine*, on NBC-TV,

Station Accounts: Plenty of national spots, as well as nice lineup of CBS programs, are being carried on uhf WHUM-TV, Reading, Pa., which lists these current accounts: Alka Seltzer, Alliance Tenna-Rotor, Bulova, Marvel Mystery Oil, Esslinger Beer, Ethyl Gas, Etiquet, Ford Dealers Assn., Billy Graham, Princess Place Mats, Rival Dog Food, Sun Oil, Tasty Kake, Tetley Tea, 20 Mule Team Borax, Y-B Cigars, Paper-Mate Pens, Oldsmobile, Arthur Murray School of Dancing, Aunt Jemima Mix, Ballard Biscuits, Mallory Converters, J.F.D. Antennas, Sylvania Tubes, Philco TVs, Ken Ya Gem Hearing Aid, Nucoa Margarine, Plymouth, Prestone, Prince Albert Tobacco, Raytheon TV, Rotiss-o-Mat Broilers, Reese Candy, Williamson Candy, Westinghouse TVs, DeSoto . . . Commonwealth Edison Co., Chicago, to stimulate electric stove sales, is sponsoring *Petticoat Party* live show for housewives weekday afternoons on WBBM-TV, Chicago, backed up with newspapers, billboards, TV spots, dealer promotions, thru J. R. Pershall Co. Daily contest is run for work saver ideas and weekly contest for best 25 words on "Why I want an electric range" . . . Washington Gas Light Co. sponsoring *Dione Lucas Show*, cooking lessons, with Hazel Markel on WTTG, Wed. 2-2:30 p.m. . . Sunset Oil Co., Los Angeles (Golden Eagle gas) utilized half hour from 10 a.m. on KTTV Sept. 24 for "meeting" with its dealers to demonstrate new product, originating telecast from one of its filling stations . . . N. Y. State CIO Council planning to spend \$100,000 on TV-radio to elect "liberal" Congressmen, auguring continually heavy use of the media by labor in forthcoming state and local elections generally—especially in view of break with Eisenhower Administration signaled by Secy. of Labor Durkin's resignation . . . White Sewing Machine Co., dept. store div., to use film spots in new \$250,000 TV campaign, thru

at 10 p.m. Oct. 8, presented by AMA and sponsored by Smith, Kline & French Laboratories, featuring doctors and patients; second telecast Nov. 5 will feature cancer, "No. 2 health problem"; third Dec. 3 will be telecast from AMA clinical meeting in St. Louis . . . "Flying studio" 3000-ft. above San Francisco was origination point for recent 30-min. KRON-TV program when station's 7-ton mobile unit was loaded into Air Force Douglas C-124 Globemaster; toughest job, according to chief engineer Lee Berryhill, was keeping airborne microwave horn aimed at Chronicle Bldg. studios . . . Broadcast News Ltd., news service for privately owned Canadian TV & radio stations, formed by Canadian Press, with own 9-man board of directors composed of broadcasters, to begin service Jan. 1 . . . Chicago Symphony to be televised on DuMont network Sun. 5-6 p.m., beginning Oct. 11, from Chicago's WGN-TV studios, first consecutive series of hour-long network symphony concerts . . . Consecration of 2 Bishops as Auxiliaries to the Archbishop of N. Y. will be televised Oct. 5 by WABD from St. Patrick's Cathedral . . . TV film distributor United TV Productions Inc. now fully owned by producers Jack Gross & Phil Krasne (Gross-Krasne Productions), who bought out all other stockholders for reputed \$250,000 . . . CBS TV Film Sales to be represented by S. W. Caldwell Ltd., Toronto, for distribution of commercial programs and newsfilm in Canada . . . Charles Chaplin studios in Hollywood sold to Webb & Knapp, real estate development firm for \$700,000, to be leased to several TV film makers . . . Playwright Robt. Sherwood has finished 2 scripts out of series of hour dramas for which he contracted with NBC; first will be comedy-satire on quiz shows, titled *The Backbone of America*, and it's due on NBC-TV Dec. 29, 8-9 p.m. . . Northwestern U's Medill School of Journalism publishes 112-p. guide, *Television News Handbook*, consisting of talks by leading TV newsmen at first National TV News Seminar held there in May.

BBDO, N. Y. . . Flex-Let Inc. (band watches & bracelets) sponsoring Ziv's *Yesterday's Newsreels* on WABC-TV, N. Y., Sun. 11-11:15 p.m., thru Ben Sackheim Adv., N. Y. . . Sonic Industries, N. Y., marketing new plastic portable 3-speed phonograph at \$29.95 called "Capri," using TV along with ads in slick magazines, thru Getschal Co., N. Y. . . Peoples Gas Light & Coke Co., Chicago, using basic theme "In Chicago, more people than ever are cooking with gas," sponsors 35 one-min. daytime commercials a week on all Chicago TV & radio stations . . . General Foods to sponsor *Magic Clown* film program on WNBQ, Chicago, alt. Sun. 3-3:30 p.m., thru Foote, Cone & Belding . . . Coca-Cola Bottling Co. of N. Y. to sponsor *Sense and Nonsense*, on WABD, N. Y., starting Oct. 5, Mon.-thru-Fri. 6:30-7 p.m., thru D'Arcy Adv. . . Among other advertisers reported using or preparing to use TV: New York & New England Apple Institute, Kingston, N. Y. (apples), thru Charles W. Hoyt, N. Y.; Taylor-Reed Corp. (Q-T Frosting), thru Charles W. Hoyt, N. Y.; International Harvester Co. (farm equipment), thru Young & Rubicam, Chicago; Alum-A-Lite Co. (aluminum storm windows & doors), thru Olian & Bronner, Chicago; Toni Co., Div. of Gillette Co. (Bobbi hair pins), thru Weiss & Geller, Chicago; Megs Macaroni Co., Harrisburg, Pa. (Pennsylvania-Dutch Brand Bott Boi & Egg noodles), thru Weightman Inc., Philadelphia; Purity Bakeries Corp. (Grennan cakes), thru Young & Rubicam, Chicago; Emerol Mfg. Co. Inc. (Marvel Mystery Oil), thru Hilton & Riggio, N. Y.; Tasty Baking Co., Philadelphia (Tastykake & Tasty-pie), thru Parkside Adv., Philadelphia; Yocum Brothers, Reading, Pa. (Y-B cigars), thru Wm. Jenkins, Philadelphia; Marlum Mfg. Co. (Black Angus Rotisserie), thru Posner-Zabin; Carbona Products (shoe polish), thru C. J. Herrick Assoc.

RECEIVER MARKET CREATED BY NEW STATIONS: Those new post-freeze markets that have been opening up at such a fast clip -- what do they mean in terms of potential set sales? Arbitrarily defining a new market as one at least 60 miles from a pre-freeze transmitter, we come up with some 3,500,000 households in 80 such new markets.

We further assume a saturation estimate of about 25% for such new markets when freeze ended in July 1952 -- consequently figure about 2,700,000 households added to market potential in new markets alone since that date. In some cases, 25% is too low; in others, too high, depending on proximity of market to 60-mi. radius.

This takes into account only so-called "new markets," doesn't attempt to measure many other markets less than 60 miles from pre-freeze transmitter, where higher percentage of "penetration" exists. Even in these areas, however, market potential has been increased by the addition of new local stations and power-height boosts of pre-freeze stations. Furthermore, we don't attempt to measure population reached by new stations beyond their immediate metropolitan areas.

Many of those 2,700,000 "wide-open" households have been sold since end of freeze, of course -- (Denver was 52.8% saturated as of April 1, 1953, according to J. Walter Thompson's First 312 Markets of the United States, as published on pp. 341-349, TV Factbook No. 17) -- but a sizable percentage is still open for first sales.

Ripest of the new markets are those which opened most recently. In last 3 months alone, we count 36 new markets which contain some 1,250,000 households. Again allowing for 25% penetration, this alone is a potential of just under 1,000,000 households now being tapped. And more new markets are opening every week.

Our "guesstimate" is just that, of course, doesn't pretend to be pinpoint perfect to the last household. It's intended merely as a broad sweep of the new TV markets opened up since the freeze. For purposes of this informal survey, we used the J. Walter Thompson market statistics, which are based on and bring up to Jan. 1 1953 U.S. Census data procured in 1950. A market is usually regarded as synonymous with a "standard metropolitan area."

Census Bureau defines a "standard metropolitan area" as the central city and all surrounding communities which comprise a single economic unit. A household includes "all of the persons who occupy a house, apartment, or other group of rooms, or room that constitutes a dwelling unit."

* * * *

TV production in the first 8 months set new record, as expected, totaling 4,754,285, of which 726,690 had built-in uhf tuners, according to revised RETMA statistics released this week. It compared with 2,914,925 TVs produced in same 1952 period and 4,184,400 in record production year of 1950. For Aug. alone, TV output was 603,760, of which 104,183 were uhf-equipped and 8960 had FM circuits.

Radio production in the first 8 months totaled 8,932,638, up from 6,558,303 radios in same 1952 period. In August, radio output was 991,637, of which 31,665 had FM circuits. It compared with output of 674,459 in July, 991,637 in Aug. 1952.

TV production totaled 161,995 (5321 private label) in week ended Sept. 25 -- up from 158,726 preceding week and 141,322 in week ended Sept. 11. It was year's 38th week, compared with 168,308 corresponding week year ago, and brought production for year to date to about 5,400,000.

Radio production also went up, totaling 266,307 (91,381 private), up from 259,681 week ended Sept. 18 and 225,978 week before. It compared with 212,841 in same 1952 week and brought year's production to date to about 9,900,000.

Excise taxes on TVs, radios, phonos & components netted Uncle Sam \$7,608,000 in July, compared with \$12,593,000 in June and \$6,744,000 in July 1952.

DuMont's 1952 annual report was judged best-prepared, in electronics-TV-radio div., of *Financial World's* annual survey. RCA's was second, P. R. Mallory's third.

Topics & Trends of TV Trade: Using TV as an example, Sylvania chairman Don G. Mitchell told top-level conference of corporation officials this week that development of capable executives is most important issue now facing American industry. Mr. Mitchell's speech, to some 100 executives at "briefing session" of American Management Assn. in N. Y., listed 2 major reasons for pressing problem of executive development:

(1) "The tremendous physical expansion of existing industries and the rapid development and growth of many new ones, brought about by unprecedented advances in technology and enormous increases in demands for goods and services."

(2) "The growing complexity of business operations with a resultant high degree of specialization in various phases of management."

He said that large-scale industrial expansion had resulted in "an aggravated case of too many Indians and not nearly enough chiefs," added "executive development has the obvious benefit of creating a trained reserve to fill front-line vacancies. There are still plenty of key men in industry who feel that they and only they, are capable of filling their jobs, and that thinking of a successor is absurd."

* * * *

In drastic and unprecedented anti-trust decision, Federal Judge Philip Forman Oct. 2 divested GE of exclusive rights to light bulb patents and ordered company to share with industry any future bulb patents it might acquire. Disposing of 12-year-old suit in Trenton, N. J., he also demanded GE make available to industry its blueprints for lamp machinery, but rejected govt. proposal to make company divest itself of at least 50% of bulb and bulb part production facilities. Six co-defendants, accused of aiding GE to maintain monopoly, are also subject to the judgment: Philips of Netherlands, Consolidated Electric Co., Hygrade Sylvania Corp., Chicago Miniature Lamp Works, Tung-Sol. Two co-defendants, Westinghouse and Corning Glass Co., previously had entered into consent judgment. GE officials said they didn't know yet whether they'll appeal decision.

Trade Miscellany: Admiral adds 21-in. open-face console at \$350 and green plastic table model radio-phonograph at \$90 to its new line . . . Motorola starts delivery of its new "VIP" desk clock-radio, with matching standard holding Parker "51" pen and pencil set, listing at \$100 . . . Arcturus Electronics, Newark, to consolidate all TV tube manufacturing operations in newly-acquired plant at 228 S. Third St., Easton, Pa. . . Pioneer Electronics Corp. (Laurence M. Perrish, pres.) opens new \$450,000 TV tube plant at 2235 Cermelina Ave., Los Angeles . . . Philadelphia TV sales totaled 75,269 in first 6 months, compared to 78,214 in same 1952 period, according to survey of Philadelphia Electrical Assn. . . TV sales in Washington totaled 34,308 in first 8 months, compared to 39,381 in same 1952 period, reports Electric Institute of Washington; Aug. sales were 3664 vs. 4881 in Aug. 1952 . . . Dynamic Electronics-New York hearing on its Chapter XI plan offering creditors 25% payable over 4-year period will be held Oct. 8 in N. Y. Federal Court . . . RCA Victor acquires new warehouse at 130 Express St., Dallas (John Cavallaro, mgr.) for storage of TV-radio tubes & batteries.

Kaye-Halbert purchases Pacific Instruments & Control Co. (aircraft instruments) as a subsidiary, will move it to plant adjacent to Kaye-Halbert facility on Hayden St., Los Angeles. Samuel Aronoff continues as Pacific pres.

Standard Coil Products Co. general offices now located at 2085 N. Hawthorne Ave., Melrose Park, Ill., phone Fillmore 4-5680.

Trade Personals: Paul L. Chamberlain named gen. mgr. for broadcast equipment in GE electronics div.'s newly-formed commercial equipment dept.; H. Brainard Fancher appointed gen. mgr. for germanium products, Harrison VanAken Jr., communication equipment, all reporting to dept. gen. mgr. Wm. J. Morlock . . . E. R. Glauber, ex-Admiral, named director of Emerson distributors . . . Ross Siragusa, Admiral president, now visiting England, France, Spain, Italy . . . J. K. Ryan appointed mgr. of marketing administration, GE TV-radio dept., Syracuse, succeeding late Walter M. Skillman . . . Ray C. Brewster, ex-pres. of Dioptric Instrument Corp. (optical equipment), named asst. to Capehart-Farnsworth pres. Fred D. Wilson, in charge of commercial activities; E. W. Gaughan, ex-Crosley, named gen. sales mgr. of consumer products div. . . Ashley A. Farrar, ex-mgr. of govt. contracts, Raytheon equipment div., appointed asst. v.p. . . Donald LeRoy, ex-A. O. Smith Co. (Permaglass), named Raytheon TV-radio div. adv. mgr., succeeding C. J. McKinney, now field promotion director; he reports to adv. director George M. Hakim . . . J. H. Seider named gen. counsel & asst. secy., CBS-Columbia . . . Robert T. Cotton promoted to export sales mgr., Hallcrafters . . . Edwin C. Roworth retires as Stromberg-Carlson secy. after 48 years with firm . . . Robert Eliot, ex-Standard Coil & RCA, named distributor sales mgr., Erie Resistor . . . Elmer C. Jorgensen named merchandising mgr., Arvin TV-radio div., replacing Paul W. Tanner, now gen. sales mgr. . . Wm. P. Frost named southern Pacific mgr., Westinghouse TV-radio div. . . Edward W. Stone, electronics sales mgr., Graybar Atlanta, named sales engineering district mgr., Standard Electronics Corp., subsidiary of Claude Neon . . . Sydney Jurin named southwestern factory sales rep, Brach Mfg. Co. (antennas) . . . Frank Krempel named chief engineer of govt. development and electronics production contracts, Stewart-Warner Electric; Dick Glaholt named southeastern sales mgr.



Distributor Notes: Admiral appoints Capitol Light & Supply Co., Hartford (Mrs. Edith Goldberg, pres.) . . . Emerson Radio of Pennsylvania, Philadelphia, now owned 100% by founder-pres. A. Irving Witz, following disclosure of purchase of 50% of stock from family of Emerson pres. Benjamin Abrams; it will continue as Emerson distributor . . . Emerson appoints Peaslee-Gaubert Corp., Atlanta, ex-Admiral; Warren Radio Inc., Erie (Emerson) plans move in early 1954 to new bldg. at 1313 Peach St. . . Hoffman Radio appoints Graybar, Grand Rapids, Mich. . . Capehart-Farnsworth appoints Coby Distributors Inc., Wilkes-Barre (Stanley Green, pres.) and Paul-Jeffrey Co., Syracuse (Samuel P. Solomon, pres.) . . . Raytheon Distributors Inc. sets up factory branch in Little Rock . . . Arvin appoints Twin States Distributing Co., Charlotte (H. D. Albright, pres.) . . . O'Donnell Distributors Inc., Syracuse (Crosley) opens branch at 48 Main St., Johnson City, N. Y. . . Westinghouse Electric Supply Co., Fort Wayne, names Harold W. Schnelker mgr., succeeding Ray B. Mowe, now Indianapolis mgr.

Raytheon reduced prices by undisclosed amount on 12 "interim" receivers introduced prior to new line July 30. Under new price schedule, 17-in. table models start at \$180, 17-in. consoles at \$200, said TV-radio v.p. Henry F. Argento. He also disclosed plans to eliminate several of the 30 "interim" receivers designed as seasonal sales stimulant.

First uhf receiver booster to go into production is "UHF Auto booster," manufactured by Industrial TV Inc., Clifton, N. J., and designed by Walter Tyminski, ITI engineer formerly with DuMont. It tunes entire uhf band, is as yet unpriced.

Financial & Trade Notes: Magnavox reports highest sales and earnings in its 42-year history in fiscal year ended June 30, and pres. Frank Freimann added in annual report that July and Aug. sales this year were well ahead of last year. Earnings in 12-month period were \$2,238,337 (\$2.93 a share), up 67% over \$1,343,760 (\$1.80) in corresponding period year ago. Sales were \$57,979,669, up 57% over \$36,837,503 in fiscal year ended June 30, 1952. Assets were listed at \$25,742,668, liabilities \$18,571,335. Backlog of orders amounted to \$55,000,000. Freimann said "the large increase in sales came from the increasing volume of electronic military apparatus as well as a major gain in TV & radio-phonographs," added: "The TV industry as a whole faces a favorable market for a continuing high level of business in spite of the chronic adversities characteristic of this industry. Though such negative factors as 'color talk' may engender some buying hesitancy, however, the expanding new TV market, the large unsold portion of the older markets in the larger metropolitan areas, plus the second set market aggregate to a very large sales potential for the coming months."

Emerson Radio sales for fiscal year ending Oct. 31 will be highest in company history and profits should be more than 50% higher than in 1952, though not a record. That was report by pres. Benjamin Abrams to N. Y. Society of Security Analysts this week. In preceding fiscal year, Emerson had net income of \$2,362,555 (\$1.17 a share) on sales of \$57,664,200, but its record in both profits and sales was in fiscal 1950, with \$6,514,716 (\$3.36 a share) on \$74,188,297. Abrams said about 25% of company's volume is in defense billing. Emerson this week made news on another front, acquiring majority interest, for undisclosed sum, of Quiet Heet Mfg. Co., Newark air conditioner manufacturers, which will make air conditioners under Emerson label, starting by year's end. It will be an Emerson subsidiary but will continue under its present management (Samuel Peters, pres.).

Raytheon reports net profit of \$884,000 (38¢ a share) after taxes of \$1,430,000 on sales of \$37,272,000 in first quarter of fiscal year ended Aug. 31, compared to \$640,000 (27¢) after taxes of \$1,325,000 on sales of \$31,260,000 corresponding quarter year ago.

General Instrument Co. profit for 6 months ended Aug. 31 more than doubled the \$303,592 reported in same 1952 period, reported chairman Abraham Blumenkrantz to N. Y. Society of Security Analysts. Six-month sales totaled over \$19,000,000 vs. \$12,071,483 year ago, he added.

Unusual souvenir from Washington's WRC—to call attention to fact that it's going into 31st year—was a tiny crystal radio, workable too, made by Philmore Mfg. Co., N. Y. Inquiry develops that some 50,000 crystal sets are still being made annually, largely for export, and that more than 250,000 are in use around the world. WRC publicity chief Jay Royen says he paid \$1.29 per set, retail.

Top-level Telecommunications Planning Committee under ODM asst. director for telecommunications William A. Porter was officially set up Sept. 23 by ODM director Arthur S. Flemming. An FCC commissioner will be v.p. and other member agencies will be State, Defense and Commerce Depts. and Central Intelligence Agency.

Basic principles required to convert radio technician into TV serviceman comprise *Television Fundamentals—Theory, Circuits & Servicing* by GE's Kenneth Fowler & Harold B. Lippert (McGraw-Hill, 524 pp., \$7), featuring same fundamental course given GE servicemen.

Surgical colorcasts will be microwaved between U of Kansas Medical Center and Veterans Administration Hospital, both Kansas City, when facilities are completed by phone company; U of Kansas has CBS color equipment.

TV's influence on furniture industry has been extensive and will continue to challenge imagination of designers as TV markets expand. That was theme of address by RCA Victor industrial designer Henry Dreyfuss to Home Fashion Week luncheon at Philadelphia's Adelphia Hotel. TV has replaced fireplace as center of interest in living room, said Dreyfuss, adding: "Who is the manufacturer who will relieve the restlessness that comes with watching TV for 3 or 4 hours? The idea of a revolving, reclining or rocking chair is a possibility. How about the nervous fingers of both children and adults, intent on watching a show? Antimacassars might be the answer, or perhaps wooden rings on the ends of arms." He also foresaw expanded market for slip covers and increased use of synthetic fibers in upholstery as continued TV viewing wears out furniture more quickly. He suggested home furnishings industry make greater use of TV advertising to display new interior decorating techniques.

Trend is toward 17-in. set—in Britain, that is. It was hit of recent 11-day National Radio Show in London, which attracted more than 250,000, at 35¢ a head. More than 30 TV manufacturers exhibited sets, nearly all featuring 17-in. models—shown for first time last year and already accounting for more than one-fifth of all TV sales in Britain, at \$290 and up. Two manufacturers—His Master's Voice and Cossor—showed 21-in. sets, and Pye Ltd. created sensation with 27-in. at \$700. Still in evidence were 9-in. sets, beginning at \$120. Pye reportedly had planned demonstration of own compatible color system, but cancelled it when show's management expressed fear it might injure black-&-white sales.

Westinghouse listed 11 TV models on which \$10 increase disclosed last week will be applied (all 21-in.): maroon table model, \$230 to \$240; mahogany table model, \$250-\$260; mahogany table model, with built-in uhf, \$300-\$310; open-face mahogany console, \$340-\$350; open-face blonde console, \$360-\$370; half-door mahogany console, \$380-\$390; open-face mahogany console, with uhf, \$390-\$400; half-door blonde console \$400-\$410; open-face blonde console, with uhf, \$410 to \$420; half-door mahogany console, with uhf, \$430 to \$440; half-door blonde console, with uhf, \$450-\$460.

TV sales by Canadian factories totaled 156,736 in first 8 months, at average price of \$414, compared to production of 215,553, reports Canadian RTMA. Projected production figures estimate 129,875 sets will be turned out in next 3 months. For Aug. alone, sales were 22,264, production 27,720, inventory 65,171 at month's end. Quebec led in sales with 7846, Toronto second, 6745; Hamilton-Niagara 2606; Ottawa & eastern Ontario 2271; Windsor 1572; other Ontario 766; British Columbia 322; Prairies 83; Maritime Provinces 53.

Low-cost uhf receiving antenna, built in one piece and weighing 3 oz., is seen as answer to high cost of conversions by mgr. Frederic F. Clair of upcoming WACH-TV, Newport News-Norfolk, Va. (Ch. 33). Station's engineering staff devised and tested antenna, which "requires minimum of material and virtually no apparatus to manufacture." It may be used either indoors or outdoors, according to Clair, and "it works beautifully indoors over 10 miles from the station."

Realignment of DuMont transmitter div. under new sales operations mgr. Charles E. Spicer (Vol. 9:38) is as follows: Harry Del Muro, vhf engineering; George H. Shearer, uhf engineering; F. Cecil Grace, product planning & development of special field equipment; Eugene Wald, storage & shipment of station equipment; Charles F. Brandt, customer service.

Remco Inc., Chicago Sylvania distributor, sponsoring disc jockey show titled *TV Warehouse* on WBKB, Sat. 9:30-10, will have dealer participants.

Electronics Reports: Business & Defense Services Administration was formed Oct. 1 by Commerce Dept. as liaison between Govt. and business. In addition to taking over defense functions of old NPA, Commerce Secy. Weeks announced it will be "listening post and sounding board for bringing business information and business opinion on vital matters relating to Govt. and industry, including reports on business conditions, to the direct attention of the Commerce Dept. for appropriate action." Agency is temporarily headed by career employe Horace B. McCoy. It will include 25 industry divisions, most of them transferred from NPA, each to be supervised by industry advisory council composed of "top echelon" businessmen. Director of each division will be businessman serving without pay.

Director of BDSA's Electronics Div. has yet to be chosen. Donald S. Parris, former chief of NPA Electronics Div. is deputy dir., and his staff, transferred from NPA, includes industry specialists William Dulin, Edward W. Glacy and Charles Fess.

Note: NPA Electronics Div. has been cut back from maximum of 92 staff members to current total of 5 in BDSA. Other divisions have been similarly sheared. Many of the staff members have gone to private industry posts. Some, recently severed from NPA jobs through budget cutbacks, have acquired intimate knowledge of electronics and other industries—especially in fields of market research, management procedures, statistics, personnel administration. If you're interested in people with these qualifications, we'll be glad to supply you with further information on request.

* * * * *

Challenges faced by electronic engineers today, as outlined by Motorola exec. v.p. Robert W. Galvin in address Sept. 28 to National Electronics Conference, Chicago: (1) *Transistors*—"When [they] are available with a reliability equal to that of tubes, and a cost less than tubes, or when the over-all use of transistors will result in lower manufacturing costs for consumer electronic equipment of satisfactory performance, then transistors will be used in very large quantities." He expressed hope "that some thoughtless set manufacturer will not resort to the drama of a misleading sales promotion scheme and introduce transistors into TV sets before they become a reliable and dependable device." (2) *Printed circuitry and automation*—Before maturity can be reached "new concepts in mass production must be learned and accepted by production managers," and new developments must offer something more than mere novelty. (3) *Military equipment*—"We have learned that we can do almost anything the military wants us to do, but we haven't learned how to help the military determine what they shouldn't want to do." (4) *Reliability* is much more than ruggedizing receiver tubes and component parts. [It] must begin with the basic concept and design of the equipment and its functions."

Magnetron-powered uhf transmitter appears to be in the works by RCA—but it's probably at least a couple of years off. Progress toward harnessing magnetron for uhf was described Sept. 29 at Chicago National Electronics Conference when RCA tube engineer D. E. Nelson discussed developmental 10-kw continuous wave magnetron oscillator designed for use in uhf transmitters. RCA magnetron has thoria dispenser-type cathode which remains stable at very high temperatures, allowing operation at high power. It tunes 785-845-mc by adjusting diaphragm to vary capacitance within a tuning cavity which is coupled to one of the magnetron cavities. RCA has already announced that its 10-kw uhf transmitter, available next year, will use tetrode tube (Vol 9:36). Magnetron seems most likely to show up in 50-kw transmitter, which RCA engineers say is at least 3 years off.

Electronics employment will hit peak levels toward end of 1953, Bureau of Labor Statistics forecast in study released this week. Decline next year will be determined by extent of cuts in defense procurement, especially in aircraft. Other conclusions in BLS survey: In mid-1953, almost 200,000 electronics workers were engaged in defense production. If defense output were completely curtailed, industry would have to double its current TV set output to maintain present employment levels. As defense program subsides in future years, it's doubtful that TV-radio production—at least until mass production of color sets—could take up slack, nor will increasing production of commercial and industrial electronics maintain today's high levels, in BLS's opinion. Nevertheless, even if defense production slackens considerably, employment in industry will probably stabilize at higher level than pre-Korean period. Productivity of electronics workers is increasing. For example, electronics output in 1952 was 300% higher than in 1947 but was produced by only 40% more workers. Automatic manufacturing processes are expected to further increase output per man.

New traveling-wave amplifier, said to be most compact ever developed, was described at Chicago National Electronics Conference Sept. 29 by RCA tube engineer W. W. Siekanowicz. Designed for output stage of microwave transmitters, new RCA developmental tube measures 9/16 by 8½-in., and "provides higher gain, more power and wider bandwidth than the triodes and klystrons normally used." Efficient operation at 700 volts is claimed. It uses permanent magnet for electron-beam focusing.

"Mariners Pathfinder," first adaptation of big-ship type radar for small crafts—tugs, workboats, yachts, motor launches, small fishing vessels—introduced this week by Raytheon at undisclosed "moderate price."

Five Canadian private TV grants were recommended this week by CBC's board of governors—tantamount to authorization, though subject to cabinet confirmation. The grants: Calgary, Alberta, Ch. 2, Calgary TV Ltd., company formed by local Radio CFAC, CFCN & CKXL; Edmonton, Alta., Ch. 3, CFRN; Kingston, Ont., Ch. 11, CKWS; Kitchener, Ont., Ch. 13, Central Ontario TV Ltd., formed by Famous Players Canadian Co., CKCR & local businessmen; Saskatoon, Sask., Ch. 8, CFQC. Two applications—CHEX, Peterborough, Ont. (Ch. 22), and CFCY, Charlottetown, P.E.I. (Ch. 13), were recommended for deferment. Also revealed this week was CBC's plan to build second Montreal station, to be programmed in English, leaving CBFT as French-language station. RCA transmitter has been ordered and target date is in December. CJBR-TV, Rimouski, Que. (Ch. 3), with French programming, is reported preparing for April 1954 debut. [For list of other Canadian CPs and target dates, see Special Report of Sept. 12.]

Electronic detectives have bootleg TV owners on the run in Britain. British Postoffice Dept. recently displayed detection equipment it uses to ferret out TV sets whose owners haven't paid the \$5.60-a-year license fee which supports BBC. Equipment was shown at big radio exhibition which was held in London recently—and its presence there was warning of accelerated crackdown on tax-evading viewers. A Postoffice spokesman implied that the psychological effect of equipment is probably more important than the actual detection, since the publicity given the mobile unit, when it comes to a community, usually causes a flurry of tax payments. In one town, the mere announcement that detector truck was coming produced 900 applications for licenses. Postoffice officials explained Scotland is particularly difficult area to collect fees — "even after they've bought a set they feel it's unwise to invest in a license until they're sure TV is here to stay."

Network TV-Radio Billings

August 1953 and January-August 1953
(For July report see *Television Digest*, Vol. 9:35)

INCREASING LEAD OVER NBC-TV in August, CBS-TV also surpassed NBC-TV in billings for first 8 months of this year, according to Publishers Information Bureau. CBS-TV's August billings were \$7,783,813, NBC-TV's \$6,589,409. For the 8 months, CBS-TV total was \$59,442,901, NBC-TV's \$58,861,589.

All 4 networks' billings were \$16,275,961 for August, up slightly from July's \$16,135,947, well above the \$12,853,386 in August, 1952. For the 8 months, 4 networks' cumulative was \$137,282,085 vs. \$114,231,120 same 1952 period.

Though radio billings were down a bit from previous month, \$11,706,295 in August vs. \$12,225,505 in July, cumulative for 8 months was \$106,701,855 vs. \$105,719,033 same 1952 period. CBS continued ahead of NBC, \$4,790,114 vs. \$3,219,250, and ABC's lead over MBS narrowed—\$1,958,683 vs. \$1,738,248, compared with \$2,281,852 for ABC and \$1,325,059 for MBS in August, 1952. The PIB report:

| NETWORK TELEVISION | | | | |
|--------------------|---------------------|---------------------|----------------------|----------------------|
| | August 1953 | August 1952 | Jan.-Aug. 1953 | Jan.-Aug. 1952 |
| CBS | \$ 7,783,813 | \$ 5,190,934 | \$ 59,442,901 | \$ 42,558,273 |
| NBC | 6,589,409 | 5,618,643 | 58,861,589 | 52,539,674 |
| ABC | 1,244,993 | 1,193,029 | 12,420,736 | 12,998,548 |
| DuMont | 657,746 | 845,780 | 6,556,859 | 6,134,625 |
| Total | \$16,275,961 | \$12,853,386 | \$137,282,085 | \$114,231,120 |

| NETWORK RADIO | | | | |
|---------------|---------------------|---------------------|----------------------|----------------------|
| | August 1953 | August 1952 | Jan.-Aug. 1953 | Jan.-Aug. 1952 |
| CBS | \$ 4,790,114 | \$ 4,028,081 | \$ 40,947,506 | \$ 37,589,153 |
| NBC | 3,219,250 | 3,338,843 | 31,446,369 | 31,144,587 |
| ABC | 1,958,683 | 2,281,852 | 19,345,513 | 24,058,278 |
| MBS | 1,738,248 | 1,325,059 | 14,962,467 | 12,927,015 |
| Total | \$11,706,295 | \$10,973,835 | \$106,701,855 | \$105,719,033 |

| NETWORK TELEVISION—January-August 1953 | | | | | |
|--|---------------------|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | DuMont | NBC | Total |
| Jan. | \$ 1,604,892 | \$ 7,083,619* | \$ 982,794 | \$ 7,604,638* | \$ 17,275,943* |
| Feb. | 1,481,032 | 6,621,629 | 862,299 | 6,876,029* | 15,840,989* |
| Mar. | 1,728,446 | 7,739,812 | 1,054,857 | 7,998,131* | 18,521,246* |
| Apr. | 1,640,597 | 7,770,181 | 819,398 | 7,513,430* | 17,743,606* |
| May | 1,813,985 | 7,622,432 | 864,870 | 8,052,545* | 18,353,832* |
| June | 1,607,320 | 7,399,078 | 803,848 | 7,324,315* | 17,134,561* |
| July | 1,299,471 | 7,422,337* | 511,047 | 6,903,092 | 16,135,947* |
| Aug. | 1,244,993 | 7,783,813 | 657,746 | 6,589,409 | 16,275,961 |
| Total | \$12,420,736 | \$59,442,901 | \$ 6,556,859 | \$58,861,589 | \$137,282,085 |

| NETWORK RADIO—January-August 1953 | | | | | |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | MBS | NBC | Total |
| Jan. | \$ 2,674,622 | \$ 5,156,404 | \$ 1,786,134 | \$ 4,260,555 | \$ 13,877,715 |
| Feb. | 2,538,663 | 4,670,089 | 1,638,075 | 3,813,602 | 12,660,429 |
| Mar. | 2,797,544 | 5,526,360 | 1,995,478* | 4,342,082 | 14,661,464* |
| Apr. | 2,637,364 | 5,375,243 | 2,008,990* | 4,196,009 | 14,217,606* |
| May | 2,593,923 | 5,333,481 | 2,038,210* | 4,141,070 | 14,106,684* |
| June | 2,113,725 | 5,226,096 | 1,926,865* | 3,979,471 | 13,246,157* |
| July | 2,030,989 | 4,869,719 | 1,830,467* | 3,494,330 | 12,225,505* |
| Aug. | 1,958,683 | 4,790,114 | 1,738,248 | 3,219,250 | 11,706,295 |
| Total | \$19,345,513 | \$40,947,506 | \$14,962,467 | \$31,446,369 | \$106,701,855 |

* Revised as of Sept. 30, 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.

Denver's city fathers have figured out that, since TV first came to town in July 1952, with more than \$9,000,000 worth of sets sold to date, property tax valuations have risen by \$5,600,000 and next year's property tax payments will amount to nearly \$250,000. State and city sales taxes on the sets have brought in another \$250,000.

BAB has issued new study titled *Now—110 Million Places to Listen*, showing 2,000,000 growth in radio homes during 1952, to 44,800,000 as of Jan. 1953.

Purchase of its 4th TV station, KCMO-TV, Kansas City (Ch. 5) with KCMO & KCMO-FM, was negotiated this week by big publisher Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*). Price won't be disclosed until application for transfer is filed with FCC next week. Meredith's other TV stations are WHEN, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix. KCMO-TV went on air Sept. 8; other stations in city are pre-freeze WDAF-TV (Ch. 4), share-time WHB-TV & KMBC-TV (Ch. 9) and KCTY (Ch. 25). Present owners are Tom L. Evans, 49%; Lester E. Cox, 49.5%; new licensee will be publishing company's subsidiary Meredith Engineering Co., Evans remaining as chairman of executive committee. In another sale, filed with FCC this week, Greenville, S. C., publisher Roger Peace, ex-U. S. Senator, is buying Asheville, N. C., *Citizen and Times*, with WWNC & WWNC-FM, TV applicant for Ch. 13, for \$2,300,000. Transfer is from Asheville Citizen-Times Co. to Asheville Citizen-Times Pub. Co., to be 100% owned by Greenville News-Piedmont Co., operator of WFBC & WFBC-FM, Greenville, and 37½% owner of CP for WMRC-TV, Greenville (Ch. 4).

NARTB's plan for measuring TV circulation gets once-over by representatives of the 4 networks in New York Oct. 8. All details of set census project have been kept tightly under wraps, although special committee has been studying subject since February. Membership of TV circulation study committee, which will meet with networks, was released this week by NARTB: Campbell Arnoux, WTAR-TV, Norfolk; Richard A. Borel, WBNS-TV, Columbus, O.; Kenneth L. Carter, WAAM, Baltimore; Clair R. McCullough, WGAL-TV, Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald W. Thornburgh, WCAU-TV, Philadelphia; Lee B. Wailes, Storer Bestg. Co. Also attending meeting will be TV board chairman Robert D. Swezey, WDSU-TV, New Orleans; NARTB pres. Harold Fellows, TV chief Thad Brown, research dir. Richard M. Allerton and Dr. Franklin R. Cawl, marketing & advertising consultant who assisted in development of NARTB's circulation study method.

Three new TV applications and 5 dismissals this week bring total pending to 462. The new applications: Oakland, Cal., Ch. 2, by KROW; Hibbing, Minn., Ch. 10, by North Star Televising Co., comprising minor stockholders of WTCN-TV, Minneapolis and WSPT, Stevens Point, Wis. and numerous local businessmen, headed by adman Q. J. David; Ada, Okla., Ch. 10, by KADA. Set maker H. Leslie Hoffman takes over Ch. 13 application for Stockton, Cal., of FM station KSBR, San Bruno, after FCC's approval this week of his purchase of station for \$62,000 from tube maker Eitel-McCullough (Vol. 9:33). Among dismissals was application of Georgia Tech, operator of commercial AM station WGST, Atlanta, which had sought commercial Ch. 36; it dropped out of competition with WQXI when latter agreed to pay \$4500 for expenses to date and to provide facilities for training WGST personnel in TV.

"Shrinking nitery attendance" may bring further restrictions on performers doubling on TV. Many nightclub owners, especially in N.Y., feel TV is cutting into their business, reports *Variety*, which adds: "With prospective customers glued to receivers several nights weekly, it's becoming increasingly difficult to get acts that haven't been seen previously [and] many customers [feel] they haven't gotten their full money's worth when paying for an act that they have seen for free on video."

TV shares blame with book clubs, pocket editions and neighborhood rental libraries for 37% decline in book borrowing from 1932-1951, according to report by Newark Public Library.

Television Digest

with **ELECTRONICS REPORTS**

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In this issue:

- | | |
|---|--|
| Govt. Investigator Appointed FCC Member, page 1 | 2 CPs, Debut of Providence Station Delayed, page 6 |
| CBS Color Unimpressive But May Hold Promise, page 1 | Transmitter Shipments & Upcoming Stations, page 7 |
| UHF's Third Quarterly 'Report Card', page 4 | TV Production Up, Inventories Down, page 9 |
| New Starters Maintain One-A-Day Pace, page 5 | Topics & Trends of the TV Trade, page 10 |

GOVT. INVESTIGATOR APPOINTED FCC MEMBER: Newest FCC commissioner, Robert Emmett Lee, appointed by President Eisenhower Oct. 6 and sworn in same day, is an accountant and an experienced govt. investigator -- joining FBI in 1938 and becoming its chief clerk before being "loaned" to House Appropriations Committee in 1946 and serving until now as director of surveys and investigations.

Lee becomes 4th Republican on FCC, brings it to full 7-member strength. The other Republicans are Chairman Hyde, Comrs. Sterling and Doerfer. Comrs. Bartley & Hennock are Democrats, Webster an independent. Lee was appointed to a full 7-year term, filling vacancy left when Paul Walker retired June 30. It's a recess appointment, subject to confirmation by Senate when it reconvenes.

Choice of Lee was something of a surprise, though he has been mentioned as possibility along with many others, since he didn't appear to have stronger support than the others. He credits Rep. Taber (R-N.Y.), chairman of Appropriations Committee, with initiating move, says he had backing of all Republicans on committee.

Lee says he's a good friend of Sen. McCarthy but that the Senator had nothing to do with appointment. Mrs. Lee was matron of honor at Sen. McCarthy's recent wedding. Lee says he campaigned actively for Eisenhower last year, took no part in local elections. In 1950, he and Mrs. Lee worked for election of Sen. John Marshall Butler (R-Md.) over Millard Tydings, vigorous critic of Sen. McCarthy.

Claiming no intimate knowledge of TV-radio, Lee says: "I don't even know the problems." He has served as guest moderator of Facts Forum discussion program, filmed in Washington and distributed to stations nationally. Program is backed by Texas oilman H.L. Hunt who is reported planning to sponsor Sen. McCarthy on TV.

Lee is 41, native of Chicago, a 1931 graduate of DePaul U who also attended Chicago College of Commerce & Law. From 1930-1935, he was an auditor of Chicago's Congress and Great Northern Hotels and St. Louis' Roosevelt Hotel. From 1935-1938, before joining FBI, he was employed as an auditor for American Bond & Mortgage Company Bondholders Protective Committee.

Lee's first job at FBI included examination of records of organizations involved with anti-trust laws. He also served as an FBI public relations representative, making more than 200 speeches. He later became administrative asst. to Director J. Edgar Hoover, then was appointed chief clerk. At House committee, his job was to uncover excessive spending by govt. agencies.

Lee says he's not at all related to Confederate Gen. Robert E. Lee but is of Irish descent. Like Comr. Doerfer, he's a Roman Catholic. He's father of 3 children: Patricia, 15; Robert, 14; Michael, 8.

CBS COLOR UNIMPRESSIVE BUT MAY HOLD PROMISE: Possibilities for the future, only fair performance for the present. That about sums up CBS's bag of color tricks, as disclosed to press in demonstrations at New York's Waldorf-Astoria Hotel Oct. 8.

Almost simultaneously, RCA turned over to its patent licensees the manufac-

turing know-how on its basic commercial color receiver -- repeating its historical performance of 6 years ago which gave black-&-white major impetus.

* * * *

CBS showed off two new developments -- color receiver tube and a camera -- both of which may have considerable promise, but half-hour colorcast from WCBS-TV indicated that final judgment should be withheld pending further refinement. From technical performance standpoint, CBS undoubtedly would have been wiser to hold off public showings for 6 months or so. Competitive commercial considerations are something else, must have prompted decision to show now.

CBS's end product reminded us of RCA's early color demonstrations. Colors varied from time to time and from receiver to receiver. Resolution was generally unsatisfactory. Tinges of various colors sometimes pervaded whole picture. CBS's best pictures were quite passable, but best were seldom achieved.

Newspaper critics were quite harsh, almost all terming results "disappointing". Few considered fact this was a first showing or tremendous haste and pressure involved -- situation very reminiscent of 1949, when tables were turned and RCA was fighting desperately to stave off approval of CBS's field-sequential system which had years of refinement behind it.

Some of CBS's competitors watched colorcast on their own receivers. One engineer termed it "ghastly", but conceded that CBS has shown better pictures. They hope CBS will do better at official FCC showing Oct. 15 -- since everyone is pulling for quick Commission approval of standards.

Most attention was riveted on new color tube, naturally, since cost, performance and availability of sets hits man-in-the-street most directly. But CBS's efforts to provide stations with cheaper equipment -- actually employing a field-sequential camera with single image orthicon -- was what CBS pres. Frank Stanton called "our atomic bomb". No one knows whether CBS's approach to pickup equipment will prove a permanent answer to station costs, but it may hold good promise of quicker, cheaper entry into colorcasting for some stations.

* * * *

Confused newspaper and trade gossip preceded showing of new tube. Then, when tube was finally demonstrated, it was impossible to judge its quality, because there was no way of telling whether imperfections in final picture were caused by novel camera or the tube itself.

Chances are tube is quite good, however. It's an adaptation of the RCA, or shadow-mask, type -- not the Lawrence grid-type, as previously rumored. We talked to technical press editors who saw tube on special closed-circuit demonstration at CBS-Hytron plant in Danvers, Mass. earlier in week. They raved about it, considered it as good as RCA's if not better in some respects.

CBS touted tube as "revolutionary, low-cost and vastly improved...ready to go into mass production." It also said it will cost only 30% more than "comparable" black-&-white tubes when mass production is reached.

Some reporters read no further, rushed into print with stories to effect that 21-in. color tubes will be available shortly for \$20-\$30, compared with the \$175-\$200 currently quoted for RCA-type 15-in.

But CBS-Hytron pres. Bruce A. Coffin made it clear that only 15-in. samples will be available this year; that pilot production will start at Newburyport, Mass. plant in February; that mass production at still-to-be-completed Kalamazoo plant won't start until next September (Vol. 9:39) when 15,000 per month production rate will become possible.

Elaborating further on cost factor at Oct. 8 press conference, Stanton said that when Coffin stated mass-produced color tubes would cost 30% more than "comparable" black-&-white tubes he meant cost of black-&-white tubes at the same relative stage of development -- namely, when they were first introduced.

Further nailing down prices, in answer to our questions at the press conference, CBS officials said first CBS-Columbia sets to be offered after FCC approves

compatible system will be 15-in., sell for \$1000. By late 1955 or early 1956, Stanton said, mass-production economies should reduce cost of sets by about 40%.

The "CBS-Colortron", as new tube is called, differs from RCA's as follows: In RCA tube, tiny phosphor dots are printed on a flat glass plate by silk screen process. A flat, thin metal plate (shadow mask) is pierced with holes, one for each 3 dots. Both plates are carefully aligned, bolted securely to heavy metal frame, placed inside tube envelope which is then sealed.

In CBS tube, dots are placed directly on spherical face of tube envelope itself. Shadow mask is also curved, placed behind faceplate. Tube uses 3 guns, just as does RCA's. CBS claims its tube has many advantages over RCA's: that mask weighs 6 oz., vs. 6 lbs. for the RCA mask-plate assembly; that its mask needn't be stretched, introducing many complexities; that it's far simpler to scan curved surface than flat; that exhaustion of bulb is much more painstaking with RCA tube than with CBS's, results in more rejects; that CBS can get bigger picture with shorter tube; that CBS tube is less susceptible to overload damage, etc.

Since placement of phosphors on faceplate is obviously desirable, if practical, we asked other tube makers why they haven't done it. Answer of one very experienced engineer: "It's far cheaper, quicker and easier to print the dots on a flat surface than to use a photographic process to put them on a curved screen. Then, there's only a small percentage advantage in scanning a curved surface instead of a flat one. Furthermore, it just isn't true that a bigger tube with a flat plate needs to be much longer. A 21-in. tube with a flat plate is about the same length as the 15-in. But the CBS tube is much lighter; that's certainly desirable."

"It's another step, probably forward," said another expert. "I don't say that it's a big one. The real need is to get rid of those dots altogether."

And RCA v.p. Ewen Anderson, addressing licensees Oct. 7, said: "The only difference is that the phosphor dots are on the rear of the faceplate instead of on a separate plate directly behind the faceplate. Following RCA's lead in adopting a 15-in. glass envelope, this tube is also enclosed in a 15-in. glass bulb and uses the principle of a faceplate sealed in with metal rings. As this tube uses the basic principles of RCA tri-color tube, it should -- if it functions satisfactorily -- work in the all-electronic compatible color receiver developed by RCA."

Tube specifications: 18½ lbs., 26¼-in. long, 15¼-in. diameter, 11½-in. screen, 45-degree deflection, 750,000 color phosphor dots. Voltages: anode 20,000, convergence electrode 9300, focus electrode 3100. Anode and convergence voltages must be maintained within 2%. Competing engineers say they're surprised at small usable screen area (about 104-sq. in.) and small deflection angle.

The real trick in CBS tube is photographic process of putting dots on face. One colored phosphor is settled over entire screen and a photosensitive material is placed over it. Then, with curved shadow mask serving as negative, a point source of light is directed at the screen, fixing dots; rest of phosphor is washed away. Process is repeated for other 2 colors. Theoretically, this should result in perfect alignment. The tube is aluminized. CBS-Hytron has experimented with shadow mask of "Photoform" glass produced by Corning, says it has advantages over metal.

Color receivers employed during demonstration had 36 tubes, 4 rectifiers, CBS-Columbia pres. David Cogan told us.

* * * *

CBS's camera was well-kept secret. It's field-sequential, very similar to one used previously. It scans scene vertically, v.p. Dr. Peter Goldmark said, feeds signal to "Chromacoder" which converts output to NTSC specifications. Chromacoder has CR tube, dichroic mirrors, 3 pickup tubes. CBS officials didn't describe principles of the new device, but it's presumed to employ storage tubes. Other engineers say they've tried the idea through the years, always found it wanting, producing more problems than it solves. One big drawback has been proper storage tube, which CBS may now have. Said one expert: "Never discount Goldmark."

Advantages of this pickup equipment, CBS says, are in initial costs, operating expenses and simplicity. CBS camera costs \$30,000 vs. \$65,000 for RCA 3-image

orthicon camera. One coder, costing \$34,000, is enough to handle any number of cameras. CBS says device will produce these savings: (1) For network operation using 100 cameras, \$9,690,800 for CBS equipment, \$13,500,000 for 3-tube camera gear. (2) For large station with 8 cameras, \$1,455,300 vs. \$1,694,000. (3) For medium station with 4 cameras, \$781,000 vs. \$874,500.

Estimating annual tube replacement costs, CBS says a network would spend \$1,818,000 with CBS equipment, \$6,650,000 with 3-tube cameras; station with 8 cameras \$191,300 vs. \$382,500; station with 4 cameras \$173,500 vs. \$266,000.

GE will produce the equipment, Stanton said. We asked him if his affiliates would be able to keep up with NBC's in equipping themselves for color. "It depends on GE," he said. "If they can produce, our affiliates will do all right. If our affiliates depend on RCA, they won't."

Camera is same size as black-&-white, employs whirling disk, is one-fourth the weight of RCA camera, CBS says.

* * * *

Color show was sent to many stations throughout country, all of which sent it out in black-&-white. Black-&-white version was acceptable on monochrome sets standing beside color receivers at Waldorf-Astoria, but quality was considerably below that produced by RCA. We sat in front row, 12-15 ft. from sets, thought pictures below the quality of ordinary black-&-white. Our staff, watching program in Washington, said quality was considerably down from ordinary monochrome.

Variety program was produced with CBS's customary flair for showmanship. Emceed by Ed Sullivan, it featured Carmen Miranda, Gene Autry, dancers Gwen Verdon and Nanci Crompton, Kajar the magician, singer Polly Bergen. Autry and rodeo group performed in Central Park. Carmen Miranda's fruit-salad hat came through quite well at times, and we considered Polly Bergen's number most effective. Outdoor pickup averaged poorer than studio show. Resolution was way down and we noted considerable misregistration -- despite CBS's claims one-tube camera produces almost none.

UHF's THIRD QUARTERLY 'REPORT CARD': Give 'em good programming which isn't duplicated on any nearby vhf station -- that continues to be key to success in uhf.

If there's any doubt remaining, it should be dispelled by American Research Bureau's third survey of uhf-vhf markets -- which goes out to ARB clients next week. New survey covers more than 50 cities with uhf stations, and includes for the first time the big-city uhf markets which opened during the summer.

Its results fortify the conclusions we drew from the April survey of 11 uhf cities (Vol. 9:24) and July survey of 32 cities (Vol. 9:26) -- namely that build-up of uhf circulation generally has direct and calculable relationship to: (1) number and quality of vhf signals available in area; (2) length of time uhf station has been on air; (3) amount and quality of local programming.

There's another factor involved, and it shows up particularly in cases which appear to be "exceptions" to these rules: It's good, hard promotion -- which always seems to pay off in uhf conversions, even in areas well saturated with vhf.

* * * *

Latest ARB survey was made Sept. 15-Oct. 1 on basis of 1000 phone calls in each area. Viewers were asked to identify each station they could receive. Report gives percentage figures on vhf saturation, uhf saturation, channels received and channels viewed most in each community. Because survey was conducted privately for ARB clients, we can't disclose city or station identities, but ARB has permitted us to study survey carefully and report the highlights as we see them:

"Conversion problems are over" in 11 uhf cities (excluding Portland, Ore., which wasn't surveyed); that is, 85% or more of the sets in use in these cities can receive uhf. Eight of these cities had passed 85% mark in July survey. The 3 new ones include 2 which went on air since July 1. Of the 11 "converted" cities, 9 are beyond "easy reception range" of any vhf station. The other 2 cities can readily receive good signals from 1 and 2 nearby vhf stations.

Four more cities are 80-85% "converted". In 9 others 50-75% of sets can re-

ceive uhf. Another 25 cities have less than 50% conversion, and all of these can get good reception from at least one vhf station; nearly all had high vhf saturation before uhf came to town; 11 of them didn't get uhf until July 1 or later.

At very bottom of ladder, the 8 cities with less than 10% conversion include 4 which got uhf after July 1. Residents of 3 of these 8 cities get good reception from at least 3 vhf stations.

But all uhf markets are moving forward. In every city measured in July survey and remeasured in latest one, there was increase in ratio of uhf sets to vhf-only sets. Total of 23 cities were remeasured, those with 85% conversion or more in July survey eliminated. Increase varied widely -- from .1% to 28% -- but average rise was more than 10 percentage points. At same time, average increase in total TV saturation in same cities was less than 3% -- proving that even in "older" uhf markets viewers are converting existing sets to uhf and trading in old vhf-only sets much faster than brand-new viewers are buying their first sets.

Demand for conversions and new sets in big-city markets apparently is still outstripping servicemen's ability to install them. In one of larger cities, ARB's researchers found that for every home in which uhf signal could actually be received there was another which had uhf receiver or converter on hand awaiting installation, or being installed. Same pattern may hold true for other cities which got first uhf stations this summer.

NEW STARTERS MAINTAIN ONE-A-DAY PACE: Seven more stations reported test patterns on air this week -- 4 in new TV cities -- bringing total TV stations on air at week's end to 284. Of post-freeze stations on air, there are now 88 vhf, 88 uhf.

Exactly 75 stations have gone on air in the 70 days since Aug. 1, a little better than the one-a-day we predicted for rest of year (Vol. 9:36). Our "upcoming" file indicates plenty more starters are imminent. This week's new stations:

KIEM-TV, Eureka, Cal. (Ch. 3), in extreme northern part of state, began test patterns Oct. 9 from GE transmitter, using temporary antenna atop transmitter house while awaiting 3-bay GE. Station is owned by veteran broadcaster Wm. B. Smullin, who owns 50% of KBES-TV, Medford, Ore. (Ch. 5), which made its debut July 14. A non-interconnected affiliate of all 4 networks, it has base hour rate of \$150. Gen. mgr. is John G. Bauriedel. Rep is Blair.

WSVA-TV, Harrisonburg, Va. (Ch. 3) brought first local signal to Virginia's Shenandoah Valley when it began tests at 4 p.m. Oct. 9. It goes commercial next week with CBS & DuMont programming, at \$200 base hour rate. GE 5-kw transmitter and antenna on 300-ft. Stainless tower are located atop 3000-ft. Big Mt., near Endless Caverns in center of valley. Antenna is 2131 ft. above average terrain, which owner-gen. mgr. Frederick L. Allman says is "highest antenna above average terrain in the state." Power output is 8.3 kw, maximum permitted by FCC at that height. Allman says station's main service area extends from Winchester to Lexington, Va., his site being about 100 air miles from stations in Washington, Richmond and Roanoke. Robert Harrington is commercial mgr.; Warren Braun, chief engineer. Rep is Devney & Co.

KIVA, Yuma, Ariz., (Ch. 11), turned on test juice at 6:05 p.m. Oct. 8, goes commercial about Oct. 15, opening new area extending into California's Imperial Valley and Mexicali section of Mexico. Studio, 5-kw DuMont transmitter and RCA antenna are in Kiva, Cal., 7 miles west of Yuma. Arizona's fifth station, it's affiliated with DuMont, has \$200 base rate. Principal owner is G. Park Dunford, fertilizer manufacturer, who is station's operations v.p. Gen. mgr. is Walter Styles, who built Phoenix's KPHO-TV and Tucson's KOPO-TV, program mgr. is Robin Adair, chief engineer is J.H. Fleet. Rep is W.S. Grant Co.

WACH, Newport News, Va. (Ch. 33) became third station and second uhf in the Norfolk-Portsmouth area when it began tests at 1 p.m. Oct. 6, programming at 6 p.m. same day from Federal transmitter and Workshop antenna located at downtown studio site. "Dealers, distributors, viewers universally raving over strength, quality and clarity of our signal; deluged with phone calls and mail saying same," wires gen. mgr.-chief engineer Frederick Clair. Area's other uhf, WVEC-TV (Ch. 15) began tests Aug. 15, started programming Sept. 19 as basic NBC outlet, same day that pre-freeze

WTAR-TV (Ch. 4) switched affiliation from NBC to CBS. Area's third grantee, WTOV-TV (Ch. 27), plans to begin this month. With no network affiliation, WACH's initial programming is on film, with base hour rate of \$200. Grantee also owns radio WHYU, principal stockholder being John Doley. Etoyse Patterson is commercial mgr.; Thomas O. Bradshaw Jr., operations mgr. Rep is Avery-Knodel.

WTAP, Parkersburg, W.Va. (Ch. 15) turned on test patterns in new TV area at 2 p.m. Oct. 8 from RCA transmitter on Dole's Knob, Constitution, O. It's second uhf in W.Va., will serve area including Marietta, O., across Ohio River, is 42.5% owned by Howard L. Chernoff, mgr. of San Diego's KFMB-TV. Pres. & gen. mgr. is Ted Eiland, ex-program director, WSAZ-TV, Huntington, W.Va. Sales mgr. is James F. Cox; program-production mgr. Don Painter, chief engineer George W. DeBlieux. Base hour rate is \$150. Rep is Forjoe.

WIFE, Dayton, O. (Ch. 22), first uhf in market with 2 pre-freeze stations, turned on test pattern at 2:55 p.m. Oct. 3, using GE 12-kw transmitter. Dayton's 2 vhf stations -- WHIO-TV (Ch. 7) & WLWD (Ch. 2) -- both have been on air since 1949. Ronald B. Woodyard, pres. & gen. mgr., and Loren M. Berry, v.p., hold principal ownership in grantee corporation, which is licensee of Dayton's radio WONE. Woodyard & Berry also own Pittsburgh grantee WTVQ (Ch. 47), whose sale to Edward Lamb awaits FCC approval (Vol. 9:30). New Dayton outlet is DuMont affiliate, has \$300 base rate. Staff under Woodyard includes commercial mgr. Roger J. LaReau, program mgr. Del Shook, chief engineer Joseph Gill. Rep is Headley-Reed.

WTSK, Knoxville, Tenn. (Ch. 26) began daily test patterns this week after first one-hour test Oct. 1, following by about a week its vhf competitor WROL-TV (Ch. 6), which turned on power Sept. 24. Equipped with 17-kw Federal transmitter and Workshop antenna at same location as studio on Sharps Ridge, 3 miles north of center of city, station plans to begin CBS & DuMont programming Oct. 18 via kinescope, reports "clear pictures throughout metropolitan area" and as far as Athens, 50 miles south. Station is owned 80% by oil producer W.R. Tuley; 20% each by Harold H. Thoms, owner of WISE-TV, Asheville, N.C., and J. Horton Doughton, who with Thoms is part owner of grantees WAYS-TV, Charlotte & WCOG-TV, Greensboro, N.C. Harold B. Rothrock, ex-Washington consulting engineer, is v.p.-gen. mgr.; Jay Miller, Jerry Danziger and Peter Fenelly, all formerly of WTTV, Bloomington, are production mgr., program mgr. and chief video technician, respectively; Guy L. Smith 3d, commercial mgr.; Joe Broyles, chief engineer. Hour rate is \$250. Pearson is rep.

2 CPs, DEBUT OF PROVIDENCE STATION DELAYED: FCC issued 2 CPs and 2 initial decisions this week and, in unique action, ordered WPRO-TV, Providence (Ch. 12) to postpone its start pending disposition of protest filed by Providence grantee WNET (Ch. 16).

The week's CPs: Terre Haute, Ind., WTHI, Ch. 10; Madison, Wis., Wisconsin State Radio Council, Ch. 21 (educational). Initial decisions favored: WSFA, Montgomery, Ala., Ch. 12; Alf M. Landon (WREN), Topeka, Kan., Ch. 42.

WTHI's CP was made possible by dropout of competitor John R. Figg, but it's subject to final court decision on appeal of WSAL, Logansport, which contests the allocation of Ch. 10 to Terre Haute. Alf Landon, Republican presidential candidate in 1936, was favored in initial decision when competing R.F. Schoonover dismissed. WSFA, Montgomery, became free for grant after FCC ruled competitor Wm. Benns tried to amend his application too extensively and too near hearing time.

Commission decision to hold up WPRO-TV's on-air debut climaxed hot allegation by WNET that big "pay-off" of \$205,500 was involved in dismissals of 2 applications which paved way for CP, countered by WPRO-TV's answer that not only was no skulduggery involved but that WNET hasn't moved a muscle to build since getting CP April 8. Comr. Doerfer dissented, said Commission ought to get station on the air first, listen to argument later. If protestant really had public interest at heart, he said, "he would himself have made substantial progress in the construction of facilities to implement the grant made to him almost 6 months ago."

FCC acted quickly on Hearst's petition to add Ch. 6 to Whitefish Bay, Wis., just north of Milwaukee (Vol. 9:40), initiating rule-making to put plan into effect. It also scheduled another hearing: San Jose, Ch. 11, Nov. 6.

GENERAL ELECTRIC shipped 6 uhf transmitters to upcoming stations this week. Shipments included 12-kw units to KACY, Festus (St. Louis), Mo. (Ch. 14); KCOK-TV, Tulare, Cal. (Ch. 27), and KTVQ (Ch. 25) & KMPT (Ch. 19), both in Oklahoma City. Latter 3 stations have already received GE 100-watt driver units. Also shipped were 1-kw transmitter to KQTV, Ft. Dodge, Ia. (Ch. 21), which received 100-watt unit week of Sept. 24, and 100-watt transmitter to WJHP-TV, Jacksonville, Fla. (Ch. 36). GE reports orders for 12-kw uhf transmitters from Lawrence A. Harvey for his KPIC, Salem, Ore. (Ch. 24), and his KBAY-TV, San Francisco (Ch. 20), both for Nov. delivery. Former already has RCA 1-kw transmitter.

RCA's only shipment this week was 10-kw transmitter to KOAM-TV, Pittsburg, Kan. (Ch. 7).

DuMont shipped no transmitters this week, but has scheduled 1-kw unit for WNOW-TV, York, Pa. (Ch. 49), next week, and 5-kw transmitter for KBOI, Meridian, Ida. (Ch. 2), in "week or 10 days."

Federal reports shipment this week of 7.5-kw transmitter to WWTV, Cadillac, Mich. (Ch. 13).

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

WCIA, Champaign, Ill. (Ch. 3), has 25-kw RCA transmitter on hand, plans Oct. 26 tests, goes commercial Nov. 15 with CBS and DuMont programs, reports gen. mgr. Harry Y. Maynard. Hour rate will be \$350. Hollingbery will be rep.

WUNC-TV, Chapel Hill, N. C. (Ch. 4), last week's educational grant to U of North Carolina, hasn't ordered equipment yet, but has Sept. 1954 target, according to director of television Robert F. Schenckan. Facilities will include a mobile unit as well as studios at Chapel Hill, State College, Raleigh, and The Women's College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter.

KOMO-TV, Seattle (Ch. 4), 25-kw RCA transmitter on hand, has Ideco tower on Queen Anne Hill nearly ready for RCA 6-bay superturnstile antenna, will begin testing in Nov., according to v.p. & gen. mgr. Bill Warren. Coaxial hookup is now being made for Dec. 11 commercial debut as NBC basic outlet. Special week-long promotion began at Bon Marche Dept. Store on Oct. 12 during which beauty demonstrations, style shows and films are telecast via closed circuit to 40 TV sets placed throughout the store, including one in display window. Rate will be \$700, rep Hollingbery.

WHEC-TV and WVET-TV, Rochester, N. Y. (Ch. 10), share-time grantees, got new transmitter building completed 12 days ahead of schedule, now have advanced tests to "somewhat earlier" than Oct. 21, go commercial Nov. 1. Combined stations will begin with 5-kw GE transmitter, as primary CBS-TV affiliates, alternating every 24 hours (Vol. 9:33). Next spring, they plan shift to 20-kw GE transmitter with first vhf helical antenna, now being built by GE, to be mounted on WHAM-TV (Ch. 5) tower. Hour rate will be \$700. Bolling will represent WVET-TV. Everett-McKinney will be WHEC-TV rep.

KPIC, Salem, Ore. (Ch. 24), 1-kw RCA transmitter on hand, reports delay in RCA antenna delivery, now plans early Nov. tests from Silverton Hills site, according to v.p. Joseph Brenner, ex-FCC attorney, now practicing in Los Angeles. Owner Lawrence A. Harvey, attorney, is son of Leo Harvey, pres. Harvey Machine Co., Torrance, Cal. (aluminum & brass products) and also owns KBAY-TV, San Francisco (Ch. 20), which has Nov. target and is Ch. 34 applicant in Los Angeles. KPIC rep not yet chosen. Other Salem CP was granted Sept. 30 to KSLM-TV (Ch. 3), plans not reported as yet.

KBIC-TV Sacramento, Cal. (Ch. 46), GE equipment on order, may change transmitter site to hillside near city, probably won't get on the air this year, according to owner John H. Poole. Decision followed reports on coverage obtained by KMJ-TV (Ch. 24) which has tower high on hill near Fresno. Recently, Mr. Poole decided to push completion of his Fresno grant, KBIF-TV (Ch. 53), which now has 12-kw GE transmitter, ahead of his uhfs for Los Angeles and Sacramento. KBIC-TV rep not yet chosen.

WWTV, Cadillac, Mich. (Ch. 13), still plans late Nov. start, but with temporary 450-ft. tower supplying 500-ft. radiation center for Federal transmitter, reports gen. mgr. L. T. Matthews. Tower manufacturer was unable to meet commitments and 1200-ft. tower is now scheduled to go up next spring. Owner is Sparks-Withington Co., manufacturer of Sparton TV-radio sets with headquarters in Jackson, Mich. Allen W. Daubendick is chief engineer; Keith L. Adams, program director; Donald F. Cunningham, news film director; W. C. Heisler, education & public service director. Weed will be rep.

KMPT, Oklahoma City (Ch. 19), GE 12-kw shipped this week, already has 100-watt unit, plans Oct. 15 tests from "southwest's tallest tower," 960-ft. above av. terrain and 2138-ft. above sea level, according to asst. mgr. Monty Wells. Hour rate will be \$400. Rep will be Bolling. Also imminent is other GE-equipped Oklahoma City grantee KTVQ (Ch. 25).

Station Accounts: Nearly \$3,000,000 in fall sales is reported by DuMont flagship WABD, with \$1,330,894 sold during last 3 weeks. Among its 46 new sponsors, 36 are national accounts. Food advertisers account for 38.3%; drugs 17%; politicals 8.5%; home appliances and automotive 6.4%; oils, lubricants and breweries 4.3%; tobacco 2.1%; miscellaneous 10.6% . . . WENS, Pittsburgh's new Ch. 16 outlet, also is doing well commercially, reports v.p. Larry Israel; besides 25½ hours of ABC & CBS, 20 hours of local programming, 54 local commercials, it lists these national spots: Sun Oil, Virginia Dare Wines, Motorola TVs, Bulova, Benrus, Grennan Bakeries, Ben Gay Medicants, Alliance Tenna-Rotor, Prestone, Rival Dog Food, Cavalier & Viceroy Cigarettes, Pacquins Hand Lotion, Max Factor Creme Puff, Northern Tissue, Sunkist, Rol-rite Pens . . . WOR-TV, which returns to air Oct. 12 with 4-11 p.m. schedule following shutdown during IBEW strike, has lined up \$750,000 in new and returned business, among them prize-winning *Broadway TV Theatre*, sponsored by Nash Dealers of N. Y. and Sun Oil Co., thru Geyer and Ruthrauff & Ryan . . . WGLV, Easton, Pa. (Ch. 57), re-

ports 50% of available spots sold out in 7 weeks it's been on air, with 30 national advertisers, according to mgr. Richard W. Hubbell . . . Rare on TV, classical music show *Great Music* resumes for 4th consecutive season on WPTZ, Philadelphia, sponsored by Fidelity-Philadelphia Trust Co., Sun. 12:30-1 p.m., thru Gray & Rogers Adv.; it features Guy Marriner, Franklin Institute music director, discussing works of composers with guest artists . . . National Carbon Co. (Prestone anti-freeze) to sponsor N. Y. area election coverage Nov. 3 on WCBS-TV, thru Wm. Esty Co. . . . B. Altman & Co. to sponsor *Fashions in Sewing* on WABC-TV, Thu. 1-1:30 p.m., thru Kelly Nason Adv. . . . Ohio Bell Telephone Co. sponsors weekly historical drama, *The Ohio Story*, thru McCann-Erickson, on 6 Ohio stations: WXEL, Cleveland; WBNS-TV, Columbus; WHIO-TV, Dayton; WSPD-TV, Toledo; WKBN-TV, Youngstown; WHIZ-TV, Zanesville . . . Flexlet Watch Bands sponsors weekly *Public Prosecutor* on WFAA-TV, Dallas, thru Ben Sackheim Inc., N. Y. . . . Drake America Corp. (Rountree's Dairy Box chocolates) expands fall TV-radio promotion in 13-week campaign in all major markets.

Telecasting Notes: Advertising outlays this year will be about 10% above 1952 levels—even if predicted dip in business occurs. That's forecast of Eldridge Peterson, editor of *Printers' Ink*, whose advertising figures are generally accepted by industry. He said 1953 advertising bill, national and local, will come to \$7.7 billion, possibly as high as \$8 billion . . . Network TV outstripped all other media in advertising gains in August over August 1952, with 28% increase, *Printers' Ink* reports. Total ad volume was 11% higher for all media than in same 1952 week, with network radio's gain 4%, magazines 4%, newspapers 14%, outdoor 3%, business papers 5% . . . TV talent costs are at all-time high, reports Oct. 7 *Variety*, which says 4 of the 5 top-spending variety shows have had to boost their weekly budgets \$10,000-\$15,000 each above last year. These 5 shows—*Colgate Comedy Hour*, *Show of Shows*, *Milton Berle* (Buick), *Toast of the Town* (Lincoln-Mercury), *Jackie Gleason*—cost total of more than \$300,000 weekly for talent and production (excluding time); including network time charges they'll cost \$24,000,000 for 39 weeks, reports *Variety* . . . What to do about TV is one of magazine industry's major problems, *Tide Magazine* quotes publishing analyst Martin Roston of New York's Arnold Bernhard & Co. (investments). "For many publishing companies," he says, "TV poses a threat to survival itself," adding that in a period of "hard sell" TV will be preferred over magazines as advertising medium because it's "fast sales-producing medium," and that color TV will further injure magazines by attracting more cosmetic and fashion advertisers . . . NAM's weekly TV film series, *Industry on Parade*, begins fourth year with claim it's telecast by more stations than any other program—one in each of 125 markets—plus stations in 9 foreign countries through Voice of America; formerly filmed by NBC, since Oct. 1 it has been produced by new Arthur Lodge Productions Inc., 550 Fifth Ave., N. Y.; Lodge was producer of NAM's series for NBC . . . TV boosts radio in new NBC campaign; o-&o stations to use announcements plugging new NBC-radio shows and local NBC-AM out-

lets, keyed to out-of-home listening: "Wherever, whenever you listen to radio, listen to NBC radio" . . . **Mayorality** candidates in hot New York race using TV in big way; 4 major contenders said to have some \$250,000 earmarked for TV-radio, with about 75% of that going for TV . . . **Hour-long** telecast marking 40th anniversary of B'nai B'rith Anti-Defamation League to be carried by all networks Nov. 23 7-8 p.m. from Washington, staged by Rogers & Hammerstein and with President Eisenhower, Bernard Baruch, Eleanor Roosevelt among guests . . . **Truce** in bitterness between NBC and Norfolk's WTAR-TV, which switched from NBC to CBS: NBC okayed World Series for WTAR-TV as well as area's NBC affiliate uhf WVEC-TV, and WTAR-TV thanked RCA-NBC chairman David Sarnoff in full-page ads . . . ABC film syndication div. under v.p. George T. Shupert, acquires distribution rights to *Racket Squad* (96 episodes) and *Playhouse*, formerly *Schlitz Playhouse of Stars* (26) . . . O. Henry stories go on TV film in next few weeks for national sponsorship in series of 39 half-hour films, Gross-Krasne productions having acquired TV rights to the 240 O. Henry stories from Doubleday & Co. . . . New twist in open-end TV films: Charles Michelson Inc., radio transcription firm, enters TV field in Jan. with *Capsule Mysteries*, series of 5-min. films for local sponsorship, with series' star John Ridgely to appear in commercials tailor-made for local sponsors who order series before filming is completed . . . Peabody awards entry blanks and descriptive material available this month from Dean John E. Drewry, School of Journalism, U of Georgia, Atlanta; closing date for 1953 entries is Jan. 9, 1954 . . . WJAR-TV, Providence, releases Rate Card No. 6, effective Oct. 1, raising Class A hourly rate from \$850 to \$1000, 1 min. or 20 sec. spots from \$50 to \$160 . . . WROW-TV, Albany (Ch. 41), due on air shortly, publishes Rate Card No. 1, effective Oct. 1, establishing Class A hourly rate of \$250 . . . Upcoming KANG-TV, Waco (Ch. 34) sets Class A hourly rate of \$150 in Rate Card No. 1, effective Sept. 1.

Personal Notes: George Burbach, gen. mgr. of *St. Louis Post-Dispatch's* KSD-TV & KSD, was honored by stations' staff this week at party on his 40th anniversary with newspaper . . . Leland Matthews, ex-asst. to Sparks-Withington pres. and onetime *Jackson* (Mich.) *Citizen-Patriot* staffer, appointed station mgr. of Spartan Radio's WWTW, Cadillac, Mich. (Ch. 13), due in Nov. . . . Barton K. Feroe named station mgr., WDEL-TV, Wilmington, Del., succeeding Gorman Walsh . . . Jerry Burns named TV director, Wm. Connelly sales director, of upcoming KOOL-TV, Phoenix (Ch. 10) . . . F. J. Brott named engineering director, S. D. Bennett chief TV engineer, Paul Morris technical coordinator of upcoming KOMO-TV, Seattle (Ch. 4), due in Nov. . . . Shaun Murphy, ex-WTVE, Elmira, N. Y., appointed commercial mgr. of upcoming KCRI-TV, Cedar Rapids (Ch. 9) . . . Lee Kerry resigns as promotion mgr. of KPHO-TV & KPHO, Phoenix, to join Bill Burton, station's former exec. producer, in Los Angeles talent management venture . . . Dixon Lovvorn, ex-WHAS-TV, Louisville, named production supervisor of upcoming WIS-TV, Columbia, S. C. (Ch. 10), due in late Oct. . . . George Ross, ex-W. S. Grant, appointed national sales mgr. of new KHSL-TV, Chico, Cal. (Ch. 12), with new offices in Central Tower Bldg., San Francisco . . . Donald P. Wise, ex-WBZ-TV, named chief engineer of upcoming WWOR-TV, Worcester (Ch. 14) . . . Lawrence L. Sheffield, co-founder of Doherty, Clifford, Steers & Sheffield, retires as chairman, will continue to serve as consultant . . . Howard Gordon, ex-Diamond Adv., San Francisco, appointed production mgr. of upcoming WPPA-TV, Pensacola, Fla. (Ch. 15) . . . S. J. Frolick named director

of TV-radio commercial dept., Fletcher D. Richards Inc. . . . Carl Cooper, international v.p. of International Alliance of Theatrical Stage Employees (IATSE), elected pres. of Hollywood AFL Film Council; Ralph Clare re-elected v.p., Edwin T. Hill, treas. . . . Fred M. Farha will be commercial mgr., Douglas Carruth program director of upcoming KMPT, Oklahoma City (Ch. 19) . . . O. K. Garland named chief engineer, Wm. B. Shell program director of upcoming WJHL-TV, Johnson City, Tenn. (Ch. 11) . . . David E. Partridge, ex-gen. sales mgr. for Crosley TV stations, named adv. & sales promotion mgr., Westinghouse Radio Stations, succeeding late W. B. McGill.

Oswald F. Schuette, 71, ex-newspaperman who successfully directed attack on setup of RCA as originally organized by GE, AT&T, Westinghouse and General Motors, died Oct. 8 of heart attack at Washington's National Press Club. Acting for group of radio manufacturers, he led fight that resulted in anti-trust consent decree of 1932 which left RCA an independent corporation. Schuette had been an extremely active newsman, was last reporter to leave Berlin after war was declared in 1917, served as president of National Press Club in 1913.

Newly elected officers of SMPTE announced at New York convention: Axel G. Jensen, Bell Telephone Labs, engineering v.p.; Barton Kreuzer, RCA, financial v.p.; George W. Colburn, George W. Colburn Lab Inc., treas. New members of board of governors: F. N. Gillette & G. C. Misener, eastern district; R. O. Painter & R. H. Ray, central district; L. D. Grignon & R. E. Lovell, western district. Herbert Barnett is president.

TV PRODUCTION UP, INVENTORIES DOWN: Most gratifying feature of TV picture is not only high production level but fact that inventories have fallen correspondingly. Little-noticed in acclaim for high output, inventories at all levels fell average 10% in both Aug. and Sept., stood at slightly above 500,000 at factory at end of Sept., with RETMA spokesman estimating about 1,400,000 TVs in all pipelines.

It's important evidence of healthy status of TV trade, as sales eat into production, not only in new markets but in big pre-freeze markets as well. In fact, RETMA spokesman attributed upsurge in old-market sales as one of biggest factors contributing to declining inventories. He ventured the opinion that second-set and replacement markets were finally taking hold as a factor to be reckoned with.

Happy situation was duly noted this week by Sylvania pres. H. Ward Zimmer. Speaking at cornerstone-laying of Sylvania's new TV plant at Batavia, N.Y., he said good inventory condition resulted from greater coordination between factory, dealer and distributor in keeping inventories at bare minimum, added:

"Like any relatively new industry whose products obtain unprecedented public acceptance, the TV industry has had its share of growing pains. In 1950 and 1951, for example, factory production got out of line with demand, and the industry succeeded in producing its own recession.

"Now that better information is available and is more effectively studied and utilized, the possibilities of the industry and the ultimate consumer getting out of phase with one another have been considerably decreased."

Radio inventories present a different picture. They have been rising slowly in last 2 months, standing at about 660,000 at factory level at end of Sept. and the prospect is that some cutbacks in production in fourth quarter may be necessary to head off possibility of "dumping" in first quarter of next year.

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Coupled with low TV inventories has been continuing high production. Output for 9 months ended Oct. 2, including 5-week Sept., was about 5,590,000, compared to 3,670,591 in first 9 months of 1952. Notwithstanding possibility of some TV output cutback in final quarter, total 1952 production of 6,096,279 seems likely to be surpassed by end of Oct., leaving 2 full months, including 5-week Dec., to shoot for 1950's record production of 7,463,800. It's doubtful that production this year will beat that record, most industry "guesstimates" now ranging from 7,000,000 to 7,200,000. Nine-month output in 1950 was 5,028,200.

Earlier fears of overproduction seem to be pretty well shot. No major TV manufacturer plans to cut back in the final quarter, though some smaller companies, notably Hallicrafters, have announced moderate reductions in output. Motorola, for one, has scheduled 25-30% increase in production over 4th quarter of 1952. Spokesman said third-quarter Motorola sales were 25% above same period last year.

Some companies are already announcing plans for next year. Sylvania, DuMont & Magnavox all anticipated increased TV production in 1954 in statements this week.

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TV production totaled 170,685 (8483 private label) week ended Oct. 2, up from 161,995 preceding week and 158,726 week ended Sept. 18. It was year's 39th week, final week of third quarter by RETMA calculations, and brought Sept. output to about 790,000 and quarter to about 1,710,000.

Radio production totaled 250,399 (82,518 private), down from 266,307 in the week ended Sept. 25 and 259,681 week before. It brought Sept. production to about 1,300,000 and quarter output to approximately 3,000,000. Radio output for year to date totaled about 10,200,000.

Topics & Trends of TV Trade: Federal Trade Commission's draft of trade practices for TV-radio industry moved no closer to adoption at what was supposed to be final hearing Oct. 8 and after all-day wrangling which saw discussion on only 11 of 29 rules in FTC's final draft (Vol. 9:37), session was adjourned until Dec. 7.

FTC hopes for quick adoption were jolted at outset of hearing when RETMA pres. Glen McDaniel asked for postponement until Dec. 7 to allow more time to study impact of color and recent resurgence of high-fidelity on trade rules. He said color provisions in final draft are the same incorporated in first draft in 1951 and are now obsolete, added final draft should also include definition of high-fidelity, on which RETMA committee is currently working.

Settlement was further delayed when attorney Wm. A. Roberts, representing DuMont Labs, interposed several objections, principally to wording of cabinet styling and labeling of used CR envelopes. McDaniel said Roberts' objections came as surprise to him, later explained that DuMont had been unrepresented on RETMA's industry committee working on problem since DuMont adv. mgr. Douglas Day resigned in July, added he hoped for replacement soon to present united front.

Greatest opposition came on Rule 6, in which FTC proposes to prevent deception in composition of TV-radio cabinets, noting misuse of "mahogany." McDaniel objected to rule as too sweeping, asked additional time to offer amendments. Spokesmen for furniture industry also objected to it and demanded complete rewording of rule, with specifications for each type of wood.

Biggest fight at Dec. 7 hearing is likely to center on controversial "Rule 33" banning discriminatory prices, discounts and other allowances on all levels of TV-radio merchandising. This rule, crux of Robinson-Patman Act, was included in first 2 FTC drafts, but was subsequently made an appendix on McDaniel's recommendation. It's known that National Electronic Distributors Assn. plans to renew its fight to get it returned to body of rules.

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Anti-trust consent judgment against GE and International General Electric Co. was entered Oct. 7 in Federal Court at Trenton in settlement of 8-year-old complaint charging companies entered into illegal cartel agreements with foreign concerns in several European and Asiatic countries for manufacture and distribution of electrical equipment. Consent judgment requires elimination of all restrictive agreements and provides that GE must license, on a "reasonable royalty and non-exclusive basis," the 600-odd U. S. patents relating to electrical equipment it acquired under cartel pact.

In another anti-trust case, a judgment was filed Oct. 4 by Federal Judge Philip Forman in Trenton against General Instrument Corp., Radio Condenser Co., Camden, N. J., Variable Condenser Corp., Brooklyn, and Condenser Development Corp., Newark. Judge found defendants had engaged in an "unlawful combination and conspiracy in restraint of trade and commerce in variable condensers," enjoined them from "limiting, restraining or preventing the sale of tools, dies, fixtures or jigs used in manufacture of variable condensers" and ordered dissolution of Condenser Development within 60 days.

Howard W. Sams & Co., big publishers of electronics service and technical data, to build new \$200,000 plant at 33rd St. & Sutherland Ave., Indianapolis, to consolidate all printing, warehousing and shipping operations now conducted in 5 different locations in city. Its administration, sales, engineering and analytical work will continue at company's main plant at 2201 E. 46th St. New 38,000-sq. ft. building is expected to be completed by April 1, 1954.

Trade Personals: Frank P. Barnes, ex-sales mgr. of broadcast equipment, promoted to marketing mgr. of GE's new commercial equipment dept. (Vol. 9:40), C. Graydon Lloyd named engineering mgr., Glenn R. Lord manufacturing mgr. . . . Robert C. Tait, Stromberg-Carlson pres., elected to board of newly-organized Electronic Control Systems Inc., 2138 Westwood Blvd., Los Angeles, headed by Leonard Mautner, ex-mgr. of DuMont TV transmitter div. . . . G. S. Perkins appointed Los Angeles district mgr. GE TV radio dept., replacing H. G. Randolph, named Houston district mgr. . . . Robert T. Shreve, ex-Magnavox, named Fort Wayne regional sales mgr., Capehart-Farnsworth . . . Aaron M. Krakower named mgr. of electronic and high voltage transformer sales, GE specialty transformer dept., Schenectady . . . S. W. Sorensen named defense contract mgr. of Crosley's new west coast office, 215 West 6th St., Los Angeles, reporting to C. G. Felix, gen. mgr. of govt. products . . . Ben Z. Kaplan, ex-adv. mgr. of CBS-Columbia Distributors, N. Y., appointed national sales coordinator, CBS-Columbia, reporting to sales v.p. Harry Schecter . . . Charles C. Kayhart named service training director, Magnavox . . . Harry E. Allen, ex-senior engineer, promoted to govt. products mgr., Jensen Mfg. Co. . . . Brig. Gen. Peter C. Sandretto promoted to technical dir., Federal Telecommunications Labs . . . R. B. Lanskaill named mgr. of govt. contracts administration div., B. J. Sibbold mgr. of engineering products, commercial sales div., RCA Victor Co. Ltd., Canada.

Picture tube sales in first 8 months of year totaled 6,710,440 valued at \$159,385,803 at factory, compared to 2,479,539 worth \$55,338,117 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 72% of sales. Aug. picture tube sales totaled 879,169 worth \$21,736,186, compared to 634,200 at \$15,155,870 in July and 394,605 at \$8,913,358 in Aug. 1952.

Receiving tube sales in first 8 months totaled 308,222,911 valued at \$210,533,254, compared to 211,269,893 at \$151,864,441 in same 1952 period. Of sales, 209,919,663 went for new sets, 76,899,976 replacement, 13,509,646 export, 7,893,626 Govt. For Aug., receiving tube sales totaled 38,600,494 worth \$26,886,528, compared to 24,462,069 worth \$18,243,030 in July and 30,141,536 at \$20,827,635 in Aug. 1952.

Distributor Notes: Philco appoints newly-formed South Alabama Distributors, Montgomery (Herbert F. Levy, gen. mgr.), replacing Walther Bros. Co., whose pres. Joseph P. Walther is retiring . . . Motorola appoints Harry Dooley & Co., 725 L St., Fresno (Harry Dooley, pres.), replacing Kierulff & Co., Los Angeles; Radio Service Laboratory of New England, Portland, opens branch at 703 Pine St., Burlington, Vt. (C. J. Cekutis, mgr.) . . . Crosley-Bendix appoints Carter-McIlroy-Johnson, Seattle (Stewart Carter, pres.), ex-Hoffman Radio distributor; Lone Star Wholesalers, Dallas (Crosley) opens San Antonio branch (W. F. Linville, mgr.) . . . Emerson appoints Appliance Wholesalers Inc., Portland, Me. (Peter A. Anderson, pres.) . . . Sparton appoints Reid Co., Johnstown, Pa. (A. J. Reid, pres.) . . . Stewart-Warner appoints Alamo Distributing Co., San Antonio (H. L. Roper, pres.) and new H. E. Verble Co., 2829 Hamilton Ave., Fresno (H. E. Verble, pres.) . . . Olympic Radio appoints Russ & Dorothy Gray Co., Miami; S. R. Slater, gen. mgr. of Olympic Appliances of New Jersey, elected v.p. . . . Warren-Cannolly Inc., New York (Hallcrafters) now controlled by v.p. Edward L. Frohlich, who acquired majority interest this week . . . Admiral opens factory branch at 700 Union St., Jacksonville, Fla., under gen. mgr. Charles B. Birchwood, ex-State Distribution Co., Jacksonville.

Philco International moved its sales & adv. depts. this week from N. Y. to Philadelphia.

Trade Miscellany: Lacy's, big Washington TV-radio chain (6 stores), filed petition of voluntary bankruptcy in U. S. District Court Oct. 8, listing about 200 creditors, with debts of \$320,000, was given until Oct. 23 to file schedule of assets and liabilities. It was second Washington chain to go out of business in recent months, Phillip's TV having been adjudged bankrupt and its assets purchased by George's, sole remaining chain . . . **Something new in promotions:** CBS-Columbia New Orleans distributor, Interstate Electric Co., piped Mississippi and Louisiana dealers aboard Mississippi River showboat to present its new TV line . . . **National Assn. of Music Merchants** exec. committee meets Oct. 15-16 at New York's Essex House to consider new assn. projects and finalize membership promotion plans . . . **NARDA** board to meet Oct. 14 at Louisville's Brown Hotel . . . **Los Angeles area TV sales** totaled 20,196 in Aug., bringing total sets-in-use to 1,652,206 in area embracing Los Angeles, Kern, Orange, Riverside, San Bernardino, Ventura and Santa Barbara Counties, reports Electrical League of Los Angeles . . . **Sales of high-fidelity components** will amount to \$70,000,000 this year, and together with phonographs will total \$200-\$300,000,000 next year, predicts RCA Victor v.p. Henry Baker . . . **Radio Condenser Co.** started production this week in its 90,000-sq. ft. plant at Camden, N. J., for tuner and special apparatus output . . . "**UHF AutoBooster,**" uhf receiver booster made by Industrial TV Inc. (Vol. 9:40), lists at \$49.95.

Hoffman Radio sales for first 9 months totaled about \$39,000,000, up from \$25,728,140 in same 1952 period, estimates pres. H. L. Hoffman in statement this week. At present pace, Hoffman sales for 1953 will exceed \$52,000,000, increase of \$17,000,000 over the \$34,769,201 sales reported for 1952, he said, adding that Sept. sales volume this year was about \$7,000,000, best in company's history, up 50% over Sept. 1952. He also disclosed additional common stock offering may be made next year; it now has 574,726 common shares outstanding but public distribution is limited to 170,000 shares, held by some 3000 investors.

DuMont signed first contract this week with Local 420, International Union of Electrical Workers (CIO), covering 2500 production and maintenance workers at 5 company plants in E. Paterson, Clifton & Passaic, N. J. Two-year contract provides 10¢ hourly wage increase, with additional automatic 5¢ hourly increase on March 4, 1954. On another labor front, members of Hytron Employees Union of Massachusetts rejected offer of average 8¢ hourly boost covering 4000 CBS-Hytron employes in Newburyport, Danvers & Salem, Mass.

New entry in commercial electronics field is Thompson Products Inc., Cleveland, which this week purchased Bell Sound System Inc., Columbus, O. (high-fidelity amplifiers & tape recorders) for estimated \$1,000,000. Thompson, big producer of automotive and aircraft parts, will operate Bell as a subsidiary, will provide capital for expansion of Bell's line. Thompson, which has been making high-frequency electronic components for defense since 1950, appointed Wm. M. Jones, mgr. of its electronics div., as director of Bell operations.

Transvision Inc., New Rochelle, N. Y., specializing in manufacture of coin-operated TV sets which filed Chapter XI petition under Bankruptcy Act in N. Y. Federal Court Sept. 25 (Vol. 9:39), this week filed schedules listing assets of \$998,041, liabilities of \$722,589. Among principal creditors were Croyden Syndicate Inc., \$252,759; GE, \$18,645; Sylvania, \$15,093; Standard Coil, \$11,638.

Federal reduces prices of its TV microwave equipment, distributed by Graybar. Video link has been cut to \$13,000 from \$15,500, associated sound channel equipment to \$3690 from \$4500.

Network Accounts: Big-name shows have resulted in \$20,000,000 annual gross billings for ABC-TV in new fall business, reports v.p. Alexander Stronach Jr. He lists 23 new national advertisers in impressive fall line-up, adds: "That ABC has now established itself as a strong contender in the never-ending race of attracting blue chip sponsors is an established fact. What is more important and the proof of having established itself as a top competitor is our ability to hold these and other sponsors on our roster of national advertisers" . . . **Four new sponsors** for NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m.: American Maize-Products Co. (Amazo dessert), 18 partic. starting Oct. 27, thru Kenyon & Eckhardt; Magic Chef (ranges), 12 partic. starting March 22, thru Krupnick & Assoc., St. Louis; Brown & Haley ("Almond Roca" candy), 3 partic. starting Nov. 23, thru Honig-Cooper Co., Seattle; Kiwi shoe polish, 16 partic., starting Nov. 9, thru N. W. Ayer . . . **Benrus** (watches) sponsors *Meet Your Congress*, for 13 weeks, on DuMont, starting Oct. 18, Sun. 1:30-2 p.m. or 4:30-5 p.m., depending on football schedules, thru Cecil & Presbrey . . . **Englander Co.** (mattresses) buys Fri. 3:30-3:45 p.m. segment of Bob Crosby Show, on CBS-TV, starting Dec. 25, Mon.-thru-Fri. 3:30-4, thru Leo Burnett Co. . . . **American Chiclé Co.** to sponsor *Name's the Same*, on ABC-TV, starting Dec. 1, on alt. weeks, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . **Anacin** to sponsor *John Daly and the News*, on ABC-TV, starting Oct. 12, Mon.-thru-Fri. 7:15-7:30 p.m., thru Biow . . . **Carter Products** (Arrid, Rise shaving cream) to be alt. sponsor, with **Gruen watches**, of *Walter Winchell* show, on ABC-TV, starting Oct. 18, Sun. 9-9:15 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . **Camels** to sponsor *Man Against Crime* on both NBC-TV and DuMont, starting Oct. 18, Sun. 10:30-11 p.m., thru Wm. Esty Co.

Another uhf grantee asked FCC to approve fee-TV this week—making total of 7 CP-holders requesting subscription TV rules. WTTM-TV, Trenton, N. J. (Ch. 41), noted in petition that its area receives 7 New York and 3 Philadelphia stations, that only "exceptionally high quality, unique and different programming" could stimulate mass conversion to uhf. Also this week, the 4 original uhf petitioners for subscription TV (Vol. 9:32, 35-38) in new petition, told FCC that pendency of Rep. Hinshaw's bill (H.R. 6431) to make fee-TV a common carrier service (Vol. 9:31-32) "makes it highly desirable that the Commission thoroughly explore this issue at a hearing at an early date [so] that it and Congress may be fully advised in the matter." Meanwhile, Broadcasters for Subscription TV, formed at Philadelphia meeting called Sept. 17 by 4 petitioners (Vol. 9:38), issued first edition of its *Newsletter on Subscription TV*, summing up fee-TV activities to date. On other subscription-TV fronts, one ambitious pay-as-you-see test was cancelled and another apparently came closer to reality — both of them, oddly enough, in Palm Springs, Cal. At request of grantee Howard-Yale Corp., FCC cancelled STA for experimental booster station to relay "scrambled" signals from Los Angeles TV stations to Palm Springs (Vol. 9:13). Tel-meter's Palm Springs community antenna system, with coinbox feature scheduled to be put into use next month, plans to televise world premiere of a movie by closed circuit from local theatre simultaneously with theatre showing as first pay-as-you-see attraction. Picture reportedly will be *Forever Female*, starring Ginger Rogers and Wm. Holden, made by Paramount.

CP for Ch. 57 was relinquished this week by WRBJ, Beloit, Wis., which told FCC it had been unable to sign up a network, that market is now well served from Milwaukee, Madison, Wis. and Rockford, Ill. To date, 13 uhf grantees and 6 post-freeze vhf grantees have given up.

All-industry TV set census plan being prepared by NARTB probably won't be ready for many months. Top-secret project, being studied by special committee working with researcher Dr. Franklin Cawl, is still in preliminary stages, requiring plenty of work on technical level, but it's understood current proposal envisions measuring not only sets-in-use by area but sets covered by each individual station. NARTB committee met in New York Oct. 8 in all-day session to give network researchers first look at initial proposals for survey (Vol. 9:40). Network representatives will meet for further study and report back their suggestions and recommendations in near future. "Following subsequent conferences," says NARTB, "it is anticipated that the study will be in form for general presentation," but no timetable has been set up for the project. Robert D. Swezey, WDSU-TV, New Orleans—who also is chairman of NARTB TV board—was elected chairman of TV circulation study group at N. Y. meeting.

TV sets-in-use passed 25,000,000 mark during August, reaching total of 25,233,000 as of Sept. 1—increase of 338,000 over 24,895,000 sets-in-use on Aug. 1 and 6,521,000 over Sept. 1, 1952 figure. Figures are latest estimate by NBC research director Hugh M. Beville Jr. They indicate more than 55% of U. S. homes now have TV.

"Converting to vhf" is unique problem in Portland, Ore. where vhf KOIN-TV (Ch. 6) began test patterns last week just as KPTV (Ch. 27), the rather young granddaddy of all uhf stations, was celebrating its first birthday. Portland servicemen are busy making vhf "conversions"—adding vhf antennas to present installations and "touching up" Ch. 6 tuning strips. Some sets which were improperly converted to Ch. 27, or which feed uhf signal through Ch. 6 strip, must also be altered by servicemen. Summing up year of uhf TV, *Portland Oregonian* staff writer Wallace Turner estimated that city is at least \$6,000,000 richer as result of profits from sales and maintenance of TV sets, and that "there are probably 1200-1500 persons making a living off TV [sales and servicing] that were in other lines of work a year ago."

Three new TV applications were filed this week, 2 for channels newly allocated by FCC. With 5 dismissals this week, total applications pending dropped to 460. The applications: Hatfield, Ind., Ch. 9, WOMI, Owensboro, Ky., publisher of *Owensboro Messenger and Inquirer*; Bloomington, N. Y., Ch. 5 (allocated to nearby Lake Placid), by principal stockholders of WIRY, Plattsburg, N. Y.; Asheville, N. C., Ch. 13, by insurance dealer-accountant Wm. W. Orr. [For further details about these applications, see *TV Addenda 17-N* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Power increases: WGN-TV, Chicago (Ch. 9), Oct. 3, from 11.2 kw to 115 kw; KTVH, Hutchinson, Kan. (Ch. 12), Oct. 5, from 20 to 240 kw. RCA Oct. 6 shipped 50-kw unit to WOOD-TV, Grand Rapids (Ch. 8), and 10-kw to WTVR, Richmond (Ch. 6). On Oct. 9, GE shipped 35-kw amplifier to WTVJ, Miami (Ch. 4), and reports order from KJEO, Fresno, Cal. (Ch. 47), for 12-kw amplifier, for Dec. delivery. It's first GE 12-kw ordered by station operating with lower-power transmitter of another make (Vol. 9:39). DuMont 25-kw amplifier is slated for delivery to WDTV, Pittsburgh (Ch. 2) within 2 weeks.

Three more TV stations have been interconnected for live network service, AT&T announced this week. They are WBAY-TV, Green Bay, Wis. (Ch. 2), connected by 110-mile microwave link between Milwaukee and Green Bay; KJEO, Fresno, Cal. (Ch. 47); KAFY-TV, Bakersfield, Cal. (Ch. 29). Total interconnected stations in U. S. is 204 in 130 cities.

Sale of profitable uhf WSUN-TV (Ch. 38) and radio WSUN, municipally owned, was voted unanimously Oct. 6 by St. Petersburg, Fla. city council, "providing a satisfactory offer is received and [disposition of city-owned stations] may be legally consummated." Vote came after several months of discussions by city council with TV performer Ted Mack and Lou Goldberg who with 10 associates own TV's *Original Amateur Hour*. Group told city it will submit firm offer if stations are put up for sale. City has also received informal proposals from other groups. City and station attorneys are pondering legal obstacles involved in transferring station which has transmitter on land leased from state, studios on city-owned pier. Council resolution favored disposal by "lease or sale," and sealed bids would be required. WSUN-TV's first 4 months of operation (it started May 15) showed operating profit of \$50,974, excluding depreciation and some overhead, but it's understood it showed profit even with all expenses considered. Combined TV-radio operation has obligations totaling \$465,000—owing \$201,000 for AM and \$264,000 for TV equipment.

Former FCC chairman Paul Walker popped back in the news this week, pleading for support of Chicago's non-commercial Ch. 11 in address to group of local civic and business leaders. He declared that 11% of America's adults are illiterate, said it was obvious what help TV teaching could be to them "in the comfort and privacy of their homes." Among other educational TV developments this week: (1) Dr. John Adams, pres. of Hofstra College, Long Island, and chairman of educational TV committee, American Council on Education, told panel discussion TV was so important no college could afford to ignore it. (2) KTHE, Los Angeles (Ch. 28), formerly KUSC-TV, started experimental programming from Los Angeles County Fair, Pomona, appointed Philip Booth station production director. (3) New TV-radio production center to open shortly at U of Michigan, to be headed by Dr. H. K. Newburn, ex-pres., U of Oregon. (4) WQED, Pittsburgh (Ch. 13) will use KDKA's FM tower, will have studios in \$300,000 bldg. at 4337 Fifth Ave., donated to U of Pittsburgh by Pittsburgh Plate Glass Co., whose v.p. Leland Hazard is prime mover in Pittsburgh grantee.

Basic revenue-expense statistics of TV-radio stations will still be gathered and published by FCC on basis of revised Form 324 adopted this week, but detailed balance sheet information will no longer be required. Commission also eliminated Form 324-A—preliminary financial data; therefore, figures will be issued only once a year for each service, in final form. Commission had considered dropping the statistics entirely, but industry impressed it with continued need for accurate, official figures on financial trends. New form probably will comprise two sides of one sheet, compared with 8 pages of old form.

Price of KCMO-TV, Kansas City (Ch. 5), with KCMO & KCMO-FM (Vol. 9:40), paid by Meredith Pub. Co. to owners Tom Evans and Lester E. Cox, is \$2,000,000, plus long-term debt not to exceed \$450,000. New owners plan to spend additional \$500,000 in building program. Station will be Meredith's 4th. This week, FCC approved \$125,000 sale of Murray Carpenter's 50% holdings in WABI-TV & WABI, Bangor, Me., to ex-Gov. Horace Hildreth who owns other 50%.

New TV books, by John Battison, National Radio Institute, Washington, to be published by Macmillan Co.: *Battison's Television Broadcasting, Planning and Producing TV Commercials, Special Effects for Movies & TV*.

Novel color systems, proposed to FCC by petitioners Otto Luther, New Preston, Conn. and Marshall Soghoian & S. L. Cooke Jr., Richmond, Va., were tossed out by Commission which said they are "merely paper systems."

Television Digest

with **ELECTRONICS REPORTS**

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In this issue:

- Color Go-Ahead by November or December, page 1
- Buffalo News Stations Switched to CBS, page 3
- 6 CPs Granted After Competitors Drop, page 4
- 8 New Stations Bow, 292 Now on Air, page 4

- Business of Broadcasting Is Booming, page 7
- Small Market TV Can Pay Off—If, page 7
- Transmitter Shipments & Upcoming Stations, page 8
- Pipeline Total Near 2,400,000 on Sept. 30, page 9

COLOR GO-AHEAD BY NOVEMBER OR DECEMBER: FCC approval of compatible color has been foregone conclusion for months. Now, after smash all-industry demonstration for the Commission Oct. 15, only thing left for Commission to do is to write a decision.

This doesn't mean a decision tomorrow. Comrs. Webster and Bartley are out of town, won't be back until Nov. 1, want to be in on decision. When they return, it will take 2-3 weeks to produce final document. Then there's question whether Commission will decree new standards effective immediately or declare them effective 30 days after publication in Federal Register; such delay is matter of FCC discretion, though it's customary, and several commissioners haven't made up minds on it.

So it's late November or late December -- that's the current estimate.

* * * *

We talked to most members of Commission and top staff members after industry's tremendous performance at New York's Waldorf-Astoria this week, found none with any serious questions or desire for further proceedings. Commission has some minor questions, but they're meaningless in absence of any alternative standards to those endorsed unanimously by entire industry.

Commissioners were impressed not only by excellence of color demonstrated but by ample evidence of competitive forces at work -- 13 color sets made by 13 manufacturers, 3 different makes of tubes, 2 kinds of camera pickup equipment. Even the veteran commissioners seemed to be excited at prospect of firing starting gun in the vital color TV sweepstakes.

Everything went off without a hitch under demonstration committee chairman David Smith, of Philco, and top assistant Knox McIlwain, of Hazeltine; latter had previously ridden herd on NTSC engineers during months of laborious field tests.

All 13 receivers worked satisfactorily most of time. Quality varied somewhat among them, but top half dozen or so ran neck and neck. Eleven had tubes made by RCA. Zenith used its own, mask-type, built by subsidiary Rauland. CBS employed mask-type built by its CBS-Hytron div. (Vol. 9:41), and it became clear immediately that CBS's poor showing of last week (Vol. 9:41) was due to pickup vagaries, not to the tube -- because tube performed beautifully this time. All tubes were same size, producing about 11½-in. picture in 15-in. glass envelope.

Manufacturers were limited to one set each, and observers soon learned who produced which even though they were supposed to be anonymous. Those showing were: CBS-Columbia, Hazeltine, Admiral, Zenith, Hallcrafters, Westinghouse, Sylvania, Crosley, RCA, GE, Motorola, Philco, Emerson. To demonstrate compatibility, 3 conventional black-&-white sets were displayed.

NBC presented first part of demonstration -- studio program telecast over WNBT. It was the now-familiar series, performed with usual brilliance -- singer Nanette Fabray, lovebirds, dancers, Kukla, Fran & Ollie, commercial products.

NBC and AT&T then showed intercity transmission. At 30-second intervals, signal was switched from microwave to coaxial to a direct cable pickup from AT&T

control room to Waldorf. Most important part of this series was to show that color can be sent over ordinary 2.6-mc coaxial by converting 3.6-mc color subcarrier to 2.4-mc. Both coaxial and microwave were fed to Washington and back. Most observers sat at more than normal viewing distances -- up to 15-25 ft. -- couldn't tell a bit of difference. Even closer, differences were still negligible.

CBS put on second part of show, remote pickup, employing its novel field-sequential camera and "Chromacoder" setup (Vol. 9:41). To everyone's relief, it was vast improvement over last week's press show, but it was still well below quality of other parts of demonstration. Some sets failed to pick up colors when remote began, had to be adjusted. CBS showed zoom shots of skyline and program of ballet, songs, etc. at Museum of Modern Art. At its best, quality was quite good.

DuMont then transmitted standard NTSC test slides with uhf signal and flying spot scanner. These were exceptionally fine, gave FCC experts opportunity to look for nuances not apparent in live pickups.

Commissioners returned after lunch, to adjust dials and tune sets to their hearts' content. They had no trouble, appeared satisfied.

Then came a surprise sequel. NBC had set up a remote program, showed it to commissioners and few others remaining. Results compared very favorably with NBC's studio program -- superior to CBS's remote -- featured truck-borne carusel, several brightly-clothed children, fiery red Buick convertible.

* * * *

FCC Chairman Hyde told reporters, when show was over, that he was "very much impressed"; that Commission would move expeditiously; that no further proceedings were scheduled; that approval by Christmas "is not an unreasonable estimate."

We asked Comr. Sterling what he considered next step. "Write the standards, I guess," he said. Comr. Doerfer considered demonstration excellent, said: "Off-hand, I see no need for further proceedings, though I want to compare notes with the other members and the staff." Brand new Comr. Lee said: "I'd like the public to have it in a hurry, but I've got some studying to do." Comr. Webster's comment: "It was certainly an improvement. I've got to study the technical standards some more. I'd like to know, for example, whether the fuzziness of the CBS remote was due to the equipment or the standards. I doubt if more proceedings are needed." Comr. Hennock was all atwitter, and she seemed quite impressed.

House Commerce Committee had a large delegation led by Chairman Wolverton (R-N.J.) who said: "Color is ready for the public. There is no reason for any more delay." Other members present: Reps. Heselton, Hoffman, Carrigg, Derounian, Klein, Granahan, Carlyle, Williams, Thornberry -- plus staff members Elton Layton, Andrew Stevenson, Kurt Borchardt. No Senators were there, but Interstate Commerce Committee staff specialist Nick Zapple was present.

Whole affair was something to see. Seldom if ever have more industry chairmen, presidents and v.p.'s been gathered in one spot. There were more than 400 people, including govt. representatives from Canada, Britain and Australia. We spotted ex-FCC chairman Paul Walker, ODM telecommunications director Wm. Porter, Commerce Dept. electronics expert Donald Parris, NARTB engineering chief Prose Walker -- and about 50 reporters, most of whom found little fault with demonstration.

Several FCC staff members had been at Waldorf all week, watching receivers and cameras being aligned, observing innumerable rehearsals. Only problem on their minds -- and it's minor -- is interference. They would have preferred more data on interference, but they seem to feel that any problems involving interference can be solved by careful (if more expensive) receiver design and production.

* * * *

Though open competitive warfare won't break out until FCC gives the word, intensity of backstage struggle deepens. No Lawrence-type tubes were used, but we're told several almost were. Chromatic TV Labs pres. Richard Hodgson said time was just too short. Crosley has made set with the Lawrence tube, had it at Chromatic's Paramount Bldg. labs. Others remain impressed with tube, and one quite savvy engineer says his company has licked one of tube's major bugaboos -- too much radiation.

Then the CBS-Hytron tube got plenty of attention, after what New York Times' Jack Gould termed its "dramatic comeback" from week before.

Notably absent among receiver demonstrators was DuMont. We asked Dr. DuMont why. "We'll show a big picture when we show," said the man who pioneered big tubes in the early days of black-&-white. "These pictures," he added, "are no bigger than our old 12½-in." Asked about CBS-Hytron tube, he said there's no question about its potential for cutting costs in mass production -- but he didn't disclose whether his company will use the CBS-Hytron approach.

BUFFALO NEWS STATIONS SWITCH TO CBS: The ever-changing face of network TV -- and radio -- is once again reflected in the forthcoming shift of Buffalo News' pioneer WBEN-TV (Ch. 4) to CBS, along with its radio station WBEN (5 kw on 930 kc). It's second such defection from NBC since CBS began series of "raids" on longtime NBC-TV affiliates last spring, weaning away Norfolk's WTAR-TV & WTAR (Vol. 9:20-23).

WBEN-TV actually won't change until next Nov. 2, when it becomes a primary basic of CBS-TV at present base network rate of \$1125 per hour. Radio WBEN, an NBC affiliate more than 20 years, becomes "secondary basic" of CBS Radio immediately at \$315, but because NBC contract runs to May 31, 1954, that network continues to have first call on its option time until then -- unless NBC arranges earlier to switch to WGR (5 kw on 550 kc) whose contract with CBS expires June 1, 1954 or to WEBR (5 kw on 970 kc, MBS), owned by Courier-Express, whose editor is veteran radioman Cy King.

Change caught NBC unawares, was engineered by CBS station relations v.p. Herbert Akerberg with publisher Edward Butler, his v.p. A.H. Kirchhofer and WBEN-TV gen. mgr. Robt. Thompson. Butler issued statement in Buffalo saying "we can't tell at this time when all the changes will take place" and adding that they were being made to bring Buffalo "the dynamic program facilities and resources of the CBS."

First station in Buffalo and its only vhf to date, WBEN-TV has been basic NBC since inception in May 1948, had been getting choices of all 4 networks until uhf WBUF-TV (Ch. 17) began operating Aug. 17 and procured some ABC, DuMont & CBS. Second uhf, WBES-TV (Ch. 59), began operating Sept. 5.

Since Buffalo's other 2 vhf allocations seem to be inextricably tied up in competitive hearings not yet held -- and could be delayed for year or more -- the assumption is that NBC will turn to one or other of the uhf and give it same promotional push it's giving new uhf affiliate WVEC-TV in similar one-vhf Norfolk area.

That would not only be another fillip for uhf in another major market (14th in J. Walter Thompson rankings) but would further commit NBC to speedier program and technical buildups of uhf in general. Even CBS takes position it's encouraging uhf, and fast-rising ABC-TV & DuMont are necessarily committed to it.

There seems to be little doubt about uhf's strength where it gets in first (as in Portland, Duluth, Fresno, Sacramento, Wilkes-Barre, Peoria, Rockford, etc.) and where it offers only competition in otherwise single-station vhf markets (such as Buffalo, Pittsburgh, Milwaukee, St. Louis, Norfolk, etc.).

But there's no doubt that CBS hit NBC where it hurt -- not only its pride but its pocketbook. Timebuyers are still inclined to favor vhf, and uhf still has big job to do to build up comparative "circulation" in old vhf areas.

Though later into TV than NBC, fast-moving and intensely competitive CBS-TV has also taken away NBC's long-standing lead in network TV billings. But the NBC-TV people are inclined to laugh that off as a "temporary condition which the sale of one or two daytime accounts will overcome." Actually, CBS-TV August billings jumped some \$1,200,000 ahead of NBC-TV's (see PIB figures, Vol. 9:40).

Also taken by surprise -- and hurt -- by the switch was CBS's longtime AM affiliate WGR, whose head is veteran Leo J. Fitzpatrick, the man who handled major shift of Detroit's 50-kw WJR to CBS a score years ago; WGR's gen. mgr. is I.R. (Ike) Lounsberry, ex-chairman and still member of CBS Affiliates Advisory Board.

But the current legend in the broadcasting industry -- that "network loyalties are only dollar deep" -- is particularly apparent today, with jockeying for top position in TV the dominant motivation of networks and stations.

6 CPs GRANTED AFTER COMPETITORS DROP: Six CPs this week -- 3 via final decisions -- plus 2 initial decisions. All actions were made possible by dropouts of competing applications. The week's grants:

Wilmington, Del., WILM, Ch. 83; Orlando, Fla., WDBO, Ch. 6; Mason City, Ia., KGLD, Ch. 3; Cape Girardeau, Mo., KFVS, Ch. 12; Erie, Pa., WERC, Ch. 35; Duluth-Superior, Wis., WDSM, Ch. 6. Initial decisions favored: UAW-CIO Bestg. Co., Detroit, Ch. 62; WHK, Cleveland, Ch. 19. And FCC cancelled a CP, for failure to build -- KTVR, Galveston, Tex., Ch. 41 -- grant held by oilman M.B. Rudman.

CPs produced by final decisions were in Wilmington, Erie, Duluth-Superior. Wilmington grant is first for highest frequency of all, Ch. 83, went to Hawkins family, including W.W. Hawkins Jr., drama critic of N.Y. World-Telegram & Sun. Duluth CP came after competing Lakehead Telecasters pulled out under option to acquire 49% of grant. Dropout of Civic TV Inc. paved way for Erie CP. Grant to UAW-CIO, when it becomes final, will be first to a union. UAW was once ardent FM grantee, lost enthusiasm and cancelled licenses when it failed to make go of it.

In further effort to speed hearings, Commission this week announced that before hearing starts, applicants must furnish detailed information on background and experience of principals, programs, studio and auxiliary facilities, management and staffing, budget for first year -- and whatever else examiner desires.

Commission also granted protest of WNET, Providence (Ch. 16), against CP issued to WPRO-TV, Providence, Ch. 12 (Vol. 9:41), set matter for hearing on date to be chosen. FCC also scheduled more comparative hearings, all starting Nov. 13: Portland, Me., Ch. 13; Charleston, W.Va., Ch. 8; Durham, N.C., Ch. 11.

8 NEW STATIONS BOW, 292 NOW ON AIR: Add 8 more to your log of on-the-air stations -- bringing total to 292, of which 199 are vhf, 93 uhf. Week's starters -- 3 vhf & 5 uhf -- bring first local pictures to Pensacola, Fla. & Lebanon, Pa., added service to 5 other areas. These new stations began test patterns and/or programs this week:

KOOL-TV & KOY-TV, Phoenix, Ariz., time-sharing grantees on Ch. 10, reported test patterns Oct. 17, scheduled first programming Oct. 24, splitting time schedule and CBS affiliation. Other stations in the area are pre-freeze KPHO-TV (Ch. 5) and KTYL-TV, Mesa-Phoenix (Ch. 12), which began Apr. 23. New stations share 5-kw DuMont transmitter, RCA antenna in South Mt. Park, and both have studios at 511 W. Adams St. It's third pair of share-time stations to go on air, others being in Minneapolis-St. Paul & Salinas-Monterey, Cal. KOOL-TV is 85% owned by cowboy star Gene Autry, who also owns 48% of KOPO-TV, Tucson (Ch. 13) and several AMs. KOY-TV is owned by principals of KYMA, Yuma, who are also officers of WLS, Chicago. KOOL-TV's gen. mgr. is Charles Garland, TV director Jerry Burns, commercial mgr. Wm. Connelly, engineering director Walter Stiles. KOY-TV pres. & 20% owner John Hogg is also commercial mgr.; 20% owner Albert Johnson is mgr.; Richard Goebel, TV director; Clifford R. Miller, chief engineer. Both stations have \$250 rate, with Blair as rep.

WPFA-TV, Pensacola, Fla. (Ch. 15), began test pattern Oct. 9, started commercial operation Oct. 16 with CBS & DuMont programming. Using 1-kw GE transmitter and Trilsch tower, station's "coverage is beyond all expectations", says v.p.-gen. mgr. F.E. Busby. Nearest TV is in Mobile, Ala., 53 miles away; Pensacola's second station, WEAR-TV (Ch. 3) expects to begin in Nov. or Dec. WPFA-TV's principal owner is Charles W. Lamar Jr., who owns 75% of upcoming KTAG-TV, Lake Charles, La., and minority interest in WAFB-TV, Baton Rouge. Max L. Anderson is program mgr.; N.V. Pieler, chief engineer. Base hour rate is \$150. Rep is Adam Young.

KCRI-TV, Cedar Rapids, Ia. (Ch. 9) became second in that city when it began tests Oct. 14, NBC & ABC programming Oct. 16 after inaugural show Oct. 15. Using DuMont 5-kw transmitter, antenna atop old FM tower, it has \$200 base rate, followed local WMT-TV (Ch. 2) on air by exactly 3 weeks. Largest stockholder is theatreman Myron Blank; under merger deal, Cedar Rapids Gazette will acquire 30% of stock and sell its radio facilities to grantee. Among minority owners is Harrison Spangler, ex-Republican national chairman. Frank D. Rubel is gen. mgr.; Robert Z. Morrison, ex-WJAR-TV, Providence, sales mgr.; Shaun Murphy, ex-WTVE, Elmira, N.Y., commercial mgr.; Carl Rollert, chief engineer. H-R Television is rep.

WARD-TV, Johnstown, Pa. (Ch. 56) is first local competition for pre-freeze WJAC-TV (Ch. 6), transmitted first test pattern Oct. 15 after month of delays caused first by equipment difficulties, then by rigger trouble. It has RCA transmitter, has been promised delivery of DuMont 5-kw by end of month. It's principally owned by local Rivoli theatre interests. Gen. mgr. is Robert R. Nelson, chief engineer is Millard Coleman, both from AM operation. Base rate is \$200. Rep is Weed.

WROW-TV, Albany, N.Y. (Ch. 41) put first pattern on air at 8 p.m. Oct. 14 from interim 100-watt GE transmitter and 5-bay GE antenna, will soon increase power, having received 12-kw transmitter Sept. 25. It's second in Albany-Schenectady-Troy area, first being GE's pre-freeze WRGB (Ch. 4). DuMont affiliated, it will carry some CBS programs, has base rate of \$250. "All reports wonderful", wires exec. v.p. & gen. mgr. Harry L. Goldman, who claims 50,000 sets already converted in 3-city area and converters selling at rate of "800-1000 a day". Area has 2 other uhf CPs, Schenectady's WTRI (Ch. 35) with Jan. target and Albany's WPTR-TV (Ch. 23), no date announced. Station is owned by Goldman and 5 local professional men, including Congressman Taylor (R-N.Y.), now in sixth term. Kay Feily is asst. mgr.; Leon Lewis, sales mgr.; Charles Heisler, chief engineer. Rep is Bolling.

KNUZ-TV, Houston, Tex. (Ch. 39), first uhf and second commercial outlet in that city, turned on test patterns afternoon of Oct. 10, begins regular programming Oct. 22. It has 1-kw DuMont transmitter and DuMont antenna atop 750-ft. Trilsch tower shared with the U of Houston's educational KUHT (Ch. 8), which began May 12. Houston's other local station is pre-freeze KPRC-TV (Ch. 2). Two-story building housing KNUZ-TV studios is first to be erected in new Texas TV Center. Management reports "signal coming in fine 40 mi. away on Gulf Coast area", 27,900 sets already converted. Sliding rate card begins with basic hour rate of \$280, goes up \$10 per hour for each additional 1000 converted sets until rate reaches \$340. David Morris is v.p.-gen. mgr.; Jack Healy, sales mgr.; Chauncey C. Brown, production mgr.; Roger Van Duzer, program mgr.; O.C. Crossland, chief engineer. Forjoe is rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), in center of Pennsylvania's "uhf belt", went on air for tests Oct. 9, beating target by 6 days, goes commercial as non-network station Oct. 25 with \$150 base rate. RCA transmitter is on South Mt., with antenna 880-ft. above average terrain. Reports Julian F. Skinnell, operations & national sales manager: "Swamped with mail and calls reporting perfect reception in Harrisburg, York, Reading and Lancaster, with good signal at other points up to 72 miles. Sales and prospective business also very gratifying." Station is affiliated with Lebanon News. Lester P. Etter is pres. & part owner; Arthur Simmers, production mgr.; M. Leonard Savage, chief engineer. No rep has been announced.

Personal Notes: Clair R. McCollough, pres. of WGAL-TV & WGAL, Lancaster, Pa., & gen. mgr. of Steinman stations, elected chairman of TV-radio dept., Presbyterian Church in the U.S.A., succeeding Rev. Theodore F. Savage . . . James T. Quirk, ex-promotion mgr. of *Philadelphia Inquirer*, named publisher of *TV Guide*; Roger Clipp, gen. mgr. of *Inquirer's* WFIL-TV & WFIL who has been serving as business mgr. of *TV Guide*, returns fulltime to stations . . . Paul A. Walker, ex-FCC chairman, to open Washington law office by Dec. 1, location not yet selected . . . David C. Williams, ex-marshall of U. S. Court of Appeals in Washington and onetime secy. to late Rep. A. Piatt Andrew (R-Mass.), appointed legal adviser to new FCC Comr. Robert E. Lee . . . Karl Nelson, ex-sales mgr., advanced to commercial mgr. of WICU, Erie, replacing Don Boyce . . . Jack S. Atwood, ex-WRDO (AM), Augusta, Me., appointed national sales mgr. of upcoming WCSH-TV, Portland, Me. (Ch. 6), due about Dec. 1 . . . Hilliard Gates named asst. mgr., Carleton B. Evans commercial mgr., Calo O. Mahlock, program mgr., Eugene A. Chase chief engineer, of WKJG-TV, Fort Wayne, Ind. (Ch. 33) due in Nov. . . . Robert L. Sabin appointed operations mgr. of upcoming WKNY-TV, Kingston, N. Y. (Ch. 66), due on air in Jan.; Carl C. Egolf, ex-WHUM-TV, Reading, Pa., named chief engineer . . . Glen Robitaille is technical

director of CFPL-TV, London, Ont. (Ch. 10) due in Nov. . . . George Johannessen, ex-Harry B. Cohen Adv., named research mgr., Edward Petry TV-radio div. . . . Gunnar Rugheimer, ex-CBLT, Toronto, named mgr. of CBC's new TV news service, under chief news editor W. H. Hogg, headquartering at 354 Jarvis St., Toronto . . . Richard A. Jackson, ex-Sponsor Magazine, named business news editor, WOR-TV & WOR . . . John W. McGuire, ex-ABC-TV, named central sales mgr. of Motion Pictures for TV Inc. . . . Charles Vosso promoted to asst. chief engineer, WPIX, N. Y. . . . Ray Wagner named TV-radio mgr., Young & Rubicam, Hollywood . . . Charles L. Hutchins, from agency's Los Angeles staff, heads new TV-radio dept., Erwin, Wasey Co., London . . . Charles G. Baskerville, ex-gen. mgr. of WFLA, Tampa, appointed gen. mgr. of WNAO-TV & WNAO, Raleigh, N. C. . . . Chris Witting, DuMont Network gen. mgr., is TV chairman for Feb. 21-28 Brotherhood Week of Conference of Christians & Jews.

Arden X. Pangborn, resigning as gen. mgr. of WOAI-TV, San Antonio, returns to Portland Nov. 1 as editor of *Portland Oregon Journal*, which owns KPOJ there and is one of competitors for Ch. 12—not part owner of new KOIN-TV, as erroneously stated in this column 2 weeks ago. We regret the error.

Station Accounts: In addition to 90 local accounts and full NBC schedule, pioneer uhf KPTV, Portland, Ore., on occasion of first anniversary celebration Sept. 30, counted exactly 111 national and regional spot accounts. Besides general run of spot users—such as Dentyne, Bulova, Elgin, Canada Dry, Kools, Raleighs, Paper-Mate, SOS, General Mills, Lever, Servel, Toni, Kellogg, Lipton, Ford, Pabst, etc.—its national spot list includes: Casite Div., Hastings Mfg. Co. (Casite Products), thru Keelin Co., Chicago; Loma Linda Foods (Rusket Flakes) and Cinch Products, thru Elwood Robinson, L. A.; John C. Charles Co. (Formula 40 hair preparation), thru John Freiburg Co., L. A.; Chemicals Inc. (Vano Starch), thru Sidney Garfield & Assoc., S. F.; United Airlines, thru N. W. Ayer, N. Y.; Continental Airlines, thru Galen E. Broyles, Denver; Yun King Sales Co. (Oriental Foods), thru Stockton, West, Burkhardt, Cincinnati; Doughboy Industries Inc. (plastic toys), thru BBDO, Minneapolis; Plot-o-Products (toys), direct; 12 Products Inc. (42 Sho-Curl), thru McNeill & McCleary, L. A.; Florida Citrus Commission, thru J. Walter Thompson, N. Y.; Hawaiian Pineapple Co. (Dole), thru N. W. Ayer, N. Y.; Mason Root Beer Co., thru Irving J. Rosenbloom, Chicago; M&M Dietetics (Pream), thru Benton & Bowles, N. Y.; Pacific Tel. & Tel. Co., thru BBDO, S. F.; Plastone Inc. (Turtle Wax), thru W. B. Connor, Chicago; Shaler Co. (Rislon), thru Hoffman and York, N. Y.; Sperry Flour Co. (Wheathearts and pancake & waffle flour), thru Dancer-Fitzgerald-Sample, S. F.; Union Pacific R. R., thru Richard Montgomery Assoc., Portland; U. S. Envelope Co. (Self-Seal Envelopes), thru S. R. Leon & Co., N. Y.; Wesco Waterpaints Inc. (paints), thru Long Adv., S. F.; White Rock (cherry soda), thru Wm. Harvey, L. A. . . . TV doing well—but so's radio (see Telecasting Notes) and *Sponsor Magazine* points out: "Against Tea Council's \$1,000,000 all-TV ad budget, Pan American Coffee Bureau's betting entire \$500,000 ad wad on spot radio (100-plus markets)" . . . Coast Fisheries Div., Quaker Oats Co., starts TV-radio campaign Oct. 19 for its Puss N' Boots Cat Food, thru Lynn Baker Inc., N. Y. . . . National Carbon Co. (Prestone anti-freeze) launches annual 4-mo. campaign, using TV-radio spots, magazines and 510 newspapers, thru Wm. Esty Co. . . . Among other advertisers reported using or preparing to use TV: Iceberg Freezer Corp. (home freezers & air conditioners), thru Robertson Potter Co., Chicago; Louisiana Sweet Potato Advertising & Development Comm., Opelousas, La. (Louisiana yams), thru Fitzgerald Adv., New Orleans; Monsanto Chemical Co. (All detergent), thru Needham, Louis & Brorby, N. Y.; Anakist Co. (Super-Anakist), thru Ted Bates & Co., N. Y.; Evinrude Motors Div. of Outboard, Marine & Mfg. Co. (outboard motors), thru Cramer-Kraselt Co., Milwaukee; Parker Pen Co. (fountain pens), thru J. Walter Thompson, Chicago; CBS-Columbia Inc. (TV & radio sets), thru Ted Bates & Co., N. Y.; Tea Garden Products Co., San Leandro, Cal. (preserves, jellies, syrups), thru BBDO, San Francisco; U. S. Plywood Corp. (Weldwood Plywood doors), thru Kenyon & Eckhart, N. Y.; Fairmont Foods Co., Omaha (frozen foods), thru Allen & Reynolds, Omaha; Gebhardt Chili Powder Co., San Antonio (Eagle Brand chili powder), thru Glenn Adv., Dallas; Weldon Farm Products Inc. (Alba non-fat dry milk solids), thru Doyle Dane Bernbach, N. Y.

Alfred I. duPont Awards Foundation this week invited nominations for its 1953 annual awards to a TV or radio news commentator for "aggressive and consistently excellent and accurate gathering and reporting of news in the public interest"; to a TV or radio station of more than 5 kw and to one of less than 5 kw for "outstanding public service." Nominations will be accepted through Dec. 31 by O. W. Riegel, Foundation curator, Washington & Lee U., Lexington, Va.

Network Accounts: Woolworth's, which last year sponsored Tournament of Roses, will pick up the tab for NBC-TV's colorcast of big event at Pasadena New Year's Day, making it one of first color TV sponsors . . . GE sponsors Bing Crosby's long-awaited TV debut as "leading man" Dec. 27 on CBS-TV, 9-9:30 p.m., in telefilm produced by Bing Crosby Enterprises. Supporting will be best of GE's TV-radio properties, including Fred Waring, Ray Milland, Joan Davis, Jane Froman; Bing's only 2 TV appearances to date were as guest on NBC Bob Hope show and in a charity telethon . . . Fedders-Quigan (air conditioners) buys 110 segments on NBC-TV's *Today* for \$400,000, one of 7-9 a.m. program's largest sales; they start Dec. 1 and continue to Aug. 1954, thru BBDO. Other new *Today* sponsors: Druggist Supply Corp., N. Y., 16 partic., starting Dec. 2, thru Ruthrauff & Ryan; Jarmas-Williamson Co., Portland, Ore. (Bag Boy golf carts), 1 partic. Dec. 1, thru Joseph R. Gerber Co., Portland . . . J. B. Watch Band Co. to be alt-week sponsor of new Joey Adams comedy-quizz show, *Back That Fact*, on ABC-TV, starting Oct. 22, Thu. 9-9:30 p.m., thru Lewin, Williams & Saylor . . . Jergens Lotion buys Mon.-Wed.-Fri. portion of *Bride and Groom* on NBC-TV, starting Dec. 1, Mon.-thru-Fri. 12-12:30 p.m., thru Robert Orr Adv. . . . Purex powder bleach buys 7½ min. of Thu. 3:15-3:30 portion of *Kate Smith Hour*, on NBC-TV, starting Oct. 29, Mon.-thru-Fri. 3-4 p.m., thru Foote, Cone & Belding.

Replying to Hartford Telecasting Co. challenge of validity of granting TV licenses to insurance company-owned stations, Ch. 3 competitor Travelers Broadcasting Service Corp., which has combined with Dr. Franklin M. Doolittle's WDRC, cited 26 TV & radio stations presently owned by 11 companies in motion before Oct. 30 FCC hearing. Hartford Telecasting Co. has among principals Clifford S. Strike, chairman, 25.26%; Harry C. Butcher, pres. & gen. mgr., 24% (he would be resident mgr.); George E. Cameron Jr., oilman, onetime chief owner of KOTV, Tulsa, 24.21%; Charles F. Gannon, adman, 6.8%; and others. Study of records shows these insurance companies, in addition to Travelers, owning or applicants for TV, AM or FM stations (TV grants in parentheses): Durham Life Insurance Co.; Farm Bureau Mutual Automobile Ins. Co., Jefferson Standard Life Ins. Co. (WBTV, Charlotte, 100%, & WFMY-TV, Greensboro 16.6%); Lamar Life Ins. Co. (WJDT, Jackson, Miss., CP 100%); Life & Casualty Ins. Co. of Tenn.; Midland National Life Ins. Co.; National Equity Life Ins. Co.; National Life & Accident Ins. Co. (WSM-TV, 100%); Riverside Insurance Co. of America (WTVI, Belleville, Ill., 4%); Standard Life Ins. Co.; Shenandoah Life Ins. Co. (WSLS-TV, Roanoke, 100%).

Wm. R. McAndrew, NBC-TV special events chief, with producer James Fleming, writer Arthur Helch and director Charles Christensen among recipients of Christopher Awards for third quarter 1953 for their *Assignment Tomorrow*; also cited were Dr. Frances Horwich for her NBC *Ding Dong School* and producer Judith Waller and director Reinald Werrenrath Jr. Also winning citations were radio writer James Poe and producer William Gay for CBS's *Sam Houston* and CBS newsman Allan Jackson for his survey of educational conditions. Christopher movement was started by Fr. James Keller in 1945 to stimulate greater sense of personal obligation by individuals in education, govt., labor relations, journalism, literature and entertainment.

Signs of the times: Radio Executives Club of New England changes name to Radio, Television & Advertising Executives Club of New England (C. Herbert Masse, WBZ-TV, Boston, pres.).

Telecasting Notes: Business of broadcasting is booming, big and little AM stations alike reporting billings nicely ahead of 1952 and a few even talking of rate increases—almost a taboo subject since TV came on the scene. Local and spot are going great guns and even network is slightly ahead (see 8-mo. PIB figures, Vol. 8:40, p. 14). Washington's WDC (MBS) actually reports "wait listing" new advertisers, because it's so full-up . . . NBC Radio reports \$7,000,000 in new & renewal business (\$1,750,000 new) signed in 6 weeks Sept. 1-Oct. 15, making \$25,000,000 (\$3,750,000 new) since mid-June . . . Best explanation of radio boom, despite upsurging TV, is (1) that advertising generally is doing extremely well, and (2) that the radio broadcasters, singly and collectively, have really put over the idea, as *Broadcasting Magazine* puts it, that radio "is still the least expensive saturation medium of them all" . . . At NARTB district meetings, there's lots of backstage talk about letters from veteran broadcaster Wm. B. Way, KVOO, Tulsa, urging new trade association devoted to radio only—but nobody seems to be doing anything about it and project is expected to go way of most splinter proposals. NARTB looks stronger than ever to us, albeit some TV-only folk also object to "one big tent" structure for the same reason Bill Way does . . . **Coup for network radio:** Socony-Vacuum Oil Co. signs to sponsor 22 NBC Symphony Concerts on NBC conducted by Toscanini in Carnegie Hall, starting Nov. 8, Sat. 6:30-7:30 p.m.; no TV appearances for the maestro yet announced . . . **TV film industry,** just 5 years old, is crowding out 50-year-old movie business as principal Hollywood industry. Lee Zhitto, in Oct. 17 *Billboard*, on basis of survey of Hollywood unions, reports: "TV film industry is today responsible for employing more than 50% of Hollywood's asst. directors, more than 40% of its directors, 40% of its film editors, cameramen and sound technicians, a third of its established screen writers. More than 50% of its Class

A actors are working in telepix. [And] film processing labs are working at new high to keep with TV's demands" . . . Screen Extras Guild, among other contract demands submitted to Assn. of Motion Picture Producers, asks 5% additional payment for extras in theatrical films subsequently released to TV and for re-runs of TV films . . . "TV film stock company" planned by veteran producer Hal Roach Sr., reports Oct. 17 *Billboard*, which quotes him as saying he'll put top stars and competent supporting casts under contract, using them to make both theatrical and TV films—following same formula he used in *Our Gang* comedies, Laurel & Hardy pictures, etc.; he's said to have national sponsors lined up already for 3 of 4 planned TV series . . . **Plugging opposition,** Cleveland's vhf WEWS produces 20-min. promotional film, *Right Before Your Eyes*, tracing growth of TV in northeastern Ohio, showing plants and key staff members of 4 uhf stations, 2 grantees and one applicant in area, plus explanation of maximum power authorizations for 3 Cleveland stations, only time WEWS is shown or mentioned . . . San Francisco's KPIX complaining that certain nearby stations are picking up its CBS network shows without authorization—and this week KSTP-TV's Stanley Hubbard tells FCC one station picked up its NBC World Series exclusive and is "pirating" NCAA football games . . . Martha Rountree quits *Meets the Press* and *The Big Issue* in next few weeks, having ended partnership with Lawrence Spivak; she and adman spouse Oliver Presbrey own *Leave It to the Girls*, *Washington Exclusive*, *Nation's Press Conference* . . . Variety front-pages "indications" that Pat Weaver will be next NBC pres. and that acting pres. David Sarnoff won't move back upstairs to RCA until March 1—but it's sheer guesswork . . . "High School Day" set for Feb. 5 by upcoming WRTV, Asbury Park, N. J. (Ch. 58); students at local high school will "operate station," take over announcing, put on entertainment, even sell commercials.

SMALL MARKET TV can pay off—if you've got the right market, and the right formula. One telecaster who apparently has found the right formula—and the right markets—is W. D. (Dub) Rogers, who guided San Antonio's KEYL through TV's early red-ink days and then built KDUB-TV, Lubbock (Ch. 13) about a year ago. He let broadcasters in on some aspects of his formula at NARTB meetings in Seattle, San Francisco & Los Angeles.

Rogers' energetic plans for small market TV go beyond Lubbock (county pop. 101,000), which now has 2 vhf stations. He's building KPAR-TV (Ch. 12) in Sweetwater, Tex. (county pop. 19,800), which he intends to operate virtually as a satellite of KDUB-TV. Connected by private microwave, most programs will originate in Lubbock, with some local programming originating in Sweetwater. He has same plans for Big Springs, Tex. (pop. 26,700), where he has application for Ch. 4.

Talks to district meetings amplified and updated Rogers' comments as chairman of Small Market TV panel at NARTB 1953 convention, printed by us as Special Report May 9. His advice to would-be small-market telecasters: "Study your market, get as much information as possible [before deciding whether to build]. There is too little serious thought being put behind these proposed operations in many cases—too much aimless drifting."

Minimum outlay for station construction is \$185,000 using new equipment, or possibly \$135,000 with some second-hand equipment, he said. He gave this breakdown of revenue dollars received by his 11-month old non-interconnected station in relatively small 2-station market:

Local revenue accounts for 84% of total ("it is very simple to figure out who will be feeding you"); this breaks down to announcements 33%, programs 29%, production, camera, etc. 22%. National is 11% (announcements 7%,

programs 4%). Network revenues account for mere 5%.

As to operating costs, general & administrative are 32%, program 28%, selling 20%, technical 20%. Other cost statistics: (1) Sustaining film costs amount to 39% of total program costs. (2) Expressed in relation to total expenses, film costs are 25%, depreciation 12%, advertising & promotion 8%, salaries 31%. (3) "Overhead" items such as taxes, royalties, heat, light are 24% of total.

KDUB-TV has 35 fulltime employes, 6 part-time, working under "dual function plan"—most employes having one or more secondary duties in addition to their primary ones. "Without this plan," says Rogers, "the small market station cannot survive." Part-time employes are engineering and TV-radio majors at local Texas Tech.

Secret of building up local accounts, Rogers believes, lies in doing real educational job on TV as a medium. Local merchants' first reaction always is that TV is too expensive. "Why? Because they have been buying radio spots for \$1.50 up [and] when you approach them with an \$18 or \$20 spot rate they go berserk. But never let them compare the rate of a TV station with the rate of AM—but rather with the rate of the local newspaper. TV in a small market can deliver the audience on a cost-per-thousand basis just as cheaply as the large markets do. Most of the time we have a greater percentage of sets-in-use than the large markets—[because] we do not have the competition of the entertainment world that metropolitan stations have. You either go to a movie, or watch TV."

Live programming is a necessity in big or small market, says Rogers. "We produce 64 live shows per week—80% of them commercial." As for films: "In the small market station you cannot assume a bigger responsibility than that of a film buyer." Good film libraries are small-market best buys. "In a small market station I do not see at this time how anyone can keep program costs under 28%."

DUMONT SHIPPED 5-kw transmitter to KBOI, Meridian, Ida. (Ch. 2) this weekend, slated for shipment in next 2 weeks similar units to KFBB-TV, Great Falls, Mont. (Ch. 5) and KWWL-TV, Waterloo, Ia. (Ch. 7). DuMont also reports order for 25-kw transmitter from KGLO, Mason City, Ia., which got Ch. 3 grant this week, delivery due after first of year. DuMont announced this week it has shipped complete microwave equipment to: KVEC-TV, San Luis Obispo, Cal. (Ch. 6); KTVII, Hutchinson, Kan. (Ch. 12); KERO-TV, Bakersfield, Cal. (Ch. 10); KTYL-TV, Mesa-Phoenix, Ariz. (Ch. 12).

GE reports these uhf shipments this week: 12-kw transmitter to WJHP-TV, Jacksonville, Fla. (Ch. 36), Oct. 12; 100-watt driver to Michigan State College's commercial WKAR-TV, East Lansing (Ch. 60); and 100-watt unit to KSTM-TV, St. Louis (Ch. 36), to be followed by 12-kw Nov. 1. Latter station also has 1-kw RCA transmitter, presumably will sell it when GE installation is complete.

RCA shipped three 10-kw transmitters this week to upcoming new vhf stations KFYZ-TV, Bismarck, N. D. (Ch. 5), sent Oct. 13; WCSH-TV, Portland, Me. (Ch. 6), Oct. 16.

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

WJON-TV, St. Cloud, Minn. (Ch. 7), about 65 mi. from Twin Cities, is having site trouble and has postponed target from Oct. 15 to next March 1, reports counsel. Chief owner is Max H. Lavine, adv. mgr. of *Superior* (Wis.) *Telegram*. Equipment has not yet been ordered. Rep will be Rambeau.

KWTV, Oklahoma City (Ch. 9), contender for "world's tallest TV tower" with 1500-ft. Ideco, has moved up target date from April-May 1954 to early Dec. 1953, when it plans to begin interim operation with 10-kw RCA transmitter, 6-bay RCA antenna, according to gen. mgr. Edgar T. Bell, now also mgr. of KOMA (AM) which will be half-owner of KWTV. New station will be basic CBS, first vhf competitor for pre-freeze WKY-TV. Avery-Knodel will be rep. Two uhf stations—KMPT (Ch. 19) and KTVQ (Ch. 25)—are imminent, both with towers over 900 ft.

WNCT, Greenville, N. C. (Ch. 9) has again been delayed due to lack of tower, but erection begins in about week and station should be ready by about Nov. 15, reports mgr. A. Hartwell Campbell. RCA equipment will be used, and CBS & DuMont interconnections are due Jan. 1. Staff thus far selected: John G. Clark Jr., commercial mgr.; Mrs. M. J. Laughinghouse, bus. mgr.; Larry Carry, program director; Tom Chick, production director; Ec Wall, promotion mgr.; Malcolm Nicholson, film editor; Hank Tribley, chief engineer. Pearson is rep.

CKWS-TV, Kingston, Ont. (Ch. 11), recently recommended by CBC for TV grant, hasn't ordered equipment as yet, expects to get on air in 10-12 months, will connect Kingston studios via microwave with transmitter at Bath, 12 mi. to west of city, reports J. M. Davidson, asst. to pres. of Northern Bestg. Co. Ltd. Northern operates radio CKWS and will operate TV for owner Brookland Co. Ltd., which also owns CHEX, Peterborough, Ont. Brookland Co. is 51% owned by Senator W. Rupert Davies, owner of *Kingston Whig-Standard*. Other owner is Roy Thomson, chain newspaper publisher. Rep not yet chosen.

WRAY-TV, Princeton, Ind. (Ch. 52), RCA transmitter now being installed, has reset target date to Nov. 1-7 and announced this staff: Robert L. Epstein, gen. mgr.; Warren Wittekind, program director; Ray Shigley, engineering director; Harold Bass, film director; Gene Peterson, news director; Al McElfresh, program director. Walker has been named rep.

WTAC-TV, Flint, Mich. (Ch. 16) has all RCA equipment on hand in new 12,000-sq. ft. building on Lapeer Rd. "in heart of metropolitan area," hopes to begin transmissions Nov. 1, reports Jack D. Parker of Parker Adv. Agency, Saginaw, handling station's promotion and publicity. Station is backed by H. Allen Campbell and George Trendle, former owners of WXYZ, Detroit, who own TV-radio properties *Lone Ranger*, *Sgt. Preston of the Yukon* and radio's *Green Hornet*. Rubin Weiss, TV-radio producer-writer-actor from Detroit stations, has been appointed mgr. City's other uhf grantee, whose principal is James F. Rubenstone, ex-WFIL-TV, Philadelphia, last month reported it is considering surrendering CP because of inability to get major network affiliation (Vol. 9:39). WTAC-TV rep is Raymer.

KVAN-TV, Vancouver, Wash. (Ch. 21) has ordered 5-kw DuMont transmitter, plans Jan. 15 debut, writes grantee Sheldon F. Sackett. Transmitter will be across Columbia River in Portland, Ore., studios in Vancouver. It will be first uhf competition for pioneer KPTV (Ch. 27) and third in area, where KOIN-TV (Ch. 6) began tests Sept. 29, programs Oct. 15. KVAN-TV hasn't chosen rep yet.

WHA-TV, Madison, Wis. (Ch. 21, educational), granted last week to Wisconsin State Radio Council, is buying RCA 1-kw transmitter and Workshop antenna, to be mounted on present FM tower, plans Jan. 1954 start, according to exec. director H. B. McCarty, who points out that state-owned radio WHA is the "oldest station in the nation." Studios in old Chemical Engineering Bldg. are ready, equipped with 3 GPL camera chains, kine recording equipment and projector. Allotment of \$19,000 provides for addition of TV personnel during 1953-54.

WMAC-TV, Massillon, O. (Ch. 23), awaiting FCC approval of changed site and lower power, has postponed target date to Dec. 7, reports commercial representative Jim Bushman. It's an Ed Lamb project, got GE equipment last month. Staff hasn't yet been mustered, though \$200 base rate has been set and DuMont affiliation signed. Rep will be Petry.

KTVU, Stockton, Cal. (Ch. 36), antenna on hand and GE transmitter due soon, has nearly completed conversion of East Theatre into studio bldg., now plans Oct. 30 tests. That's report from v.p.-gen. mgr. Knox La Rue, ex-San Francisco v.p. of Hollingbery, 20% owner. *Fontana* (Cal.) *Herald News* owns 75%. Transmitter will be 10 miles north of Livermore, Cal., on mountain-top 1620-ft. above average terrain. Rep is Hollingbery.

WKNY-TV, Kingston, N. Y. (Ch. 66) held groundbreaking ceremonies Oct. 19 at new transmitter site near Port Ewen water tower, west of State Hwy. 9-W. Construction of studio-transmitter building is scheduled to start Nov. 1 and tower work begins Nov. 15-Dec. 1, so that test patterns should start by early or mid-Dec., according to TV operations mgr. Robert Sabin. Rep will be Meeker.

Proposal to replace 2 St. Louis vhf channels with 4 uhf was filed with FCC Oct. 15 by St. Louis' KSTM-TV (Ch. 36) through Washington attorney Franklin C. Salisbury. Petition argues that competition by 7 applicants for the 2 vacant vhf channels will "deprive the people of prompt additional service," and removing vhf channels from city would prevent some grantees from enjoying "unfair competitive advantages" over others. Petition also "suggests" Commission reconsider allocation plan with idea of avoiding intermixture of vhf & uhf in "all other communities similarly affected."

Clint Youle, NBC's Chicago weather reporter, this week purchased the 100-year-old *Galena* (Ill.) *Gazette & Advertiser*, recently a daily, now semi-weekly.

PIPELINE TOTAL NEAR 2,400,000 ON SEPT. 30: Inadvertently, we didn't give full story last week in our trade report on TV inventories. The figure of 1,400,000, which we incorrectly stated represented TVs in all pipelines, actually related to factory and distributor inventories only -- failed to take into consideration estimates of dealer inventories for 9-month period, which were not then available.

It's now estimated that dealer inventories totaled between 900,000-1,000,000 at end of Sept., slightly above the 900,000 in dealer stocks at end of Aug. Added to 1,400,000 (factory 500,000, distributor 900,000), this makes quite a difference in the over-all inventory picture, of course, but industry spokesman believes that TV inventory position is good, as long as sales continue high.

Many manufacturers spaced their production more evenly this year for first time, this spokesman pointed out, keeping output higher than usual over lean summer months -- thus keeping inventories relatively high -- to avoid rush in final quarter.

TV industry has historically gone into fall season with very low inventories, a condition which found it unprepared to satisfy sudden calls for receivers in final quarter. Then usually begins big production push. Industry this year made concerted effort to alter this deficiency with higher output, as attested by the 1,322,704 sets produced in May, June & July, months when production is usually lowest, as compared to 1,075,460 in same months of 1952.

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Sales pickup in TVs was evident this week as fall season really started in earnest. Scattered but well-documented reports from the new and old markets alike pointed to steadily rising sales, sparked by World Series, football game telecasts, bigger & better variety and dramatic shows on networks, etc.

Reports reaching our desk from such widely-separated points as Winston-Salem and Seattle -- and many in between -- all reflect growing optimism about the TV trade picture, though usual regional differences existed on how long it would last. Many dealers were preparing big Christmas promotions, especially in new markets.

That sets were selling well, even in summer, is shown by RETMA report listing 3,546,407 TVs sold at retail in first 8 months, well up from 2,569,384 in same 1952 period. In Aug. alone, 430,101 TVs were sold at retail, up from 340,406 in July and 233,429 in Aug. 1952. Radios also held up well, totaling 3,875,293 (excluding auto sets) at retail in 8 months, compared to 3,505,516 in corresponding period year ago. Aug. radio sales were 491,431 vs. 366,666 in July, 417,327 in Aug. 1952.

Speculation still continues on effect of color on TV sales, as FCC decision on color system draws closer (for latest on color, see p. 1). Wall Street Journal reports some dealers complaining bitterly about effect of color publicity. Official of White House dept. store in San Francisco was quoted: "Even people buying sets on time wonder if they should continue their payments." Chicago dealers report need for intensified selling, one asserting: "Even though profit margins on TV sets now are the smallest for any big cost item, we can't afford to lose them."

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TV production got off to flying start in first week of final quarter, totaling 173,040 (6375 private label) week ended Oct. 9, highest for any week since Feb. It compared with 170,685 preceding week, 161,995 week ended Sept. 25 and 179,147 corresponding week year ago. It was year's 40th week and brought production to date to about 5,760,000. Output at same time last year was about 4,000,000.

Radio production totaled 247,289 (84,061 private), compared to 250,399 in week ended Oct. 2 and 266,307 week before. It compared with 206,855 corresponding week last year and brought this year's production to date to about 10,400,000. Week's radios: 99,856 home sets, 37,298 portable, 42,113 clock, 68,022 auto.

Topics & Trends of TV Trade: Side by side with TV, major appliances are also moving nicely. National Electrical Manufacturers Assn. this week reported substantial gains in factory shipments of several large appliances in first 8 months over corresponding period last year.

Household refrigerators led the advance, totaling 2,742,914 units, up from 2,376,318 in same 1952 period. Gain in refrigerator shipments is regarded by trade as especially significant in view of continuous reference to home refrigerator market as well-saturated.

Second largest gain was in electric ranges, totaling 855,453 units, compared to 630,370 in first 8 months last year. Other shipments: home and farm freezers, 628,682 vs. 534,325; water heaters, 425,952 vs. 358,437.

Though NEMA distributes figures without comment, manufacturers and distributors agreed that sales pickup in summer was largely responsible for good showing. Sales in first 5 months were poor compared to preceding year.

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TV service will cost about \$250,000,000 this year, compared to approximately \$150,000,000 last year, increase resulting from greater number of sets-in-use and larger proportion of older receivers. That was estimate of Frank J. Moch, pres. of big National Alliance of TV & Electronic Service Assns. at Chicago convention this week. On another service front, John F. Rider, technical publisher, advised TV service firms they could increase their incomes by including all electronic maintenance work and repair of home appliances. He told Greater Chicago TV Service Industry Group that TV servicemen have neglected repair of record players, high-fidelity equipment, home radios, electronic organs, room air conditioners, etc., added he searched N. Y. 4 months before he could find 2 men willing to contract for service of an electronic computer.

Bullish phonograph record business is described in comprehensive survey in *New York Times*, wherein financial reporter Alfred R. Zipsler Jr. gives this explanation for recent buying upsurge: "Record manufacturers have discovered something that honest and canny Highland distillers of Scotch whisky have known for centuries. An acquired taste often becomes stronger and more enduring than an inherent one." In article, Emanuel Sacks, v.p. & gen. mgr. of RCA Victor's record dept., foresees industry-wide sales of \$225,000,000 worth of records this year, compared to \$200,000,000 last year. Other signs of prosperity: James B. Conkling, Columbia Records pres., says this will be company's best year, surpassing sales peak of 1952; Decca, with peak 6-month profit of \$430,000, looks forward to busy final quarter, says exec. v.p. Leonard W. Scheider; Capitol Records figures on 15-20% sales boost over 1952, may beat its "bonanza" 1948, when \$17,000,000 sales were achieved, says pres. Glenn E. Wallichs.

Space Cadet Dept.: TV sets in 1975 will be "two-faced"—with pictures on both sides of cabinet—and when placed in wall opening will permit viewing of same program in 2 rooms. That bold look in future came from Vivian Overand, Admiral home economics director, in talk this week to newspaper editors food conference. She added that future TV sets will be designed to look more like a framed picture, and that engineers may be able to design CR tubes 27 or 30-in. in diameter but no more than 10 or 12-in. deep, enabling sets to be placed in shallow wall cavities or on breakfronts where they won't be out of proportion to other room furnishings.

Thias Research Div., Standard Coil Products Co., is name of new entity resulting from separation of research and production operations. Headed by Standard Coil engineering v.p. Edwin Thias, division will encompass all research facilities for uhf, sound, color TV and other forms of advanced electronics.

Trade Miscellany: Lacy's, Washington TV-radio chain which last week filed petition of voluntary bankruptcy (Vol. 9:41), lists 197 creditors, with accounts payable of \$320,507. Among creditors: Greber Distributing Co., Washington (Capehart-Farnsworth), \$41,712; Philco Corp., \$40,923; General Electric Supply Co., Washington, \$25,747; Samson Distributing Co., Washington (Motorola), \$22,898 . . . Sylvania to lay off temporarily 100 of its 1540 employes at Seneca Falls, N. Y. tube plant in next 2 or 3 weeks because of "normal leveling off" of tube inventories, says personnel director Henry Prisby . . . GE to construct 44,000-sq. ft. addition to receiving tube plant at Tell City, Ind., will dedicate new 25,000-sq. ft. western regional tube warehouse at 11840 Olympic Blvd., Los Angeles, Oct. 22 . . . Stromberg-Carlson starts construction of addition to electronics engineering bldg. at Rochester, N. Y. . . CBS-Columbia launches series of 19 service clinics, conducted by field service engineer Morton S. Klein, to be held in conjunction with distributors in Tampa, Miami, Atlanta, Knoxville, Johnson City (Tenn.), El Paso, Albuquerque, Phoenix, Houston, San Antonio & Dallas . . . Raytheon has min. and 30-sec. spot commercial films promoting its new TV line, available to distributors and dealers from TV-radio adv. dept., 5921 W. Dickens Ave., Chicago . . . Entron Co., maker of community antenna equipment, moves soon to larger quarters at 4902 Lawrence St., Bladensburg, Md. . . Radios account for one-third of all RCA Victor sales, according to consumer products v.p. Joseph B. Elliott . . . Novel promotion: Canadian Admiral 17-in. TV table model (\$250 list) given free to purchasers of certain makes of new or used autos by Toledo Motors Ltd., Montreal . . . Coronet Television Corp., Windsor, Ont. (Wm. Hurwitz, pres.) plans to set up own TV receiver production line in Mexico in near future . . . Tax liability of manufacturers of phonograph player attachments is clarified in Internal Revenue Service Bulletin No. 21, dated Oct. 12.

Jerrold showed its first 5-channel community antenna equipment Oct. 15 to 37 operators at meeting in Mahanoy City, Pa. City TV Corp. (Wm. McLaughlin, owner), previously carrying the 3 Philadelphia stations, now also feeds subscribers WEEU-TV (Ch. 33) and WHUM-TV (Ch. 61), Reading, Pa. New signals are converted to sub-TV frequencies 24.5-30.5 mc and 40.5-46.5 mc, fed through receivers' channels 5 & 3. Jerrold estimates it costs about \$400 per mile to add 2 channels to its existing 3-channel systems. Company also reports construction of Reno, Nev. system under way by John Colling, operator of system in Grass Valley, Cal. System is to pick up San Francisco signals, bring them to Reno via AT&T microwave.

"The character, integrity and ethics of our business is in the process of slow but sure deterioration now. Unless we can get industry cooperation now, at all levels, to put respectability back in the business—it may one day be too late." This warning came from J. A. Broadhurst, Jenkins Music Co., Wichita, at meeting of TV-radio-appliance dealers in Omaha sponsored by NARDA and Nebraska-Iowa Electrical Council. He said misleading advertising "continues to corrode the structure of appliance retailing."

New "sandwiched" TV safety glass, made in 2 layers like auto glass, was announced this week by Pittsburgh Plate Glass Co. Slated to be available to set makers next month, glass is tinted gray, which Pittsburgh claims provides better contrast, eliminates "double reflections."

Paul Hetenyi, 63, retired pres. of Solar Mfg. Corp. (radio & electronic devices), who had lately been serving as Aerovox consulting engineer, died Oct. 14 in N. Y. Son of a Hungarian nobleman, he was cited by Govt. for war-time work in producing electronic devices for Signal Corps.

Trade Personals: Dr. O. G. Haywood Jr., ex-Air Force colonel who organized and headed Office of Scientific Research, Air Research and Development Command, appointed Sylvania mgr. of engineering planning . . . J. A. Frabutt, ex-govt. sales mgr., named gen. sales mgr. of Federal Telephone & Radio Co. (IT&T), succeeding R. S. Perry, now Federal pres. . . Robert C. Sprague, chairman of Sprague Electric, named adviser to Senate armed services subcommittee studying continental defense . . . John D. Small, ex-Munitions Board chairman and onetime v.p. & exec. asst. to Emerson pres. Benjamin Abrams, elected exec. v.p. of Quiet Heat Mfg. Corp., recently purchased by Emerson as air-conditioner production subsidiary . . . John P. Boksenbom, ex-v.p. in charge of RCA Service consumer products div., elected pres. of American Dyewood Co. . . Edward J. Davenport named chief of CR tube commercial engineering div., National Union Radio . . . James H. Sweeney named marketing mgr. for germanium products in GE's new commercial equipment dept.; James E. Keister appointed engineering mgr., Theodore E. Jamro manufacturing mgr.—Sweeney & Keister headquartering in Syracuse, Jamro in Clyde, N. Y. . . Edward Altschuler resigns as marketing mgr., Kaye-Halbert, his duties to be absorbed temporarily by pres. Harry Kaye and adv. mgr. Jack Bremback . . . T. C. Gilliland resumes duties as San Francisco district mgr., GE TV-radio dept., after year's service in naval reserve . . . Alexander Cameron Jr., ex-Crosley, named Los Angeles district mgr., Arvin TV-radio div., succeeding Elmer C. Jorgensen, now div. merchandising mgr. . . Wm. E. Skinner, ex-Arvin Distributors, Chicago, named Zenith Ohio regional sales mgr. . . James N. Ryan, ex-Tele-tone, named sales & adv. mgr., DeWald Radio . . . Louis W. Selsor promoted to distributor sales mgr., Jensen Mfg. Co. (speakers) . . . Henry D. Clark appointed sales training mgr., Westinghouse TV-radio div., Metuchen, N. J. . . James W. Shackelford named DuMont south-eastern regional sales mgr., Atlanta.

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Distributor Notes: Shares of Avco stock will be given N. Y. dealers with each large-volume purchase of Crosley or Bendix products before Dec. 24, according to plan revealed this week by new distributor Gerald O. Kaye & Assoc. Each dealer buying at least \$3000 worth of Crosley TV, radio or phonograph products in single order will get 20 shares; purchasers of 60 pieces of Bendix home laundry equipment or Crosley refrigerators, freezers, ranges & dishwashers (except Bendix Dialamat washer and Crosley 7-cu. ft. refrigerator) will get 25 shares; 27 units will bring 10 shares. Also this week, Kaye disclosed election of W. Lee Booth as treas. & controller of his firm . . . DuMont appoints Alliance Distributors Co., Wichita (Charles Fischer, pres.); Chicago factory branch promotes H. Joseph Sarlin to gen. mgr.; Standard Distributing Co., San Antonio (DuMont) appoints Robert Frank sales mgr. . . Stewart-Warner appoints Ott-Heiskell Co., Wheeling (Henry Roth, pres.) . . . Arvin names Graybar, Providence (T. A. Purcell, mgr.) . . . Bruno-New York (RCA Victor) appoints Victor A. Harris, radio sales mgr., as secy. . . Warren-Connolly Inc., N. Y. (Hallcrafters) elects Edward L. Frohlich pres., succeeding C. B. Warren, retired; Frohlich acquired majority interest in concern last week (Vol. 9:41) . . . CBS-Columbia Distributors Inc., N. Y., appoints Fred Okon adv. & promotion mgr., succeeding Ben Z. Kaplan.

Harry Krich, 79, who acquired control of Krich-Radisco, Newark, in 1922 and became first RCA distributor in nation, died Oct. 11 at his home in Beverly Hills, Cal. After he retired as chairman, Krich-Radisco was reorganized in 1950, creating 4 corporations: Krich-New Jersey (RCA), Allied Distributors-New Jersey, Associated Distributors-New Jersey and K-R Services. His 3 sons — Max, Paul and Barney—manage the 4 corporations.

Financial & Trade Notes: RCA chairman David Sarnoff and pres. Frank Folsom, in virtually identical letters to stockholders dated Oct. 1, disclosed that on Sept. 22 they sold 75,000 and 37,000 shares of their RCA stockholdings, respectively, through Lazard Freres & Co. to a small number of investors and investment trusts. Gen. Sarnoff bought 100,000 shares and Folsom 50,000 last Feb. at 17¾ under an option agreement approved by stockholders in May 1951. On Sept. 22, RCA common closed at 23½ but sale was reportedly at 2 points below that level, leading *N. Y. Journal of Commerce* to estimate that Sarnoff's profit was about \$200,000 and Folsom's about \$100,000 after capital gains taxes.

Both Sarnoff and Folsom explained they are not wealthy men and had to obtain personal loans from banks to buy the stock, then had to sell to repay the loans. Sarnoff's remaining holdings are 30,000 shares, of which 25,000 were acquired under the option. Folsom now owns 13,000, of which 12,500 were from option. In his letter, Sarnoff stated:

"This represents substantially all my life savings. Because of my faith in the future of RCA and my belief that my investment in RCA stock is, and will remain, a sound investment, I intend to retain for investment the stock I now own and I have no present intention of distributing this stock." Folsom's letter said much the same thing.

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General Instrument Corp. reports net profit of \$711,400 (\$1.15 a share) on sales of \$19,139,300 in 6 months ended Aug. 31 vs. \$303,600 (50¢) on \$12,071,500 corresponding 1952 period. For quarter ended May 31, profit was \$456,077 (75¢ a share) compared to \$102,487 (17¢) same quarter last year.

Official Films Inc., TV film distributing firm organized by Isaac D. Levy, now chairman, and headed by pres. Harold L. Hackett, reports net income of \$76,882 before and \$69,632 after taxes for fiscal year ended June 30, contrasting with net loss of \$524,027 for preceding fiscal year. Income was \$1,685,700, and deficit in earned surplus dropped to \$717,867 as of June 30, 1953 from \$786,867 on June 30, 1952.

Among officers' and directors' stock transactions reported by SEC for Aug.: R. S. Pruitt sold 4000 Avco common, bought 200 pfd., holds 21,670 common, 481 pfd.; Richard A. Wilson bought 200 Magnavox (July), holds 400; H. W. Brown sold 573 Muntz TV, holds 6000; Courtney Pitt sold 200 Philco, holds 1070; Leslie J. Woods sold 300 Philco, holds 7899; Meade Brunet bought 100 RCA, holds 500; Alfred H. Busch bought 100 Stewart-Warner, holds 100; Milton Schulte bought 100 Tung-Sol, holds 2045.

Admiral stockholders voted last week to increase authorized shares from 2,000,000 to 2,400,000, clearing way for 20% stock dividend voted by directors on Sept. 4, in addition to 25¢ quarterly dividend, payable Oct. 15.

Fight over commercial TV nears climax in Britain. Blow for competitive, sponsored TV was struck this week by Norman Collins, ex-BBC chief, now head of High Definition Films Ltd., big TV film company. He revealed BBC had rejected his offer of \$3,000,000 a year for use of TV studios for 7 hours daily when BBC-TV isn't on air. He tied his statement to recent BBC financial report showing govt. monopoly went \$2,000,000 in red last year, will be bankrupt by 1955 if present rate of losses continues (Vol. 9:37). Meanwhile, Admiral pres. Ross Siragusa, returning from business trip to England, predicted decision on commercial TV as early as next month. He said Britain is on threshold of prosperous period, reported TV as popular there as in U. S., despite limited programming, higher cost of sets and smaller screens.

Managing partners A. Donovan Faust and Larry H. Israel acquire 25% ownership each of Pittsburgh's WENS (Ch. 16), which began operation Aug. 25 with ABC & CBS service, in formation of Telecasting Inc., proposed new licensee. Formerly holders of 5% each and sparkplugs of the enterprise, they will hold titles of v.p., with pres. Thomas P. Johnson (now 44.5%) reducing holdings to 13.8% and Henry Oliver Rea (now 44.5%) to 8.35%. Mr. Johnson is a chief owner of Pittsburgh Pirates, and one of nearly a score of new stockholders will be John W. Galbreath, pres. of Pirates and Forbes Field (5.55%). Other stockholders include Tyrone Corp. (5.55%), which owns 35.2% of Mt. Washington Television Inc., grantee of Ch. 8 for projected WMTW, Poland, Me., and steelman Donald Lott (2.77%) who owns 14% of WPGH, Pittsburgh. Mr. Rea and brother W. H. Rea also own about 37% of WPOR, Portland, Me. Station lists assets of \$350,068 (franchise & license being down for \$6,755.27), with partnership investments of \$85,000 and operating loss of \$17,987 as of last June 30. Pro forma balance sheet as of Aug. 31 shows \$904,802 assets, including \$253,831 cash and \$452,149 in plant and equipment, with 18,000 shares of Class A capital stock outstanding out of 24,000 authorized and 2000 Class B out of 24,000 authorized.

Big Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*), which last week purchased KCMO-TV, Kansas City (Ch. 5) with KCMO for \$2,000,000, plus certain indebtedness (Vol. 9:40-41), lost \$198,638 on first fiscal year's operation (ended June 1949) of its WHEN, Syracuse, which it founded in Dec. 1948, lost \$204,423 in 1950 fiscal year, then earned net profits after taxes of \$42,704 in 1951 fiscal year, \$164,626 in 1952, \$135,936 in 1953 and \$19,564 in first 2 months of 1954 (July & Aug. 1953). Figures are revealed to FCC in official statement of publishing company's total earnings for same periods, which ranged from \$2,536,996 in 1948-49 to \$3,349,153 in 1952-53. Meredith also owns WOW-TV & WOW, Omaha, and KPHO-TV & KPHO, Phoenix, whose licensee subsidiary Meredith Engineering Co. showed profits for each of those years—but figures involve other properties than TV-radio.

Joe Brechner and John Kluge, who launched daytime WGAY, Silver Spring, Md., suburb of Washington, when they got out of service, have purchased 5-kw WLOF, Orlando, Fla. (5 kw on 950 kc, MBS) for \$215,000 from Jacksonville co-owners Wm. Sears & Walter Shea, and with it acquire contested application for TV Ch. 9. Brechner, who once wrote entertaining article in *Saturday Evening Post* about vicissitudes of small-town radio station operations, will own 26%, Mr. & Mrs. Kluge 35%. They placed \$50,000 in escrow, will pay additional \$50,000 when FCC approves, take \$115,000 in 5% notes to be amortized in 48 monthly payments. Blackburn-Hamilton was broker.

Have TV and radio helped make baseball a commercial enterprise subject to anti-trust laws? Yes, argued attorneys charging baseball with monopolistic conspiracy in 3 big test cases before U. S. Supreme Court this week. No. said representatives of baseball. Supreme Court hasn't said anything yet, is expected to announce a decision next spring. Cases are based on alleged unfair treatment of two minor league players and a minor league club owner. In 1922, the Court decided in a similar case that baseball was a sport of local and not interstate nature, hence not subject to anti-trust laws.

Last 2 stations to move to Empire State Bldg. antenna mast—WATV & WOR-TV—appear headed for photo finish. WATV's specially designed Andrew antenna was delivered Oct. 9, will be put in use Nov. 14. WOR-TV antenna, made by Alford Engineering Co., is now being put in place, slated for use "in 3-4 weeks."

Three TV applications this week and 8 dismissals brought total pending FCC action to 449, including 119 uhf. Week's applications were for Marquette, Mich., Ch. 5, by group headed by Jerome Sill, who owns 25% of upcoming WMIL-TV, Milwaukee (Ch. 31) and 50% of Ch. 38 application for LaCrosse, Wis.; for Traverse City, Mich., Ch. 77, by local WTCM; for St. Louis, Ch. 11, by hotel owner Harold Koplar and others, replacing application withdrawn this week by same principals. [For further details about these application, see *TV Addenda 17-0* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

TV stations averaged \$10.27 revenue for every TV set in their circulation areas last year, NARTB v.p. Richard Doherty told members attending second series of district meetings. Highest per-set revenue was \$13.60 in Cincinnati, lowest \$8.36 in Philadelphia. Average per-station operating cost in 1952 (excluding network-owned stations) was \$1,049,474. Lowest reported operating expense was \$166,366, highest \$2,944,371. He gave these breakdowns of expenses of average station: technical, 19.6% of total expenses; programming, 44.5%; selling, 8.4%; general administration, 27.5%.

Tiny RCA vidicon TV film camera tube (Vol. 9:40), weighing only 2 oz., was put into use by NBC-TV this week on 2 filmed shows—*Dennis Day Show* and *Superman*. New tube, said to produce picture "equal or superior in quality to that produced by the iconoscope tube," is 3 times more sensitive, contributes no appreciable noise to video signal and results in vastly improved gray scale, according to RCA. Compact TV film camera using new tube is slated for production early next year.

Legality of TV-radio giveaway programs will be reviewed by U. S. Supreme Court, with hearing to be conducted on date to be set. Court agreed to review case on FCC's appeal from special 3-judge Federal court ruling in New York that Commission's ban on giveaways should apply only when contestants have to furnish money or anything of value or have sponsor's product in their possession. NBC, CBS & ABC opposed Supreme Court review.

Power increases: WKY-TV, Oklahoma City (Ch. 4), Oct. 10, from 16.9 to 100-kw ERP; WJIM-TV, Lansing, Mich. (Ch. 6), Oct. 17, from 19 to 31 kw, with new 600-ft. tower, plans 100-kw in January. GE this week shipped 20-kw amplifiers to KTTV, Los Angeles (Ch. 11) & KGO-TV, San Francisco (Ch. 7), 1-kw uhf unit to WOSH-TV, Oshkosh, Wis. (Ch. 48), now using 100-watt transmitter.

TV has given possums new lease on life. Quoting conservation officials, UP reports from Montgomery, Ala. that time-honored southern sport of possum-hunting is dying out because more and more people would rather stay home and watch TV.

New Jacksonville-Orlando, Fla. microwave system was proposed by AT&T this week in petition to FCC. The 134-mile telephone route would release 2 additional channels on current Jacksonville-Orlando cable for TV service.

Yanks won the Series—or was it Gillette? Sponsor sold its wholesalers 2,600,000 "special offer" razor-&-baseball-book kits (to retail at \$1), featured on Series telecasts.

Delbert Clark, 53, ex-*New York Times* newsman who had been supervising educational TV fund grants for last 2 years as eastern representative of Ford Foundation's Fund for Adult Education, died suddenly Oct. 11 in N. Y. A graduate of U of Michigan, he served on *Times* for 20 years in N. Y., Washington and Berlin, was public relations officer for 5th Army in Italy during war and for Mediterranean theatre following V-J Day.

L. Brown

Television Digest

with **ELECTRONICS** REPORTS

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In this issue:

- No Jackpots for Poorly Planned Stations, page 1
- 3 CPs Granted, Revised Priority List Out, page 2
- Exactly 300 TV Station Now on the Air, page 2
- Pittsburgh—Big-City VHF-UHF Market, page 4
- Newly Formed UHF Assn. to Petition FCC, page 7
- Transmitter Shipments & Upcoming Stations, page 9
- Dealers Dread Color Impact on Xmas Trade, page 10
- Color Go-Ahead Soon; RCA-NBC to Show in Hollywood, p. 11

NO JACKPOTS FOR POORLY PLANNED STATIONS: From an expert who knows whereof he speaks comes note of caution about hell-for-breakfast pace of TV station expansion -- from NARTB's able employe-employer relations v.p. Richard P. Doherty, who is now winding up 17 district meetings all over the U.S. At each meeting, a heart-to-heart session on TV was conducted, so Dick Doherty's conclusions make a lot of sense.

Total TV revenues will exceed \$500,000,000 next year, he begins. This would compare with \$438,000,000 he estimates for this year and the \$324,000,000 in FCC's official audit for 1952. We think his 1953-54 estimates are somewhat low (see Vol. 9:33) -- but let that pass. Then he goes on to state:

"There will be no jackpot for many new stations during 1954. The year ahead will be one of overexpanded activity, during which new operations will tend to expand at a relatively faster rate than total TV revenue will rise. In all probability, at least 30% of the new stations will lose money during the next 12-15 months, and such red ink operations will include vhf as well as uhf, some of them network affiliates.

"The fault rests not with the dynamic character of the industry but with the naive innocence of many persons who have rushed into the field." Spelling this out:

* * * *

"TV income within a few years will adequately support at least 500 stations -- but the interim growth process will be rough on the inadequately conceived, over-capitalized and inadequately managed new stations. The impact of this new station growth will unquestionably also be felt by some of the established stations.

"Already we are seeing a few 2-station markets where a 50-50 split of income provides a very slim margin for each station. Other markets which have potential for 2 good profitable stations are in process of getting 3 or 4. Near-term marginal or even over-marginal operations are bound to emerge in such markets.

"The 'gold mine' of TV has attracted the venture capital of many persons and groups who seem to know very little about the economics of sound broadcast station management. They will learn the hard way, and the experience will cost them plenty of money before they turn red ink into legitimate profits.

"Marginal operations, moreover, are not likely to do the best programming and operating job and, if fairly widespread, the TV industry itself may suffer as a medium serving the public interest."

* * * *

What to do about it? Plan more prudently and enlist management know-how. Doherty says he has been "appalled" by the utter lack of understanding of some prospective TV operators concerning proper capital investments, market potentials, film costs and other essential details -- let alone "the art of practical broadcasting".

"They think that a license, backed up by physical facilities and some semblance of a staff are the only ingredients necessary to success. They need plenty of information, guidance and experience..."

Doherty thinks management know-how will "rise to the surface" within next 12-15 months and predicts: "By the end of 1954, the unsound and inadequately managed TV operations will be obvious to everyone, especially those who tossed their money into this 'sure thing' and figured a TV tower was akin to an oilwell derrick. Well-run stations, new as well as old, will prosper even in the face of mounting competition. TV as an industry has a fabulous future -- but the process of growth and expansion will be hard and cruel upon the inadequately managed stations."

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Note: If new station enterprisers expect FCC to worry about their economics, they might heed words of new GOP Comr. Doerfer before National Conference of Business Paper Editors in Washington this week. Noting average TV station in 1952 enjoyed \$492,000 income before taxes on gross revenue of about \$1,050,000, he said Commission "cannot promise that this bonanza will continue" and noted some stations are losing.

"Radio is a competitive business," said Doerfer, "with a chance of making a fortune or losing a fortune. Our responsibility in this respect ends when we determine that an applicant is legally, financially, technically and otherwise qualified to operate a broadcasting station."

3 CPs GRANTED, REVISED PRIORITY LIST OUT: FCC issued 3 CPs and an initial decision this week while publishing its revised bi-monthly hearing priority list. This new tabulation (for full list, see Addenda 17-P herewith) shows Commission has been getting 10 cities lined up for hearing each month, means virtually all contested applications should be well into their hearings by next year.

This week's CPs: Hartford, Conn., General-Times TV Corp., Ch. 18; Philadelphia, Pa., WIBG, Ch. 23; Aiken, S.C., WAKN, Ch. 54. Initial decision favored WQXI, Atlanta, Ga., for Ch. 36. Grant to WIBG (Paul Harron-Philadelphia Daily News) was via final decision after Lou Poller dismissed. Poller, president of new Ultra High Frequency TV Assn. (see p. 7), operates WCAN-TV, Milwaukee (Ch. 25).

Hartford grant resulted when General Teleradio (O'Neil) and Hartford Times (Gannett) joined forces. General Teleradio -- which controls Mutual network, operates WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles -- keeps its WONS, Hartford, while Times will sell WHTT, acquire 45% of new corporation with proceeds of sale. General Teleradio also informed FCC it was dropping its 40% interest in Chesapeake Services Inc., Ch. 10 applicant for Norfolk, Va.

[For this week's actions on protests, channel changes, etc., see p. 14.]

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New hearing priority list has mere 63 cities -- 42 in Group A (those with no operating stations), 21 in Group B (those with stations now on air). Though FCC has processed contested applications -- sent them "McFarland Letters" -- at rate of 10 cities a month for last 2 months, even more cities should be moved in the next 2 months, because cities remaining are generally smaller and have fewer applications.

"McFarland Letters" to all currently contested applicants will probably be mailed within 4-6 months. This doesn't mean their hearings will start then. It is usually several more months before hearings actually get underway. After that, the length of hearings is impossible to predict, but it's certain that very substantial chunk of current contests will be resolved by end of next year.

EXACTLY 300 TV STATIONS NOW ON THE AIR: This week's new starters numbered 8 -- and they included first outlets in Wheeling, W.Va.; Billings, Mont.; Waco, Tex., and Anchorage, Alaska. They also included vhf going into 2-uhf Columbia, S.C. and first uhf in New Orleans, second uhf in St. Louis, third uhf in Norfolk. Also under way is first privately-owned station in Canada, making 4 in Dominion to date. Score for U.S. now is 300 on air -- 203 vhf, 97 uhf. Latest to get going:

WIS-TV, Columbia, S.C. (Ch. 10), first vhf in 2-uhf-station town, ran tests of 10-kw RCA transmitter and 582-ft. Ideco tower Oct. 23-24, was all set to go on daily 1-6 p.m. test patterns Sun., Oct. 24, plans 3 nights also of 8-10 p.m. tests and 2 mornings of 9:30-12 noon tests to help orient antennas. Commercial programming starts Sat., Nov. 7 when it will feed No. Carolina-So. Carolina grid game to

NBC-TV (NCAA), after which it will operate daily from 3:30 p.m., earlier Sat. & Sun. It's NBC interconnected at base rate of \$350, may get some CBS shows. It's 81% owned by Broadcasting Co. of the South (G. Richard Shafto, pres.) which operates radio WIS and WIST, Charlotte, and WSPA, Spartanburg. Managing director of TV station is ex-NAB television chief Charles A. Batson, with Thomas F. Daisley, sales mgr.; Adrian Munzell, program director; Dixon Lovvorn, production mgr.; Herbert Eidson Jr., chief engineer. Rep is Free & Peters.

WTRF-TV, Wheeling, W.Va. (Ch. 7), first station in populous area between Pittsburgh & Parkersburg, began test patterns Oct. 23, planned interconnected NBC service Oct. 24 with "secondary agreements" also with ABC & CBS. It's result of consolidation, owned 34% by Wheeling Intelligencer & News-Register, 29.9% by Albert V. & Gordon C. Dix, publishers of Bellaire (O.) Leader and string of other Ohio-W.Va. newspapers, 30.1% by Thomas M. Bloch interests (tobacco). Mr. Bloch is pres.; v.p. & gen. mgr. is John W. Ferguson, 6% owner, formerly with Dix newspapers. Staff includes H. Needham Smith, sales mgr.; Judith Lawton, program director; Howard Daubemeyer, chief engineer. Equipment is RCA. Base rate is \$400. Rep is Hollingbery.

WJMR-TV, New Orleans (Ch. 61), first new outlet in pre-freeze one-station vhf city, began testing Oct. 15, is now on commercial schedule, has enough billings to assure in-the-black operation from outset, reports exec. v.p. Geo. Mayoral, ex-GE uhf specialist. His gen. mgr. James E. Gordon also wires: "Have wonderful pattern throughout the area and have certified count of 56,443 sets capable of tuning us." Nearby Baton Rouge has had uhf since April, and uhf sales and conversions have been going good in New Orleans too, said Mayoral. Station joins ABC, CBS, DuMont at \$250 base rate, is affiliated with WJMR (AM) and WCMR (FM), the latter carrying Muzak and specialized programs. It has 12-kw GE transmitter and 416-ft. Andrew tower atop Jung Hotel. Attorney Chester F. Owens is chief owner. Bolling is rep.

WTOV-TV, Norfolk, Va. (Ch. 27), affiliated with AM local WLOW, Portsmouth, began tests Oct. 22 with RCA transmitter and 410-ft. tower -- third uhf to start in area within last few months. Others are WVEC-TV (Ch. 15) and WACH (Ch. 33), former the new NBC outlet replacing vhf WTAR-TV. Latest starter reports it's affiliated with ABC & DuMont, and exec. v.p.-gen. mgr. Robert Wasdon wires its tests are being received in downtown appliance stores with indoor antenna and that estimated conversions in area now total 42,000. Jack Siegel, who with Wasdon and pres. E.L. Scott, shares equal ownership of station, is technical director. Rate is \$300, rep Forjoe.

KSTM-TV, St. Louis (Ch. 36) was to begin commercial operation Sun., Oct. 25 after week of test patterns, giving area its second uhf competitor to pre-freeze vhf KSD-TV (Ch. 5). It will carry ABC & CBS network programs, has published \$450 rate (vs. \$400 for WTVI, Belleville-St. Louis, DuMont outlet which started on Ch. 54 last Aug. 10). KSTM is in unique position of having 2 transmitters -- an RCA 1-kw, GE 100-watt, with 12-kw GE due for delivery by Nov. 1. Pres.-gen. mgr. is Marshall Pengra, longtime broadcaster recently at KGKB, Tyler, Tex.; sales v.p., Alvin M. King; program v.p., Edward F. Murphy; engineering v.p., Ted Favors. Pending Nov. 12 occupancy of own new studio-office building, operations are from temporary quarters at 5915 Berthold Ave., with offices at 632 Buder Bldg. H-R Television is rep.

KANG-TV, Waco, Tex. (Ch. 34) began test patterns and short films on Oct. 17 and expects to start commercials in early Nov. It's first station in city, which is about 100 mi. south of Dallas-Ft. Worth. It's also first to install new Type PA-714 1-kw uhf transmitter manufactured by Continental Electronics Mfg. Co., Dallas (James Weldon), prototype of units to be marketed by General Precision Laboratory. Station is owned by Clyde Weatherby, auto dealer, who also owns KCLW, Hamilton, Tex. and is managed by Bob Walker, with J.H. Smith as chief engineer. It will be ABC & DuMont outlet, starts with \$150 base rate. Pearson is rep.

KFIA, Anchorage, Alaska (Ch. 2) brought first test pictures into that boom-town Oct. 16, with commercials due to start Nov. 1. It's first of 2 Alaskan outlets projected by Kiggins & Rollins, San Diego, partnership of ex-ABC v.p. Keith Kiggins and financier Richard R. Rollins, ex-Des Moines, a director of Solar Aircraft Co. Other outlet will be KFIF, Fairbanks (Ch. 2), due about Jan. 15. Stations will get ABC, CBS & NBC shows via kinescope, start with \$150 base rate. KFIA has composite

transmitter with 3-bay RCA superturnstile atop downtown Westward Hotel. Its mgr., also directing the installation of Fairbanks outlet, is James Duncan, recently at KFMB-TV, San Diego, who also is chief engineer. W.R. Williams is operations supervisor; Phil Howarth, sales mgr.; John H. Lueken, program & news director; John Mihelich, technical supervisor. Rep is Art Moore & Son, Seattle-Portland.

KOOK-TV, Billings, Mont. (Ch. 2), state's third outlet (2 others, both vhf, in Butte), began testing DuMont transmitter Oct. 23, according to DuMont field report. It has DuMont transmitter, RCA antenna, affiliates with CBS-TV on non-interconnected basis at \$150 rate, same as KOPR-TV, Butte. Owners are C.L. Crist, pres., and J. Carter Johnson, v.p., with V.V. Clark as gen. mgr.; John Conner, commercial mgr.; Edmund Peiss, program mgr.; Grant French, chief engineer. Weed is rep.

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CKSO-TV, Sudbury, Ont. (Ch. 5), more than 200 mi. northwest of Toronto, put on first test patterns Oct. 20 from RCA transmitter and tower atop modern new office building overlooking northern Ontario's nickel basin. It's first privately-owned TV station in Canada, due to be followed next month by CFPL, London, Ont. (Ch. 10) and CFCM-TV, Quebec City (Ch. 4) as well as CBC's CBUT, Vancouver (Ch. 2). It will get CBC as well as U.S. network programs via kinescope, starting with commercial debut Oct. 25. It will sign on at 6:45 p.m. daily, 3 p.m. Sun., starts with \$150 base rate. W.J. Woodill is gen. mgr. All-Canada TV is Dominion rep, Weed in U.S.

Note: In reporting debut of Phoenix's time-sharing KOOL-TV & KOY-TV last week, we erroneously stated they would have CBS affiliation. They will get CBS film service, but KPHO-TV has CBS basic affiliation in that city and KTYL-TV is NBC basic.

PITTSBURGH—BIG-CITY VHF-UHF MARKET: Uhf is off to a running start in Pittsburgh -- nation's biggest "single-vhf city" and second biggest "uhf market" (Boston is first).

Three months after first uhf station went on air there, and 2 months after debut of second, most TV dealers are enjoying biggest demand since TV's early days. Estimates of uhf sets-in-use range all the way from 50,000-110,000, depending on who is doing the estimating. Thanks to heavy promotion, every Pittsburgh resident who isn't deaf and blind knows about uhf, and good programming is building up bigger demand for sets and converters.

Admittedly, uhf stations there still have long way to go, and there are some troublesome obstacles ahead for them.

We visited Pittsburgh this week, talked with TV set distributors, parts wholesalers, dealers, servicemen, telecasters and just plain viewers. Our observations there reinforce our oft-expressed view on uhf's No. 1 fact of life:

The key to success in uhf, as in vhf, is programming.

Second to good programming, we are convinced that big-city uhf's most important need -- especially in mountainous regions like Pittsburgh -- is high power.

* * * *

Pittsburgh's only TV station from Jan. 1949 to July 1953 was DuMont's WDTV (now on Ch. 2). Many Pittsburgh homes also watch Johnstown's WJAC-TV (Ch. 6), and the number has increased since station's power boost.

Pittsburgh's other commercial vhf allocation, Ch. 11, is tied up in 3-way contest by Westinghouse's pioneer KDKA (NBC), WJAS (CBS) and independent WWSW. Five others seek Ch. 4 in suburban Irwin. Because Pittsburgh and Irwin are well down on FCC's priority list, these applications appear to be bottled up for some time -- but anything can happen, so there's no way of knowing when city will get more vhf.

City's second station and first uhf was WKJF-TV (Ch. 53), backed with steel money by Agnes J. Reeves Greer, who also owns radio and newspaper properties in West Virginia and Ohio. It's managed by F.G. Raese, who took over ailing FM-only WKJF several years ago, put it in the black through specialized programming and "saturation sales" plan. WKJF-TV went on air July 14.

A month later, WENS (Ch. 16) made programming debut with Pittsburgh Pirates-St. Louis Cardinals game from Forbes Field. Its president and principal financial backer is Thomas P. Johnson, chief owner of Pirates. Station's dynamic sparkplugs are managing partners A. Donavan Faust and Larry H. Israel, both ex-WDTV.

Pittsburgh's educational WQED (Ch. 13) is slated to begin early next year. Third uhf grant, WTVQ (Ch. 47), is quiescent pending FCC action on proposed transfer of ownership to Edward Lamb interests (Vol. 9:30).

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Tieup of vhf channels by competitive applications gave new uhf stations big break in programming. Though neither has affiliation contract with CBS or NBC, both are getting good quantity of top-network shows which sponsors can't clear through WDTV. For example, WKJF-TV has such choice NBC items as NCAA football, Milton Berle, Show of Shows, Kraft Theatre, Philco-Goodyear Playhouse, Kate Smith, Garroway evening show. WENS has CBS's Godfrey Talent Scouts, Strike It Rich, Lux Theatre, Edw. R. Murrow, etc., and in addition is basic ABC affiliate. Both stations have base hour rate of \$350, compared with \$1200 for WDTV, which claims 683,000 sets in its area.

Both uhf stations are completing studios at their transmitter sites to permit staging of big local shows.

What will happen when city gets its 2 additional vhf stations? Facing the facts, operators of both uhfs know they have very little chance of hanging onto the biggest networks. They have other programming plans -- but they know that good shows now build conversions, and they're making hay while the sun shines.

WENS is placing great stock in ABC's rise in the network firmament -- but its trump card is sports. This summer it televised 4 Pirates games -- first time home games have been seen on Pittsburgh TV screens -- and it's arranging to dish up plenty of baseball next year. This winter it will televise Duquesne U basketball, both from Pittsburgh and New York's Madison Sq. Garden, has other sports lined up.

Commercially, WENS is off to good start. "In a month we expect to be in the operating black," Faust told us, "and by December we should be showing a profit considering all expenses". But he added: "We're prepared for a long haul, if necessary." Currently, station's revenue breaks down to 40% local, 35% national spot, 25% network, with network due for increase as new fall shows come on. Of 44 network commercial shows on station, 17 are CBS, the rest ABC.

Station has 41 employees, will add more when studios are completed next month. As to conversions, Faust and Israel estimate they'll hit 25-45% by Jan., 50% by next April, 100% by end of baseball season.

WKJF-TV carries some 36 hours of network programming weekly -- 21 hours of it commercial -- plus 8 hours of local. It has 42 fulltime employes, plus 3 which it shares with its FM operation. Gen. mgr. Raese wouldn't venture prediction as to when station would be showing profit. What if he loses network shows to a vhf competitor? Well, he points out his FM is bucking tide, yet showing profit -- and he indicates he has plenty of ideas for independent TV.

* * * *

It's really ironic when you consider optimism about uhf in Pittsburgh, for you'll recall that during allocation hearings Pittsburgh was always cited as prime example of rough terrain where uhf could scarcely compete with vhf propagation-wise. Yet uhf is working there today -- and servicemen say there are very few places in city and immediate suburbs where at least one good uhf signal can't be received. Surprising number of sets which aren't in line-of-sight are picking up reflected signals from hills and buildings. Uhf stations' transmitters are in opposite parts of town -- both on high hills -- and there are areas where it is difficult to pick up one or the other.

WKJF-TV has 1-kw RCA transmitter, WENS 12-kw GE, which hit its peak power 2 weeks ago after period of exasperating difficulties. Servicemen and dealers report "tremendous improvement" since latter station went to its full 200-kw ERP, and they feel that more power -- when it's available -- will clean up most of the remaining problems. They point out some sections of Pittsburgh were "blind" to vhf in early days, before they were cleared up by more sensitive sets, better antennas and increase in station power.

* * * *

Best news of all in Pittsburgh is that people are buying. Both uhf stations enjoy good relations with trade and with press -- and the uhf fever which began last

July and rose sharply when the second station went on air continues at high pitch, although it isn't expected to reach epidemic stage until cold weather sets in.

"The timing was perfect", we were told time-&-again by tradespeople. Good business replaced usual summer slump, and best of all, uhf supplied the push that started second-set business rolling.

New set sales and converter sales are running neck-&-neck, TV distributors told us -- not including the sizable converter business by parts jobbers who don't handle sets. From 2 big dealers we got estimate that 90% of set sales were second sets. "Everybody seems to want to replace his old 10-or-12-in. klunker," said one. But very few sales are on trade-in basis, old sets generally going to kids' rooms, bedrooms, etc. Needless to say, there's no market for vhf-only sets in city.

Distributors reported shortages of certain models. RCA said demand exceeds supply for 60% of line, principally in lower end. Philco and Sylvania both reported shortages of 21-in. consoles.

RCA's Sept. sales in Pittsburgh area were double last year's, and ran 25%-30% above last year all summer, said radio-TV mgr. Ralph Will of Hamburg Bros., big RCA distributor. They would have been much higher, he added, were it not for shortages. Others reported sales up 25%-100% over last year. One big dealer said Oct. sales are already biggest in his history. Two service chains said they were 10 days behind on installations, but dealers we queried said they were now keeping up-to-date.

One downtown dept. store, however, called business "about average for this time of year"; another reported "a slight pickup". Neither store had installed permanent uhf antenna; both showed rather poor uhf pictures.

We made our own unscientific survey, counting antennas as we passed through various parts of city. Of 100 masts, 22 had uhf as well as vhf antennas -- but we noticed sharp dropoff in percentage of uhf antennas outside of city.

Personal Notes: J. Howard McGrath, ex-Attorney General under President Truman, has been appointed exec. v.p. of Edward Lamb Enterprises Inc., Toledo, which include WICU, Erie, CP for WMAC-TV, Massillon, O., 3 radio stations, and recent acquisition of 70% interest in White Products Corp., Middleville, Mich., manufacturing hot water heaters. McGrath will continue his Washington & Providence law offices . . . James O. Juntilla resigns from FCC hearing div., plans to join private TV-radio law firm . . . Theodore C. Streibert, ex-pres. of WOR-TV & WOR, ex-chairman of Mutual, presented with plaque of appreciation this week by WOR-Mutual employees; he's now director of U. S. Information Agency, in charge of Voice of America . . . Geo. Mayoral, GE uhf project engineer at Syracuse, resigned Oct. 15 to devote full-time as exec. v.p. & chief engineer of new WJMR-TV, New Orleans (Ch. 61); Jack Petrick, ex-GE & WOW-TV, Nov. 1 becomes technical director . . . Wm. Phillipson, ABC western div. gen. mgr., has resigned as of Nov. 1 . . . Henry T. Hede promoted to administrative mgr. of ABC-TV network sales . . . Hugh B. Terry, pres. of KLZ and upcoming KLZ-TV, Denver (Ch. 7), appointed TV-radio's first representative on accrediting committee of American Council on Education for Journalism . . . Wm. H. Fineshriber Jr., NBC v.p., and Earl Johnson, Mutual v.p., added to NARTB AM committee . . . Richard B. Wheeler, ex-gen. sales mgr., WTOP-TV, Washington, and a son of ex-Sen. Burton K. Wheeler (D-Mont.), named gen. mgr. of upcoming WTRI, Schenectady (Ch. 35), headed by Col. Harry S. Wilder and due in Jan. . . Charles Dillon, ex-chief of TV-radio branch of Defense Dept., with Henry Rau, ex-DPA consultant and former Memphis appliance distributor, have purchased Washington's WOL (250 watts on 1450 kc) for reported \$125,000 . . . Maurice Corken promoted to asst. gen. mgr. of WHBF-TV, Rock Island, succeeded as sales mgr. by Ted Arnold; Philip Nesbit, ex-WITH, Baltimore, named asst. to Forest Cooke, program director, and Don Wooten named TV production super-

visor . . . James T. Campbell, ex-Trans-World Airlines communications & sales depts., named Washington sales mgr., Standard Electronics (transmitters) . . . John Thompson, ex-Ted Bates & Co., N. Y., named production mgr., WCOV-TV, Montgomery, Ala. (Ch. 20) . . . Wm. Templeton, TV-radio director, Sherman & Marquette, elected v.p. in charge of dept. . . J. G. (Buck) Weaver, ex-Crosley electronics adv. mgr., joins Benton & Bowles on Pream account . . . John Devine, J. Walter Thompson Co., new chairman of AAAA TV-radio production committee.

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Chris J. Witting, who joined DuMont in 1947 as an accountant and rose to managing directorship of DuMont Network, on Jan. 1 becomes pres. of Westinghouse Radio Stations Inc., with headquarters in Washington. One of TV's youngest top executives, he's 38, will report to E. V. Huggins, Westinghouse financial v.p. in Pittsburgh, will have as his chief aide Joe Baudino, exec. v.p. Westinghouse operates TV stations in Boston (WBZ-TV) and Philadelphia (WPTZ), radio stations in those cities and in Pittsburgh, Ft. Wayne & Portland, is expected shortly to announce acquisition of other TV properties. It's also expected to move headquarters next year from Washington to N. Y.



David E. Tolman, 42, attorney in Washington firm of Segal, Smith & Hennessey, was found shot to death in his office Oct. 20; he had been in ill health for some time, suffered nervous breakdown recently. Weapon was .35-cal. rifle kept in office, used for deer hunts. Native of Utah, Tolman came to Washington about 20 years ago, joined attorney Paul Segal as a stenographer before obtaining law degree from George Washington U. He leaves wife and 2 daughters, age 13 and 8.

Leslie W. Joy, 62, onetime NBC announcer who retired in 1947 as gen. mgr. of KYW, Philadelphia, died Oct. 22 at his home in Chester Springs, Pa.

Telecasting Notes: We nominate for the Pulitzer Prize—yes, the Pulitzer Prize in Journalism—and for TV's public service prizes of the year Ed Murrow's Oct. 20 *See It Now*. He and producer Ed Friendly took a "loaded" topic, did crusading job in the best traditions of journalism. Their "Case for Milo Radulovich," in fact, sets a new example for either audible, visual or printed journalism. He's the young ex-GI, now a meteorological student at U of Michigan, recommended for dismissal from Air Force Reserve by board of 3 colonels because his sister is alleged to have Communist leanings and his aged father was reported seen reading a pro-Communist foreign-language newspaper. He wasn't faced by accusers, board absolved him personally—and "guilt by kinship" thesis isn't likely to stick on appeal after the superb Murrow expose . . . Arthur disinherited 2 "little Godfreys" this week, evoking reams of publicity and this warning to his staff from CBS's No. 1 dollar-volume performer: "Do better or I'll drop you." Right in front of network audience, he bounced singer Julius LaRosa for breaking Godfrey "rule" in hiring an agent; Godfrey denied baritone's romance with singer Dorothy McGuire had anything to do with sudden dismissal . . . Bandleader Archie Bleyer got ax from Godfrey, too, because Cadence Records featured rival Don McNeill on new recording. Bleyer stays with *Talent Scouts* for 8 weeks and LaRosa, Godfrey discovery who is under CBS contract at reported \$900 a week, has signed for 2 guest appearances at \$3000 each and has movies in view . . . Godfrey's version: They got too in-

terested in money, lost "humility" that appealed to audience." Scuttlebutt has more trouble brewing in cast . . . "Prescription Television" is title of tribute to TV by medical profession in Oct. *Facts About TV*, published by NARTB's TV information committee, citing American Medical Assn. survey last May showing 91% of state medical societies, 77% of county medical societies were using TV & radio . . . Bureau of Independent Publishers & Distributors (George R. Klein, pres., gen. mgr. of Cleveland news company bearing his name) has earmarked \$250,000 for a TV film to promote magazine readership . . . World Broadcasting System has prepared for TV stations what it claims is TV's first transcribed service of music and sound, with new indexed catalog including all possible music, theme, backgrounds, bridges and sound that a program mgr. might need . . . George Sanford Holmes named Washington correspondent of KFEL-TV & KFEL, Denver; an ex-Denverite, he will file daily news dispatches about Colo. & Wyo. delegations in Congress . . . CBS's WBBM, Chicago (AM) raises daytime rates in new Rate Card No. 24 . . . Seven TV stations in N.Y. "no longer pose a threat to the economic well-being of the city's many radio operations," concludes *Variety*, which polled 8 independents and the 4 network-owned AMs and found their business better than last year; WNEW said Sept. was best month in its history . . . Canadian Broadcasting Corp. signs American Newspaper Guild agreement covering 60 TV-radio newsroom employes . . . Center Theatre, Rockefeller Center, to be demolished to make way for 19-story office building as soon as NBC lease expires next May.

FIRST MOVES of new Ultra High Frequency TV Assn., formed last week, will be to go to FCC with motions and petitions asking Commission to: (1) Vacate proposed assignment of additional vhf channels to such cities as Milwaukee. (2) Drop processing procedures which permit vhf grants at faster clip. (3) Set up rules whereby stations now operating, particularly uhf, can apply for different channels without quitting present operations.

Group also elected officers this week: Lou Poller, WCAN-TV, Milwaukee, pres.; A. Donovan Faust, WENS, Pittsburgh, v.p.; Harry Tenenbaum, WTVI, Belleville, Ill. (St. Louis), treas. Acting exec. secy. is Melvin Goldberg, formerly in DuMont sales research-promotion under research director Dr. T. T. Goldsmith, now a consultant in Govt.'s U. S. Information Agency. Public relations are handled by J. Bernard McDonnell, who has performed similar chores for DuMont through Washington counsel Wm. Roberts.

Directors, in addition to Poller, Tenenbaum & Faust: Ben Baylor, KEDD, Wichita; Marshall Pengra, KSTM-TV, St. Louis; Jack Garrison, KACY, Festus, Mo. (St. Louis); Sherwin Grossman, WBUF-TV, Buffalo.

Organization meeting was held Oct. 16 in Chicago's Blackstone Hotel, attended by most of officers and directors plus Wm. Johns, WOSH-TV, Oshkosh; Stanley Durwood, KEDD, Wichita; Robert Kilker, KACY, Festus; John Esau, KTVQ, Oklahoma City; Berthold Berkwich, WCAN-TV, Milwaukee; Harold Cowgill, WTVP, Decatur, Ill.

Counsel Roberts reports that 6 stations have signed up as founder members at \$5000 each and that association is seeking cooperation of Assn. of Federal Communications Consulting Engineers with idea of getting it to collect information on coverage, power, etc.

Roberts wrote FCC this week, informing it of objectives and charging that processing procedures have been changed drastically from what uhf entrepreneurs were led to expect by Commission's end-of-freeze decision. He said group is convinced that all TV must ultimately go to uhf. Outlining "serious disabilities affecting uhf," letter pointed to:

- (1) Delays in availability of high powered transmitters.
- (2) "Lack of adequate converters" and all-channel sets
- (3) "The new apparent disinclination of national networks to affiliate with uhf stations, largely the result of slower development of a uhf audience and prior history of standard broadcast affiliation with AM stations now operating vhf TV outlets."

Roberts also wrote FTC attorney H. Paul Butz, who has been conducting conference on trade practices (Vol. 9:41), urged that definition of TV receiver be written "so that term can only be used to describe a receiving set which is constructed for and capable of receiving with reasonable or adequate consistency all channels allocated by the FCC. If a receiving set is not capable of such reception, additional disclosure should be required in order to protect the consumer from deceptive advertising."

Association says it has no intention to splinter off NARTB. It was also made clear that it has no connection with group of uhf stations petitioning for approval of subscription TV.

It goes without saying that group will have tough job persuading FCC to change some of its procedures. It will take some doing to talk Commission out of adding vhf channels—or any other kind of channels—where they can be dropped in without disturbing allocation rules & standards. Tough, too, will be job of stopping vhf grants via mergers and dropouts among competitors.

Interestingly, new KSTM-TV, St. Louis, this week applied for modification to move from Ch. 36 to Ch. 11. Last week, it asked FCC to replace the 2 unused vhf channels in St. Louis with 4 uhf (Vol 9:42). Station said purpose of asking for Ch. 11 is to protect itself regardless how FCC acts. Another novel request was that of uhf grantee WITH-TV, Baltimore, which asks modification from Ch. 60 to Ch. 18, still uhf.

Non-TV homes in New York City area are 17% of total, compared with 36% two years ago, according to Advertest Research which predicts non-TV homes will decline to 9% in next 2 years.

Station Accounts: Those 111 national & regional spot accounts on pioneer uhf KPTV, Portland, Ore., some of which were published in this column last week, include Pacific Northwest sponsorships that merit listing because some are or will be national and they serve to point up the growing importance of that area as a source of TV business. Placed by Portland agencies: Acme Beer, thru Blitz Adv.; North Pacific Cannery & Packers (Flav-r-pack frozen foods), thru Coleman Adv.; Stanley Drugs, thru Richard H. Sellar Adv.; Tillamook County Creamery Assn. (Tillamook Cheese), thru Burkett Adv.; Montag Stoves, thru Pacific National Adv. Placed by Seattle agencies: Alaska Fish Fertilizer, thru Burke Co.; Arden Farms (dairy products) & Columbia Aluminum Co., thru Adv. Counselors; Biscelgia Bros. (Paradise Wine), thru Penman-Neil Adv.; Centennial Mills (Crown Flour) & Union Pacific R.R., thru Richard Montgomery & Assoc.; Alt Heidelberg Beer, thru How. J. Ryan & Son; Dirks & Co. (Miracle Power), thru McGrath & Assoc.; Mission Macaroni Co. & Williams Potato Chips, thru Taskett Agency; Balley Potato Chips, thru Ruthrauff & Ryan; Olympia Beer, thru Botsford, Constantine & Gardner; Pacific Chemical Co. (Balance Soap), West Coast Airlines & Bardahl Oil Co., thru Wallace McKay Co.; Brew 66, thru Miller & Co.; Sunny Jim Peanut Butter, thru Dave Crockett Adv.; Brown & Haley Candy Co. (Mountain Bars), thru Honig-Cooper; Amalgamated Sugar Co. (White Satin Sugar), thru David W. Evans & Assoc., Salt Lake City . . . Standard Oil of California buys Walter Reed Productions film series, *Waterfront*, starring Preston Foster, for placement on 12

Network Accounts: Pitch for holiday and specialty advertising was made this week by NBC-TV with plan called "Run-of-Schedule Advertising—Holidays" (ROSAH) involving quick sale of 1-min. filmed commercial participations on unsold segments of any of 6 Mon.-thru-Fri. daytime programs at \$3530 gross for each partic. NBC will determine placement of announcements, and after program purchaser will be notified when it was run and circulation reached. Plan will run until Dec. 31, will take in *Ding Dong School* (10-10:30 a.m.); *Glamor Girl* (10:30-11); *Hawkins Falls* (11-11:15); *Bennett Story* (11:15-11:30); *Three Steps to Heaven* (11:30-11:45); *Follow Your Heart* (11:45-12) . . . CBS-TV reduces base rate for Sun. afternoon programs by 25% in Rate Card No. 10, effective Oct. 15, making Class B rates (75% of Class A) applicable to all network programs between 1-5 p.m. Sunday, local time; heretofore Class A rates have applied to this time period . . . Motorola became another ABC-TV "blue chip" sponsor this week, buying Motorola TV Hour for \$80,000 time-&-talent per show, alt.-week with U. S. Steel Theatre, starting Dec. 1, Tue. 9:30-10:30 p.m., thru Ruthrauff & Ryan . . . Longines-Wittnauer Watch Co., for 5th straight year, to sponsor hour-long Thanksgiving and Christmas music festivals on CBS-TV, 5-6 p.m., thru Victor A. Bennett Co. . . . Borden's Coffee to sponsor Wed. & Fri. segments of *Hawkins Falls* on NBC-TV, starting Oct. 28, Mon.-thru-Fri. 11-11:15 a.m., thru Doherty, Clifford, Steers & Shenfield . . . Procter & Gamble buys alt.-Mon. of *Welcome Travelers* on NBC-TV, starting Oct. 26, Mon.-thru-Fri. 4-4:30 p.m., thru Benton & Bowles . . . Swift & Co. (Pard dog food) to sponsor *Kukla, Fran & Ollie*, on NBC-TV, tentatively set for Sun. 3:30-4 p.m., thru J. Walter Thompson . . . Parker Pen to sponsor filmed pro football telecasts on DuMont, Dec. 5 & 12 or Dec. 6 & 13, thru J. Walter Thompson.

Wm. Rogow, pres. of old Neff-Rogow Adv. Agency, onetime WOR salesman and partner of late Walter C. Neff, died Oct. 17 in N. Y., 3 days after death of his wife.

western stations, thru BBDO . . . American Maize Products Inc. (Amazo dessert) premiered *Adventures of Blinkey*, puppet series, on WABC-TV, N. Y. Oct. 17, Sat., 11:30-11:45 a.m., thru Kenyon & Eckhardt . . . Among other advertisers reported using or preparing to use TV: Dennis Chicken Products Co. (Dennis boneless chicken), thru Arthur Sampson Co., Boston; Martinson's Coffee Co. (Coffee Candy Gems), thru Anderson & Cairns, N. Y.; Russell-Miller Milling Co., Minneapolis (angel cake mix), thru Olmstead & Foley, Minneapolis; Presto Beverages (nonfattening beverages), thru Wexton Co., N. Y.; Grove Laboratories (Antomine), thru Harry B. Cohen, N. Y.; Mishawaka Rubber & Woolen Mfg. Co. (all weather boots), thru Fletcher D. Richards, N. Y.; Artistic Card Co. Inc., Elmira, N. Y. (greeting cards), thru Franklin Bruck Adv. Corp., N. Y.; Cities Service Co. (gasoline), thru Ellington & Co., N. Y.; White Cross Sleep Products, Philadelphia (Streamline Beauty mattress), thru David Zibman Adv., Philadelphia; Booth Bottling Co. Inc., Philadelphia (beverages), thru Fiegenbaum & Wermen, Philadelphia; Ben Hur Products, Los Angeles (Golden West coffee), thru Warwick & Legler, Los Angeles; Burgermeister Beer Co., San Francisco, thru Emil Reinhart, San Francisco; Cardinet Candy Co. (Cardinet candy), thru Elliott Agency, Oakland; Set of 7 (kitchen utensils), thru Philip E. Green Co., Los Angeles; Blue Magic Inc. (Easy Monday liquid starch), thru Adrian Bauer Adv., Philadelphia; Leader Electronics Inc. (Superotor antenna rotator), thru Sylvester & Walsh, Cleveland; Trix-Stix Inc. (toy kits), thru Monroe Greenthal & Co., N. Y.

Plugging uhf hard, ABC has issued *The P's & Q's of V's & U's*, 60-p. report on uhf "as a service to advertisers, advertising agencies and the TV industry generally." It's available from network, touches on many angles of uhf picture. ABC, with 49 uhf affiliates (out of total 154), stands to gain significantly by success of uhf. Booklet explains that launching of uhf stations "vastly improves ABC's clearance picture." The single-station market is rapidly disappearing, ABC notes, pointing out that of the 40 pre-freeze single-station markets, all but 13 now have more than one station. "Last year, before the thaw, ABC-TV had 63 affiliates. About 2 out of 3 were in single-station markets. By Sept. 1, ABC had 154 affiliates, 3 out of 5 in multi-station markets." Adds report: "This fall ABC will be able to deliver coverage of approximately 85% of all TV homes, against 2-network competition. [ABC] can now clear, in prime evening time, over 50 markets on a live basis."

Another subscription-TV petition was filed with FCC this week—by KBST, applicant for Ch. 4, Big Spring, Tex., joining 7 uhf grantees which had already asked approval of fee TV (Vol. 9:32, 35-38, 41). KBST's petition argued pay-as-you-see system "will enable TV stations in medium-size markets to provide a better program service and operate longer hours than would otherwise be economically feasible." Meanwhile, Skiatron showed subscription TV to physicians in New York Oct. 21, to demonstrate how it can be used to give doctors clinical instruction in their homes and offices without letting general public eavesdrop.

Frank Stanton, CBS president, and Niles Trammell, ex-NBC chairman now pres. of Biscayne Television Corp., applicant for Miami's Ch. 7, appointed to advisory board of Ford Foundation's TV-Radio Workshop (*Omnibus, Excursion*).

Forecast that radio spot & local will "probably increase by another \$100,000,000 in the next few years" was made by N. W. Ayer & Son exec. v.p. C. L. Jordan at NARTB Philadelphia district meeting Oct. 23.

FEDERAL reports shipping 7½-kw transmitter Oct. 19 to Sparks-Withington's WWTW, Cadillac, Mich. (Ch. 13), due on air next month (Vol. 9:41); also reports new order for complete uhf station from WAIM-TV, Anderson, S. C. (Ch. 40). This week, GE got orders for 5-kw transmitters for newly authorized Ridson station in Duluth-Superior, Wis. (Ch. 6) and for WAPA-TV, San Juan, Puerto Rico (Ch. 4), both for Nov. delivery. GE also reports 12-kw order from Tom Potter's WTVT, Chattanooga (Ch. 43) for Jan. delivery.

Previous orders shipped this week by GE: 5-kw Oct. 22 to KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13); 20-kw amplifier Oct. 22 to WSIX-TV, Nashville (Ch. 8), supplementing 5-kw shipped Oct. 6; 12-kw Oct. 23 to KTVU, Stockton, Cal. (Ch. 36), supplementing 100-w shipped Oct. 8.

These 6-bay vhf antennas have been shipped by GE since Oct. 17: KTTV, Los Angeles (Ch. 11); KTVA, Anchorage, Alaska (Ch. 11); WSIX-TV, Nashville (Ch. 8); WTVJ, Miami (Ch. 4); and 4-bay to KING-TV, Seattle (Ch. 5). These 5-bay uhf antennas have been shipped since Oct. 10: KCOK-TV, Tulare, Cal. (Ch. 27); WJMR-TV, New Orleans (Ch. 61); KMPT, Oklahoma City (Ch. 19); KACY, Festus, Mo. (Ch. 14); WKAR-TV, E. Lansing, Mich. (Ch. 60); WLOU-TV, Louisville (Ch. 41); and 4-bay to Polan's WUTV, Youngstown (Ch. 21).

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

KGLO-TV, Mason City, Ia. (Ch. 3), has ordered 25-kw DuMont transmitter, plans start early next summer, writes exec. v.p. Herbert R. Ohrt. Ownership interlocks with *Mason City Globe-Gazette*. Weed will be rep.

KRGV-TV, Weslaco, Tex. (Ch. 5), has its 5-kw GE transmitter, awaits GE antenna for 750-ft. Phillips tower under construction in La Feria, Tex., now plans start between Thanksgiving-Dec. 1, reports owner O. L. Taylor, head of rep firm bearing his name, who also is applicant for Ch. 3 in Wichita, Kan. Barney Ogle is gen. mgr. Taylor will be rep.

KLZ-TV, Denver, Colo. (Ch. 7), has interim RCA equipment installed in new transmitter house atop Lookout Mt., should begin testing any day now with 55-kw ERP from temporary 6-bay superturnstile RCA antenna, according to pres.-gen. mgr. Hugh B. Terry. Power hike to 120-kw will be made after permanent 225-ft. Lehigh tower goes up in Nov. Maximum 316-kw power awaits Jan. delivery of all units needed to complete air-cooled RCA 50-kw transmitter. New staff members are Lewis Thomas, TV promotion mgr.; Carl Akers, news supervisor; Ruth Willhite, traffic mgr. Hour rate will be \$380. Rep will be Katz.

KWWL-TV, Waterloo, Ia. (Ch. 7), with 5-kw DuMont shipped Oct. 23, plans Nov. 15-Dec. 1 start with 30-kw, goes to 316-kw when 50-kw is delivered later, according to pres.-mgr. R. J. McElroy. It will be NBC & DuMont affiliate. Headley-Reed will be rep.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, has its 5-kw GE transmitter, but hasn't set specific target date, according to mgr. George J. Kapel. It will be primary NBC, but will also feed from other 3 networks. Hour rate will be \$200. Rep will be H-R Television.

CFPL-TV, London, Ont. (Ch. 10), owned by *London Free Press*, plans tests during week of Nov. 8 from 500-ft. Canadian Bridge Co. tower, using RCA equipment, and goes commercial Nov. 28, according to commercial mgr. Murray T. Brown. R. A. Reinhart is operations mgr.; G. Robitaille, technical director; R. Laidlaw, film & news director. Hour rate will be \$200. U. S. sales rep will be Weed; Canadian, All-Canada Television.

WMUR-TV, Manchester, N. H. (Ch. 9), plans to order RCA equipment, is remodeling existing studio & transmitter buildings for TV, will add 24-ft. to old FM tower on S. Uncanoonuc Mt. by Dec. 15, hopes to begin "limited network only" operation by Christmas, reports gen. mgr. Hervey Carter. It will be first TV in state. Full programming is planned for Feb. 1, 1954. Owner is ex-Gov. Francis P. Murphy who recently bought WFEA for \$175,000. Rep not yet chosen. WKNE-TV, Keene (Ch. 45), state's only other grantee, hasn't ordered equipment or announced plans.

KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13), has begun erection of 500-ft. Stainless tower, has transmitter-studio building on Hwy. 44, 16 mi. east of Holdrege, nearly ready for 5-kw GE due soon, begins tests approximately Nov. 1, according to station mgr. Duane L. Watts. It affiliates with CBS & DuMont, begins with films, gets interconnection next March. Hour rate will be \$200. Meeker will be rep.

WWOR-TV, Worcester, Mass. (Ch. 14), with RCA 1-kw transmitter on hand, is erecting 200-ft. Stainless tower next to new studio-transmitter building atop Asnebumskit Hill in nearby Paxton, now plans mid-Nov. tests, reports v.p.-gen. mgr. Ansel E. Gridley. It has signed as basic ABC-TV, will also get DuMont. Tom Sawyer is program director; Don Wise, chief engineer. Rep will be Raymer.

WLAM-TV, Lewiston, Me. (Ch. 17), 1-kw RCA transmitter on hand, will meet Nov. 15 test target, may begin programming by Thanksgiving Day, according to owner-gen. mgr. Frank S. Hoy. It will be interconnected with other Hoy station WPMT, Portland, which began last Aug. 27 as CBS primary affiliate, but feeds from all networks. WLAM-TV hours will approximate WPMT's 4 p.m.-midnight Mon. thru Fri. and noon-midnight Sat. & Sun. The two stations are said to cover about half of Maine population. Combination hourly rate is \$300. WLAM-TV hour rate is \$150; WPMT, \$200. Rep for both is Everett-McKinney. Other Lewiston-area grantee, WMTW (Ch. 8), has Sept. 1954 target.

KQTV, Fort Dodge, Ia. (Ch. 21), now plans tests of GE 1-kw plant week of Nov. 2, goes commercial week of Nov. 23, according to pres. & gen. mgr. Ed Breen. Hour rate will be \$150. Pearson will be rep.

KTAG-TV, Lake Charles, La. (Ch. 25), its Trilisch tower up, is now installing 1-kw GE transmitter, now plans Nov. 1 tests, commercial Nov. 5-15, according to exec. v.p. Warren Berwick. Ownership interlocks with WAFB-TV, Baton Rouge (Ch. 28), which began last April. Hour rate will be \$150. Adam Young will be rep.

WNAM-TV, Neenah, Wis. (Ch. 42), oft-postponed, now has its 1-kw RCA transmitter and aims for Dec. 1 start from new "Radio-TV Park," reports mgr. Steve W. Pozgay. It will serve Neenah-Menasha-Appleton area. George W. Clark will be rep.

WJHL-TV, Johnson City, Tenn. (Ch. 11), striving for start by last week, ran into bad break Oct. 17 when its 552-ft. Skyline tower collapsed, 5 sections falling on transmitter building in 2 places. Though one hit just over control room, no one was hurt and no damage was done to that equipment. New 550-ft. tower is planned, but in meantime the 60-ft. lower part of first tower, triangular-based, is being fitted with 140-ft. GE antenna with aim of getting on air in matter of days, according to gen. mgr. W. Hanes Lancaster Jr. Pearson is rep.

Network service was extended to WKLO-TV, Louisville (Ch. 21) and WTVH-TV, Peoria, Ill. (Ch. 19) by Bell System last week end, making total of 207 interconnected stations in 131 U. S. cities.

DEALERS DREAD COLOR IMPACT ON XMAS TRADE: Uneasiness over effect of "color talk" on sales seems to increase day-by-day among dealers, and they hope fervently that FCC will withhold its go-ahead on commercial color until after Christmas.

Most dealers appear reconciled to a transitional dislocation to come when color sets are actually on floors. In fact, they expect color to uncork a dramatic new boom -- eventually. What worries them is that a headline-bedazzled public will simply sit on its collective wallet through vital Christmas season, buying nothing.

Market for top-of-the-line 24-in. & 27-in. just hasn't grown as predicted -- and almost everyone attributes that partly to color news (see below). This disappointment has been absorbed with an unhappy shrug, but the real fear now is that demand for average bread-&-butter sets will narrow down to a critical trickle.

NARDA has surveyed dealers, found that "customers' talk about waiting for color is tremendous." It notes that Christmas season ordinarily accounts for 36% of entire year's volume, says any sizable dropout now would be "disastrous". Add that seasonal factor to the 2,400,000 sets in all pipelines (Vol. 9:42) -- and there's no question but that situation could become dangerous in a hurry.

What to do about it? Dealers are frankly imploring FCC to hold off decision until end of year, at least. As of today, however, with pressures from Congress and certain elements of industry to get the standards out quickly, chances are greater FCC will act before Christmas than after.

But there's no way to predict exact date beyond our estimate last week that it will come in late Nov. or late Dec. (Vol. 9:42); and, of course, burden is on the trade to tell public the real facts about color availability -- such facts as:

- (1) Color sets will be very expensive at first -- \$700-\$1000.
- (2) Initial pictures will be small -- actually about 11½-in. in 15-in. bulb.
- (3) Production will be negligible first year -- 50,000-250,000, perhaps.
- (4) Number of color programs will be limited -- for year or so, at least.
- (5) Equipping stations for color will take plenty of time.
- (6) Black-&-white sets are bigger, cheaper and better than ever before.

* * * *

Reflecting color's impact on consumer, is diminished demand for 24 & 27-in. models. Major manufacturers agreed it's at least partly due to holding off by the higher bracket buyers, against the day first color sets emerge.

"It's only natural that folks should hold off buying an expensive set," said Motorola's Robert Galvin, "when they read every day about color for Christmas or thereabouts. There doesn't seem to be much we can do about it. We just hope it does not affect the movement of 17 & 21-in. sets, which are holding up well."

An Admiral spokesman, while not minimizing color talk, said it isn't as big a factor elsewhere as it is in East, where tests were conducted and press coverage is much more extensive. But Philco blames color for slow sales of 24-in., which are "not moving nearly as well as anticipated" and 27-in., which are "not a big seller."

RCA intends to buck indifference to 24 & 27-in. sizes, apparently, for it reveals plans to start Dec. production of a 24-in. console, 2 models to be introduced early in 1954, no prices set yet. Its four 27-in. have enjoyed "only fair" sales, said a spokesman, but he too observed prices (\$700, \$750, \$760, \$810) may be reason.

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TV production maintains high pace, totaling 173,663 units week ended Oct. 16, compared to 173,040 in preceding week and 170,685 week ended Oct. 2. It was year's

41st week and brought year's output to date to about 5,930,000, closing in on 1952 total production of 6,096,279. Output this time last year was about 4,200,000.

Radio production totaled 234,705, down from 247,289 week ended Oct. 9 and 250,399 week before. It brought year's production to date to about 10,650,000.

[Note: New RETMA policy discontinues release of weekly figures for private label TV-radio production, as well as weekly breakdown on radio output by types of sets. This information will henceforth be released on monthly basis only.]

COLOR GO-AHEAD from FCC by late Nov. or Dec. is still best guess around Commission, with no intention to take action before all commissioners are on hand after Nov. 1 (Vol. 9:42). Sen. Johnson (D-Colo.), long-time color enthusiast, and Robert L'Heureux, counsel for Senate Interstate Commerce Committee, in letters to Commission urged speed, as did Rep. Wolverton last week.

Comr. Sterling, thinking over last week's demonstration, says he regrets not having sufficient time to tune receivers himself. He said he had checked only a couple before he was urged to watch something else. He's satisfied with those tuned but would have liked to work on all 13 sets and discuss tuning controls with engineers of each company.

Sterling says he appreciates great pressure to get demonstration over with, but that he's "smarting" under the "rush" he received. "I'd still like to check more sets," he adds, "not necessarily all in a group—perhaps individually." He also regrets that demonstration didn't include color film, says he would have insisted on it if he had been present when Commission arranged program.

RCA-NBC take color to Hollywood for first time Nov. 3 for demonstrations to movie executives, advertisers, agencies, talent, bankers, newsmen—and movement is already afoot, sparked by Blair TV's Lindsey Spight on behalf of San Francisco Ad Club, for showing there, too. Half-hour show will be sent over AT&T circuit from N. Y. Colonial Theatre to NBC-TV's big Studio A in Burbank, where 11 a.m. press showing will be followed by one for industry folk.

It will be longest line haul yet attempted with color, but is expected to offer no more difficulty than did highly successful recent showing before Assn. of National Advertisers in Chicago's Drake Hotel (Vol. 9:39). Show will have Ben Grauer as m.c., with Nanette Fabray, *Hit Parade* cast, and for first time excerpts from color film. Gear is being flown out this week, and RCA-NBC delegation going to Hollywood will include Sarnoff, Folsom, Jolliffe, Sacks, Weaver, Robt. Sarnoff.

Meanwhile, RCA announced that first technical color seminar for consulting engineers will be conducted in Camden Oct. 28-29, and some engineers are so impressed with importance of learning job facing stations that they're bringing along entire staff. RCA also announced that week that first deliveries of equipment to enable stations to rebroadcast color picked up from network—first stage of colorcasts—will begin in Dec. and that one or more stations in 57 cities have placed orders. Delivery of equipment for local color originations, including cameras, will start in March.

And NBC reminded that its first opera in color, *Car-men*, will be telecast Oct. 31, 5:30-6:30 p.m. All affiliates will have to rebroadcast program in black-&-white, since they're not equipped for color. NBC says there are no plans to make color monitors available in any city for VIPs, press, etc.

Yale campus will have own TV station, closed circuit, using DuMont camera donated by *Sponsor Magazine*. They intend to call it WEYC-TV, sell time, make station pay for itself.

Trade Personals: Wm. H. Kelley, Motorola sales v.p., resigns Dec. 31 to become DuMont v.p. in charge of marketing; he remains, until mid-Nov., at Motorola, where exec. v.p. Robt. W. Galvin states "no additions or changes of executive personnel are contemplated at this time" . . . Brig. Gen. Tom C. Rives (ret.), transferred from technical military liaison mgr. to mgr. of GE electronics div.'s new laboratories dept., Syracuse, comprising lab at Syracuse and Advanced Electronics Center at Cornell U . . . Wm. W. Garstang, works mgr., promoted to asst. v.p. in charge of manufacturing, Raytheon TV-radio div.; Francis D. Edes, from legal dept., named administrative asst. to Raytheon v.p. Henry F. Argento . . . James J. Shallow, sales mgr., Philco Distributors Inc., Philadelphia, appointed mgr. of accessory div., Philco Corp., succeeding Herbert S. Riband, transferred to refrigeration div.; Shallow is succeeded by David Brody . . . Arthur A. Currie promoted to Sylvania TV-radio sales mgr., John Suor to contract & special sales mgr. . . Marcus N. Brooks, from standard control div., named purchasing agent, Westinghouse TV-radio div., Metuchen, N. J. . . Gordon S. Humphrey, exec. asst. to David R. Hull, gen. mgr. of Raytheon equipment div., promoted to asst. v.p. . . Frank R. Norton, ex-Magnavox, named to new post of Sparton engineering director . . . S. W. Muldowny, chairman of Lanston Monotype Machine Co., Philadelphia, onetime pres. of National Union Radio & v.p. of RTMA, elected chairman of Tele-Ray Tube Co., Yonkers, N. Y., following purchase of "substantial interest" in company . . . Kenneth R. Hesse promoted to chief engineer, Tel-O-Tube Corp. of America, E. Paterson, N. J. . . Wm. P. Short appointed asst. to pres. John H. Briggs of Gabriel Co. (antennas), in charge of new product development in electronics div., Norwood, Mass. . . Stanley W. Cramer, named acting mgr., special apparatus div., Radio Condenser Co., succeeding Frank A. Cowgill, resigned because of ill health . . . Patrick Irwin appointed mgr. of Ideco erection dept., supervising TV-radio towers as well as industrial & commercial steel buildings . . . Herbert A. Frank, ex-Majestic, Jackson & Starrett, named CBS-Columbia district sales mgr. for upper N. Y. State, Scranton & Wilkes-Barre . . . John DuBroy named CBS-Columbia resident field engineer for western U. S., C. H. Ehrhard for midwest.

New RETMA committee chairmen: promotion, H. J. Hoffman, Machlett Labs. and Jerome J. Kahn, ex-pres. of Standard Transformer Corp. who retired in July from management of new Chicago Standard Transformer Corp. shortly after merger of 2 companies, co-chairmen; jobber relations, J. A. (Shine) Milling, exec. v.p. & gen. mgr., Howard W. Sams Inc., and ex-NPA electronics director; sports, J. B. Elliott, RCA Victor (reappointed).

Boston Conference on Distribution, at 25th annual convention, named 122 industrial leaders to "Distribution Hall of Fame" for significant contributions to "advancement of distribution" in last 25 years. Included: David Sarnoff & Frank Folsom, RCA; Allen B. DuMont; Ralph J. Cordiner, GE; Victor Emanuel, Avco; Don G. Mitchell, Sylvania; Stanley Resor, Arno H. Johnson & Vergil D. Reed, J. Walter Thompson Co.

Topics & Trends of TV Trade: Giant Westinghouse, out to enlarge its share of TV receiver output, will produce at least 400,000 TVs this year. A spokesman said its share last year was about 4% of the approximately 6,100,000 TVs produced, which means nearly 250,000.

Behind-the-scenes glimpse into Westinghouse's expanding TV operations was afforded newsmen Oct. 21 when they visited new TV plant in Metuchen, N. J., which in Feb. replaced Sunbury (Pa.) plant now turned over largely to radio and a few TV models. Company spokesman also revealed that 27% of Westinghouse sets in current production are uhf-equipped; 80% have 21-in. screens, 10-15% have 17-in., remainder 24- & 27-in.; 60% of all sets are table models.

Though he said over-all business has improved recently, TV-radio div. mgr. T. J. Newcomb was exception to general industry belief that new-market sales are largely responsible. Actually, he said, new markets are "sticky" — attributing this to "generally poor programming, low power of many stations and small size of many new markets." He thinks importance of new markets has been overestimated.

Sales mgr. J. F. Walsh said sales picked up in last 3 weeks in new and old markets alike, somewhat later than anticipated, and are now moving nicely. Company had figured on spurt right after Labor Day, which he said didn't materialize to extent hoped.

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Trade Miscellany: Major TV manufacturers gave unofficial approval this week to plan of American Furniture Mart to open to public July 9-17, after annual summer market for buyers. Set makers said they saw no objection to plan, which will be submitted to Mart's board of governors in Jan. . . . RETMA publishes booklet, *The Kite and the Key*, tracing development of electronics and TV in non-technical terms . . . RCA laying off 350 workers at Cincinnati tube plant before end of year; plant employs 2000, is said to have been producing above normal capacity . . . Admiral publishes 12-p. booklet, *What You Should Know About High Fidelity*, available for 10¢ from adv. dept., 3800 Cortland St., Chicago . . . Canadian Admiral has agreed with IUE local (CIO-CCL) on 8¢ an hour general wage increase . . . Correction: J. B. Elliott, RCA Victor consumer products v.p., said portable radios account for one-third of RCA's total radio production—not that radios accounted for one-third of RCA total output, as we reported last week.

Shipments of TVs to dealers totaled 3,797,832 in first 8 months of 1953, when production was 4,754,285, according to RETMA's state-by-state and county-by-county tables released this week and available from RETMA upon request. It represented 39% gain over first 8 months of 1952, when shipments were 2,722,089, as against production of 2,914,925. Every state in nation shared in shipments, New York as usual leading, with 357,087; Pennsylvania second, 325,040; California third, 304,354. Wyoming, where Cheyenne's KFBC-TV (Ch. 5) is expected on air in Dec. as state's first station, trailed with 1743. For Aug. alone, shipments totaled 462,570, compared to 313,012 in July and 315,332 in Aug. 1952.

Predictions about color set prices are sometimes misleading, says pioneer set maker Frank A. D. Andrea, pres. of Andrea Corp. and onetime owner of Fada. "I have seen statements concerning the price of color TV receivers ranging from \$250 to \$700," he says, "with some individuals making the \$250 price prediction one day, and a few weeks later offering sets for sale for \$700." Andrea estimates that consoles will run \$800-\$1000, table models \$700-\$750, unless color component prices drop considerably, says he'll offer color in fall of 1954.

Disappointed with work on spurious radiations to date, FCC Comr. George Sterling feels that "the manufacturer needs to do more in the factory to lighten the burden in the field." In speech prepared for delivery at Oct. 26 session of RETMA-IRE U. S.-Canadian technical group in Toronto, he said industry has been too slow in cleaning up unwanted radiations in both transmitters and receivers. In TV transmitters, he said, FCC's interim requirement of 60-db suppression of harmonics still permits an airplane 10 mi. from 100-kw TV station to pick up 100 uv/m interfering signal. In TV receivers, he went on, Commission has urged, without success, further reduction from limits set in 1951. As for uhf receivers, he noted that industry has only a proposed standard of 500 uv/m at 100 ft. to be effective July 1, 1954. But, he said, FCC measurements in Portland, Ore., found radiations on fundamental oscillators of thousands of uv/m. He called attention to Comr. Doerfer's suggestion that local ordinances be passed to declare unwanted radiations a "nuisance (Vol. 9:38). "I will leave it to you," Sterling said, "to evaluate the merits of Comr. Doerfer's thinking on this subject and resultant impact on manufacturers if oscillator radiation is declared a nuisance and subject of municipal ordinances. While it would be the user and not the manufacturer who would be subject to the penalties for violations [the] fact remains that the reverberations in terms of local goodwill of the public is of vital concern to the manufacturer."

Community antenna system in Reno, Nev., now under construction by John Colling, Grass Valley, Cal. system operator (Vol. 9:42), will pick up San Francisco stations with antenna on Slide Mt., a remarkable 180 mi. from San Francisco. Signals will be microwaved, via AT&T, 16 mi. to Ryland Bldg. in center of Reno, fed out radially from there through Jerrold equipment. This week, Jerrold reports additional systems under way: Charlottesville, Va., by Kramer family which operates theatres in Washington and small southern towns, managed by Tom Carruthers, 511 E. Main St.; St. Johnsbury, Vt., St. Johnsbury Community TV Inc., 1 Southard St., Eugene S. Ellingwood Jr. mgr.; Montpelier, Vt., Montpelier Community TV Inc., 22 Langdon St., Phillip C. Lothrop mgr.; Windsor, Vt., Windsor Community Antenna Corp., Dr. L. J. Tomasi, owner. And J. J. Barni, operating B. K. P. TV Systems Inc. in Catawissa, Pa., is now feeding these additional towns from antenna: Bloomsburg, Danville, Riverside.

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Distributor Notes: Motorola-New York appoints Paul L. Lewis, ex-sales mgr. of major appliances (Hotpoint) of GE Supply Co., N. Y., as v.p. & gen. mgr., succeeding Edward L. Pincus, who returns fulltime as pres. of Motorola-Philadelphia. Motorola-New York also disclosed it was dropping distribution of all major appliances, with exception of some seasonal items, to concentrate on company's own electronic consumer products. Bruno-New York Inc. (RCA Victor) took over International Harvester freezers and refrigerators from Motorola, leaving Hamilton appliances line as only non-Motorola item with company . . . Hoffman Radio establishes Seattle distributing subsidiary, adds Davis Distributing Co., Norfolk; Graybar, Madison, Wis.; Straus-Frank Co., Dallas . . . Sylvania appoints Electronic Wholesalers Inc., Washington . . . DuMont appoints Pirmaacs Distributors, Buffalo, replacing Kemp Distributors Inc. . . . Arvin appoints J. B. Mitchell Co., Baltimore . . . Stewart-Warner appoints Industrial Motor Service, No. Tonawanda, N. Y. and Keystone Sales Co., Sharon, Pa. . . . Mid-Atlantic Appliances Inc., Washington (Admiral) appoints Howard Rendelman TV-radio sales mgr. . . . National Electronics Co., Minneapolis (CBS-Columbia) appoints A. L. Toepel sales mgr. . . . Sylvania appoints Radio & Television Supplies Inc., Jacksonville.

Editor's Note: Willard Kiplinger's Washington newsletter and his magazine *Changing Times* are stalwarts of American business journalism. We also confess to a predilection for his brand of reporting because his counsel was of inestimable aid in getting *Television Digest* started just after VJ-Day. Moreover, this article so patly states what we ourselves learned on a recent business tour, during which we visited with many telecasters, distributors and dealers, that we felt it ought to be read by all management in the TV-radio-electronics fields, among whom *Television Digest* enjoys the bulk of its circulation. Accordingly, we secured permission from Mr. Kiplinger and the *New York Times* to reprint it in full.

From The New York Times Sunday Magazine, October 18, 1953

What's on the Mind Of the Business Man

His attitude on business, politics and economics is important because of the power he wields.

By W. M. KIPLINGER

IMAGINE yourself quitting your regular job and traveling out around the country for three or four months, north, south, east and west, talking to business men about what they think. Talk to some big shots that head up the big corporations. Talk to a lot of little fellows who run stores along the streets of the cities you visit, some with the aid of their families as store help. Talk to the men who run little factories, with fifty men or women working for them. Or talk to the women, too, for it's getting so that plenty of them are "business men."

Why do this? What does it matter? Who cares what business men think? They don't control elections, for there aren't enough of them to outweigh the other voters. They often don't control the city or county government. If a small community, yes, but if a big city with factories, no, for back behind the scenes the labor unions are more likely to control. Then why bother to find out what business men think?

The answer is this: They are the bosses of their groups of workers. They may have five or fifty or five thousand employees, but they are the bosses who sit in indirect control of that number of families. They are custodians of this separate portion of the economy, which is a fancy way of putting it. They don't rule, but they govern, at that all-important point, the job point. They exercise more influence, for good or for bad, than all the politicians and all the law-makers.

You might not think this from reading the newspapers, for the news is full of the doings at the court house,

the city hall, the state capital, or Washington, or the United Nations. But back behind all these news fronts, working on you every hour of every day, is the boss of your job, and the line of responsibility heads up in some business man. That's why the business man is a V. I. P.

THE first thing you realize after your visiting with business men is that they are not all alike, they think different things, they are not homogeneous, they really are not a "group" at all. Yes, but there are things they think more or less in common. Your impressions of these may be as follows:

On the outlook for business next year, half the business men you talk to think there will be a falling off, or a slide, or a softening next year. The other half don't say or think much about it, for they are too busy handling the business of the present. They haven't time to study the charts or the statistics, and they do not employ economists. You notice that the half who expected some sort of a decline were the bigger shots, the heads of the bigger corporations, who normally have facilities for looking further ahead than the average man.

On the severity of the slide next year, three-fourths are not alarmed. They think it will be mild, or moderate, or shallow, certainly not a "depression" or even a "recession," which is the medium word used by the sophisticated folks when they speak of a business "down." The bulk of business men are making their plans on the assumption that the business decline in 1954

will be a gentle down-rolling sort of thing, not a steep dip, not a bust.

By thinking of a slide, do they make a worse slide? No, it works to the contrary. By anticipating a down-grade they slacken their business speed to avoid a possible crash. They are lightening their inventories. They are avoiding the possibility of being caught with stocks of high-priced stuff which they might have to dump at lower prices. They are preparing against inventory panic, which means price panic. The advance sensing of a change in the business curve is the best assurance that the curve will be taken on all four wheels, instead of two.

On politics, two-thirds say they are Republicans, and probably three-fourths voted Republican last year. Not all of these are habitual Republicans. Quite a number voted merely as a protest against the New Deal or Truman Deal, or because "we needed a change," rather than out of enthusiasm for the Republican party. They do not say they are "conservative," for they think that is a term invented by fancy people who have more time to think than to do productive work.

MANY of them claim they are truly "liberal," more so than they are given credit for. They insist they think and work for the common good, not just for their own profits. You can't help noticing that many of the truly big business men are more "liberal" than the middle-sized or small. The reason is that their big corporations are strongly influenced by the currents of public thought. Although managed "privately," these corporations do a service which is essentially "public service." Nevertheless, on the average, the typical business man is what you'd call a political conservative.

As for Eisenhower, 90 per cent of them are for him, and wish him well. They think he hasn't had enough time to demonstrate. They tell you what they think he can do when he has a year or two more. What you discover is that they think he can do what they have previously thought he ought to do. You suspect that they have created Eisenhower in their own image. You have a vague feeling that they

are a little less in love with Eisenhower today than they were when they voted for him, but—still in love.

On next year's elections, you learn only one thing from talking to business men. You learn that Congress ought to back up the President, and that therefore, the good sense of the American people will back him up in the Congressional vote. There is hardly any doubt about it, so you learn. If you dare to suggest, in your talks with your interviewees, that the union men and the farmers might not feel too warm toward the Eisenhower Administration, you are slapped down by the suggestion that "you just wait and see."

Business men in rural areas: They dissent from the assumption that their customers will necessarily vote for the Republican candidate for Congress next year. They are Republican-minded, but they aren't very cocky about it.

On foreign policy, you feel a bit muddled after talking to the cross-section of American business men. You feel that most of them, down deep in their hearts, are for American interests first, and foreigners quite incidentally. Most of them seem to think we have done too much for the foreigners, with too little appreciation or results. Any move in Washington to reduce foreign aid would be popular with the business men. Those who think in world terms are distinctly in the minority. Of course this varies geographically. Easterners are relatively international in their thinking, and so are West Coast business men, and so even are many Southerners. But to the great bulk of business men in the interior, foreign affairs are pretty far off from the day-to-day realities.

On tariff, you find them talking both ways at the same time. Retail merchants, by and large, are for lower tariffs because they are the purchasing agents for consumers, and their interest is in a large quantity of goods to sell at the lowest possible prices.

Manufacturers of goods which are exported, such as automobiles and machinery, are for lower tariffs in order that foreigners can sell more in this market and consequently have more dollars to spend for American products. Many smaller manufacturers are pretty much protectionist. It is true that business sentiment in this country is slowly moving toward freer world trade, including lower tariffs of our own, but the movement is slow, and there is still plenty of protectionist thinking.

As for economic understanding of things, you find business men a good deal more alert than they were twenty or thirty years ago. They come closer to comprehending what makes the economic wheels go 'round causes and effects, than they formerly did. A larger proportion of them are economically intelligent. A higher proportion of them have beer to college. They have embraced the idea of quantity production and relatively low price. They understand mass purchasing power, and the value of high wages as a business prop, and for this reason there is less resentment of high wages than once upon a time.

Attitude toward unions: Most business men don't really like the unions. Most would rather get along without them, and down deep they are inclined to think they would be fair to employes without union goading. But they "accept" the unions out of necessity, and work with them, some in harmony, some in a latent spirit of antagonism. But there isn't the violent "anti-union" sentiment that prevailed one or two decades ago. The unions have been integrated into business life and operations, and business men know they are here to stay. The top men of business feel much irritation at unions for their petty quarrels, their jurisdictional squabbles, their disruption of work over minor grievances. These are more disconcerting than

basic disputes over pay and benefits.

Business morals enter your mind when you are talking to business men. They don't talk morals any more than they talk religion, but you can't escape the impression that they always have in the back of their minds—in varying degrees—the welfare of their employes, and the welfare of their customers. Usually these considerations are secondary to their own business progress.

NEVERTHELESS, they are there in the background of the mind. Bigness or smallness of the enterprise does not seem to make as much difference in the "moral attitudes" as you might think, for some big employers are unusually sensitive to their obligations to society, and some little employers are the same. The variance is with the men, not the size of the business.

Wealth or income of business men varies, naturally. Most of them have better incomes than other people. They live in better houses, and in the suburbs. But you don't find them conspicuously "rich," as a couple of generations ago, but more likely of the upper middle income brackets. The heavy taxes have brought the "rich" business men down the scale toward middle, just like others.

Business men are great "doers." In talking with them you get the sense of restlessness, of working always for something better, of never being satisfied, of trying new methods, new machinery, new products, and of thinking years ahead. (This is especially true of the bigger business men and their organizations.) They are not hidebound by tradition or custom. They switch from one idea to another without crying over the discarding of the old. Americans are undoubtedly the world's best business men, far superior in ingenuity and flexibility to the British, the French, or the others. Only

the Germans are a runner-up.

In political horse sense, you find many business men deficient. Having climbed in the business world, they are apt to think that politics can be managed like business. They cultivate their customers, their markets, but they are often inept when it comes to cultivating masses of people for vote-making purposes. They have yet to learn the arts of the skilled politician, and they don't learn very fast, for they often look down their noses at the politician. Observe the Eisenhower Administration of so-called business men. It is doing some things well, as all will admit. It is also neglecting the fine arts of wooing the millions by the psychological processes known as "politics."

THERE are differences in ways of thinking among business men, and these represent an excellent thing. If they all thought alike they would rule and dominate, and none of us likes to be ruled and dominated by any single class or group. But the outstanding fact about business men is that they are not merely business men. They are husbands, fathers, neighbors, church goers, sons-in-law and brothers-in-law, cellar tinkers, amateur gardeners, sound sleepers, light sleepers, and all involved in a thousand things other than business. They probably don't die of heart strain any more than others do. It is merely that their deaths are more conspicuous. They are just human beings, some well dressed, some not, some with trousers creased, some not.

In striving for something bigger, something better for their companies, they are usually motivated more by the idea of being big shots of one sort or another than they are by the mere wish to make money. Their idea is to appear big, to get ahead, to play the game in a bigger way—like grown-up boys at sport. They are entrepreneurs, organizers, builders, pioneers, managers, doers. Their specialty in life is busy-ness.

Financial & Trade Notes: American Broadcasting-Paramount Theatres Inc., pres. Leonard H. Goldenson, reporting Oct. 20 on third quarter, noted loss in operations of broadcast division (ABC) but profit in operation of theatres not only for the quarter but for year to date. But loss in broadcast operations, he stated, "reflects both the normal seasonal slack and the initial costs involved in reorganizing and strengthening the operations of the radio and TV networks of ABC." He forecast profitable fourth quarter for ABC.

Consolidated earnings for third quarter are estimated at \$1,009,000, including \$946,000 from operations and \$63,000 capital gains—equivalent to 22¢ per share on 3,967,518 shares of common stock outstanding. This compares with net earnings of \$1,927,000 in 1952 quarter, including \$1,627,000 from operations and \$300,000 capital gains—or 58¢ on 3,300,830 shares outstanding.

For first 9 months of 1953 estimated net was \$7,599,000 (\$1.82), of which \$3,182,000 was from operations and \$4,377,000 from capital gains, comparing with \$5,435,000 (\$1.65) for same 1952 period, of which \$3,970,000 was from operations and \$1,465,000 from capital gains. In third quarter, AB-PT divested itself of 12 theatres, 6 of them under terms of consent judgment under which it still has to get rid of 29 wholly-owned and 41 part-owned theatres by March 3, 1954.

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Sylvania enjoyed record sales of \$224,469,087 and record earnings of \$7,562,941 (\$2.73 on 2,425,506 shares) for 9 months ended Sept. 30 vs. sales of \$162,222,117 and earnings of \$5,031,701 (\$2.18 on 1,867,872) same 1952 period. Third quarter sales were \$75,376,155 vs. \$57,995,494 year ago, earnings \$2,393,849 (86¢) vs. \$1,632,925 (70¢) last year. Net income before taxes for the 9 months was \$24,572,941 vs. \$12,291,701 year ago, for third quarter \$7,185,849 vs. \$3,682,925 year ago. Pres. H. Ward Zimmer noted that demand for TV picture tubes is below beginning of year but still above 1952; that exports picked up toward end of quarter, though "competition from both American and foreign manufacturers is becoming greater"; that govt. business is slightly less than last year but unfilled defense orders have increased to \$100,000,000.

RCA sales of \$609,428,166 for 9 months ended Sept. 30, an all-time record, represented 29% increase over same 1952 period's \$473,501,673. Earnings before taxes were \$53,651,018 vs. \$36,443,110. Net profit after taxes were \$25,152,018 (\$1.62 per common share), up 41% from \$17,847,110 (\$1.12) same period last year. Third quarter also was record one, sales running \$198,742,004 vs. \$167,663,848 same 1952 quarter. Earnings before taxes were \$14,841,790 vs. \$13,106,180. Net profit after taxes was \$6,966,790 (44¢) vs. \$6,547,180 (42¢).

Magnavox reports record first-quarter sales of \$16,052,000 in 3 months ended Sept. 30, up 42% from \$11,336,000 for same period last year. It will reveal first-quarter earnings at stockholders meeting in Ft. Wayne Oct. 28. Pres. Frank Freimann predicted similar gains in second quarter, added there's "every indication" company's all-time record sales volume of \$57,979,669 for fiscal year ended last June 30 (Vol. 9:40) will be surpassed in current fiscal year by good margin.

Packard-Bell sales for fiscal year ended Sept. 30 are expected to exceed \$32,000,000, more than 40% ahead of record \$22,724,273 last year, exce. v.p. Robert S. Bell reported to stockholders' meeting this week. He estimated net profits before taxes will be \$3,450,000, after taxes \$1,100,000, compared to \$3,054,000 and \$968,051 year ago (Vol. 8:42). This is fifth consecutive year company has set sales record, Bell said.

Electronics Reports: Availability of transistors and crystal diodes for commercial research and development may improve as result of new order now being considered by Commerce Dept.'s Business & Defense Services Administration, successor to NPA. Civilian companies have found it difficult to obtain certain types of transistors and diodes where military services and contractors are gobbling up entire supply. At request of electronics industry, acting director Donald S. Parris of BDSA's Electronics Div. says agency is considering adding transistors and diodes to Order M-17, which now applies only to tubes. The order sets ceiling on amount of military orders any manufacturer is required to accept for any one type of tube. If order is amended, it will also provide that BDSA will assist any military contractor who cannot place a rated order for transistors and diodes because of M-17.

Transistorized test equipment is being used in CBS-Columbia's Long Island City TV plant. Pres. David Cogan said company is using transistors in high-gain low-level voltage amplifiers, used with uhf signal generators for testing uhf converter units. Use of transistors, he said, allows testing at low voltage levels, closer than ever before to those at which the converter normally operates—with minimum of hum and vibration.

Novel idea for video tape, reported in Oct. 21 *Retailing Daily*: Three engineers, including Lee Bunting, chief engineer of Bell TV Inc. (remote TV receivers), propose that tape be in shape of a tube, perhaps 6-in. diameter, and recording head revolve around it like a high-speed pipe-threader. They claim this would get away from moving tape at high speed. Tape could be flattened out when not in use.

GE's J. Milton Lang, tube dept. mgr., forecast growth of electronics industry on West Coast may be "several times the growth in the rest of the country," at Oct. 22 dedication of new GE western tube warehouse at 11840 Olympic Blvd., Los Angeles.

Earl B. Smith, General Mills v.p. & traffic director, named director of transportation & communications under Asst. Defense Secy. Charles Thomas. Position formerly covered transportation only under director Kenneth L. Vore, whom Smith succeeds.

Dr. David C. Luck, of RCA Princeton labs, wins Franklin Institute award "for his development of an omnidirectional radio range system."

Big GE isn't satisfied with its low place on the TV totem pole—and is bent to get its "rightful share." Thus, in effect, spoke GE pres. Ralph Cordiner at board meeting in Los Angeles Oct. 20. He said GE's push will not be based on price, but big promotion will accent quality. Syracuse factory, hitherto tied up with govt. production, is now free for all-out production of home TVs, he said.

DuMont sales for first 40 weeks of 1953 to Oct. 3 totaled \$65,896,000, up 26.4% from \$52,128,000 for same 1952 period. Profit before taxes was \$1,910,000 vs. \$718,000 for corresponding 1952 period; after taxes, \$935,000 (36¢ per share) vs. \$359,000 (11¢). New record volume of sales is expected for full year.

Muter Co. reports net profit of \$315,690 (48¢ per share) on sales of \$11,625,109 for 9 months ended Sept. 30, which compares with \$256,555 profit (39¢) on \$8,691,609 in same 1952 period.

P. R. Mallory & Co., for 9 months ended Sept. 30. reports sales of \$55,411,671. net profit \$2,157,739 (\$3.19 a share); no comparison with 1952 available.

WJR The Goodwill Station Inc. reports net profit after taxes of \$346,543 on sales of \$2,416,816 for 9 months ended Sept. 30; sales for same 1952 period were \$2,424,610.

General Teleradio Inc., TV-radio subsidiary of General Tire & Rubber Co. headed by Thomas F. O'Neil, had consolidated gross sales of \$14,977,963, earned net profit of \$1,097,404 in calendar 1952, according to report filed with FCC in connection with this week's Ch. 18 grant in Hartford. Breakdown shows Yankee Div. total sales were \$4,994,406, net profit \$1,135,763; Don Lee Div.'s sales \$4,681,389, profit \$337,983; WOR Div.'s sales \$5,160,430, loss \$415,002. Yankee's WNAC-TV network revenues (ABC, CBS, DuMont) were shown to total \$1,129,587. WNAC-TV's rep-placed accounts totaled \$1,598,196 and local \$746,058. KHJ-TV showed \$404,995 & \$893,414, respectively. WOR-TV showed \$2170 & \$1,456,300, respectively, for Jan. 25-Dec. 31 period. Radio revenue and cost breakdowns were also included. Also this week, General Tire's report for 9 months ended Aug. 31, 1953 disclosed that General Teleradio earned approximately \$850,000 for parent company, whose consolidated statement showed net profit for that period of \$5,505,856 (\$4.34 per share) on sales of \$153,842,551, compared with \$4,449,570 (\$3.48) on sales of \$132,761,695 same 1952 period.

In variety of actions, FCC this week: (1) Let Ed Lamb dismiss his application for Portsmouth, O. (Ch. 30), for which he already had initial decision, because he has maximum of 5 stations or other applications pending. (2) Again denied WSSB protest against grant of Ch. 46 to WCIG-TV, Durham, N. C. (3) Issued an initial decision denying protest of WGRD, Grand Rapids, against grant of Ch. 35 to WTVM, Muskegon. (4) Stayed effectiveness of initial decision to Orange Belt Telecasters, San Bernardino, Cal. (Ch. 30), pending review. (5) Denied joint petition of WORA, Mayaguez, P. R. and Dept. of Education of Puerto Rico for reduction of adjacent-channel separation from 60 mi. to 58.6 mi., informing them other channels are available to avoid problem. (6) Finalized addition of Ch. 3 to Wilmington, N. C., Ch. 4 to Fayetteville, W. Va., denying other proposals. (7) Threw into complex Minnesota-Wisconsin channel situation another proposal—as alternative to one already proposed—to add Ch. 10 to Duluth, Ch. 13 to Buhl, Minn., delete Ch. 32 from Superior, Ch. 10 from Hibbing, Minn. & Hancock, Mich., Ch. 26 from Virginia, Minn.

Portland Oregonian's sale of KGW (5-kw on 620 kc, NBC) to group headed by Mrs. Scott Bullitt, KING-TV, Seattle, was approved by FCC Oct. 22. Sale by Newhouse interests for \$500,000 permits them to acquire half interest in new KOIN-TV, Portland (Ch. 6), for which they filed with FCC this week. Samuel I. Newhouse Jr. acquires 33½% interest in KOIN-TV & KOIN, Mitzi Newhouse 16½% for total of \$600,000. Other stockholdings are in voting trust to be voted by pres. Theo. R. Gamble & asst. secy. Harvey Benson. Gamble owns 21.75%, Howard Lane 15½%, Harry Buckendahl 5.87%. Lane is v.p. & mgr. for TV, Buckendahl for radio, each at \$20,000 salary. Gamble gets \$12,000 salary as pres., not devoting fulltime. Quenton Cox continues as KGW mgr.

Minimum of Federal control, more local regulation, was burden of FCC Comr. John Doerfer's address to National Conference of Business Paper Editors in Washington Oct. 22. Noting that FCC's 1954 budget, just submitted to Budget Bureau, asks \$300,000 less than current \$7,400,000, he said: "I believe that Federal regulation in the field of radio, TV and common carrier services should be limited to that which is essential to carry out the intent of Congress. I believe further that we can safely resolve doubts in favor of the people back home—especially those doubts which stem from either distrust in our American system or a blind uncompromising faith in a planned economy."

Three applications for TV stations—all uhf—were filed with FCC this week. Five were dismissed, bringing total pending to 444 (115 uhf). Week's applications included one for Hartford, Conn., Ch. 18, by combined General Teleradio and *Hartford Times* interests—replacing 2 competitive applications—and it was also granted this week. Others were for LaGrange, Ga., Ch. 50, by group consisting of *LaGrange Daily News* publisher Roy G. Swank, theatremen Wm. K. Jenkins & Arthur Lucas, and Fuller E. Calloway Foundation (charitable trust); for Baltimore, Ch. 18, by WSID, Essex, Md., controlled by Richard Eaton who also has 5 other AMs. [For further details about these applications, see *TV Addenda 17-P* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Power increases: WABT, Birmingham, Ala. (Ch. 13) now putting out full 316-kw ERP, using 50-kw Standard Electronics transmitter. GE Oct. 23 shipped 35-kw amplifier to its WRGB, Schenectady (Ch. 6) and 1-kw transmitter to KFSA-TV, Fort Smith, Ark. (Ch. 22), now using 100-watt driver, reports order from WCAN-TV, Milwaukee (Ch. 25) for 12-kw to be shipped in Dec. KOB-TV, Albuquerque (Ch. 4), on Oct. 21 moved transmitter to 10,800-ft. Sandia Crest, boosted ERP from 5.2 to 11 kw. KFDX-TV, Wichita Falls (Ch. 3) also increased transmitter power this week from 2 to 10 kw.

Transcript of extremely informative panel discussion, "The Future of TV," conducted by Assn. of National Advertisers in Chicago Sept. 22 (Vol. 9:39), is now available from ANA, 285 Madison Ave., N. Y.; NARTB also has supply. Session featured discussion of network growth and rates by CBS's Jack Van Volkenburg, color by NBC's Pat Weaver, FCC policies by chairman Rosel Hyde, rates and network policies by ABC's Robert Kintner, regional sponsorship by DuMont's Chris Witting, stations' viewpoint by Cox group's J. Leonard Reinsch.

Theatre-TV football was thrown for loss Oct. 17 when Box Office TV Inc. presented its first theatre telecast to sparse audiences in 10 theatres in 8 cities (Vol. 9:28, 34). Total theatre gross for Notre Dame-Pittsburgh game reportedly came to only \$6,000, heavy financial loss for Box Office TV, which paid line charges. Most exhibitors blamed competition of football on free home TV. Oct. 24 Notre Dame-Georgia Tech game is seen as crucial test of future of Theatre-TV football series.

TV is "squawking and wetting its electronic diapers just as radio once did," says Jerry Wald, Columbia Pictures exec. producer, dismissing TV competition with a sneer in Oct. 20 *Film Daily*. "When it is man-sized it will constitute man-sized competition," he goes on. "What puzzles us is the general assumption that the movie industry will not have learned how to control this brash youngster by then." Even now, he maintains, TV commercials are driving people back to movie houses.

Walter Reade Jr., 38, head of Reade theatre chain, builder of upcoming WRTV, Asbury Park, N. J. (Ch. 58), reported by *Variety* as likely next pres. of Theatre Owners of America, electing at Chicago convention Nov. 1-5. He belongs to "join 'em if you can't lick 'em" school of exhibitors, as did predecessor Mitchell Wolfson, Wometco chain (WTVJ, Miami). Possible opponent is E. D. Martin, of Georgia chain owning 50% of WDAK-TV, Columbus.

New portable microwave antenna, for field broadcast operations, is now in production by RCA. Lightweight reflector (RCA MI-26182-51) is designed for very short hops, is said to provide good performance in transmission paths up to 5 miles.

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

Television Digest

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In this issue:

Industry Warned on TV Interference, page 1
7 More Start, One-a-Day Pace Bettered, page 2
2 Grants, Ft. Wayne Initial Decision, page 3
RCA Teaches Color TV to Consultants, page 4

Higher Power UHF & New Low-Cost UHF 'Package,' p. 6
Transmitter Shipments & Upcoming Stations, page 7
Nobody Knows Whether Trouble's Ahead, page 9
Network TV-Radio Billings—Sept. & Jan.-Sept., page 12

INDUSTRY WARNED ON TV INTERFERENCE: TV-radio and broadcast equipment makers were told sharply this week -- by an FCC commissioner and by leaders of their own industry -- to do much more about reducing the radiations from TV receivers and transmitters which interfere with reception on govt., aircraft, amateur and TV-radio bands.

In the new fields of color and uhf TV, industry was told to start with clean slate, lick radiation problems now, rather than try to patch them up later when they become virtually insurmountable.

Occasion was Radio Fall Meeting of combined RETMA, RTMA of Canada and IRE in Toronto, attended by some 600 top-echelon engineers in TV-radio manufacturing industry. There was no mincing of words at Oct. 26 TV interference symposium, led by RETMA engineering director Dr. W.R.G. Baker, at which main speaker was FCC's engineering Comr. George Sterling.

[Because of the importance of Comr. Sterling's appeal to manufacturers (and broadcasters) to redouble their efforts to cut down radiation, we have printed it as a Special Report herewith -- including extemporaneous remarks not in prepared text.]

* * * *

We attended the session, and it was apparent from reactions of engineers that Comr. Sterling's address had hit home -- along with warnings by industry leaders on radiation hazards in color and uhf receivers. Particularly noted by audience was a pointed departure by the commissioner from his prepared text, reminding manufacturer's of FCC's new power to issue cease-&-desist orders -- which in some cases could have the effect of putting an offending company out of business.

FCC received 22,264 interference complaints in fiscal 1953, said Sterling. More than 12,600 resulted from spurious responses of broadcast receivers -- 6100 from TV sets. Some 9600 were result of spurious radiations from transmitters. "By failing to take preventive measures," he said, "manufacturers are, in fact, limiting the market for their products."

Progress by industry in cutting down radiation and susceptibility to interference has been good so far, as indicated in report by Crosley's Lewis M. Clement, chairman of RETMA engineering dept. executive council. This Comr. Sterling called "encouraging". Based on manufacturers' replies to questionnaires, Clement reported that 25 out of 28 companies submitting data -- including all of the top 10 -- will be using the standard 41.25-mc IF (intermediate frequency) in all their sets by late 1953. Last year, only 8 used it in all sets.

Report also showed vast majority of manufacturers have now reduced spurious vhf oscillator radiation below RETMA's "interim" maximums (50 uv/m at 100 ft. for Ch. 2-6 and 150 uv/m for Ch. 7-13), whereas in 1950 only 2 manufacturers were below the current limit for low channels, and only 1 below limit for high channels.

Real challenges to design engineers and manufacturers were the reports by

industry's foremost engineers in RETMA radiation task groups, in NTSC and in JTAC -- indicating magnitude of job yet to be done. The highlights:

(1) Color TV receivers and amateur radio transmitters potentially can cause each other plenty of trouble. Color subcarrier frequency is within 3.5-4 mc amateur band, and its harmonics fall within several other amateur bands. Ad hoc committee of NTSC and American Radio Relay League, set up to deal with situation, reported complete agreement that good design of color receivers can prevent this trouble without unduly adding to costs, and urged manufacturers to "attack problem before it occurs".

(2) RETMA task group tentatively recommended reducing by half the present limitations on vhf oscillator radiation, to increase the margin of safety against interference with aircraft range and amateur bands. It also discussed tentative proposals for maximum permissible TV sweep circuit radiation (100 uv/m at 15 ft.) to cut down interference by TV sets to standard broadcast receivers.

(3) Uhf receivers and converters generally are more susceptible to interference, and emit more spurious radiations, than vhf sets. Because most uhf receiving devices employ the "temporary expedient" of double conversion -- using 2 intermediate frequencies -- many of them pick up interference from amateur and other services. GE's D.W. Pugsley, chairman of RETMA's TV receiver committee, recommended "companies which have sold such receivers or converters or turret strips assume it as a moral obligation to satisfy the customer in each case of complaint". Reports showed that oscillator radiation from average uhf set is far above maximum tentatively established by RETMA (500 uv/m at 100 ft.).

(4) While FCC established limits for spurious radiations from TV transmitters last June (Vol. 9:24), the necessary equipment to accomplish suppression of these radiations won't be available till first and second quarters of 1954.

(5) JTAC reported progress in monumental task, assigned to it last December by FCC, of making complete study of entire problem of spurious radiations throughout spectrum from 14 kc to 30,000 mc (Vol. 9:1).

7 MORE START, ONE-A-DAY PACE BETTERED: Ninety-eight new stations have gone on the air in the 91 days since Aug. 1, when we pegged prediction new starters would average one-a-day for remainder of year. This week, 7 took to the air (2 being time-sharers in Rochester, N.Y.) and that brought on-air total to date to 307 -- 208 vhf, 99 uhf. That means 199 new stations since freeze-end in July 1952, or 182 so far this year. Week brought first into Flint, Mich.; Johnson City, Tenn.; Temple, Tex. Rochester and Oklahoma City get first competition, Denver adds third. New starters:

WHEC-TV & WVET-TV, Rochester, N.Y. (Ch. 10), sharing time with separate studios and common transmission plant, were all set Oct. 31 to begin testing GE 5-kw transmitter and temporary antenna on Pinnacle Hill tower of rival WHAM-TV (Ch. 6). They go commercial Nov. 1 as basic CBS outlets, will also carry ABC & DuMont shows. Gannett Newspapers (Rochester Times-Union and Democrat & Chronicle) own WHEC-TV, with Glover DeLaney as gen. mgr.; Lowell MacMillan, asst. gen. mgr.; LeMoine Wheeler, gen. sales mgr.; Wm. Adams, program director; Bernard O'Brien, chief engineer. WVET-TV is headed by Ervin F. Lyke, has more than 100 stockholders, these top executives: Paul C. Louthier, program v.p.; Arthur Murrellwright, sales mgr.; F. Chase Taylor, operations mgr.; Ray Jobs, chief engineer. They divide time equally on staggered schedules (Vol. 9:33), with respective reps Everett-McKinney and Bolling empowered to sell across-board time and splitting commissions. Base rate is \$600.

KLZ-TV, Denver (Ch. 7) began preliminary tests Oct. 27, test patterns Oct. 29, goes commercial Nov. 1 as basic CBS outlet. RCA transmitter is used, with a temporary 6-bay superturnstile on Lookout Mt., to be mounted later on 225-ft. Lehigh tower still under construction. Power is 55-kw ERP, will be 316-kw when 50-kw amplifier is delivered by RCA. Quarters are in Shirley-Savoy Hotel pending move in month or so to own 34,000-sq. ft. TV-Radio Center. Project is headed by Hugh L. Terry, 16% stockholder, other major owners being theatremen Harry Huffman 13%, Frank Ricketson 13%, Ted Gamble 20%, and broadcaster J. Elroy McCaw 20%. Executive staff includes Clayton Brace, program director; Jerry Wyatt, production mgr.; Jack Tipton, sales mgr.; Eugene Jenkins, engineering director. Base rate is \$380. Rep is Katz.

WTAC-TV, Flint, Mich. (Ch. 16) got test patterns started Oct. 28, will keep them on until Nov. 14 when programming starts with NCAA football fed from NBC. The first station in auto metropolis, early reports tell of good signals and co-owner H. Allen Campbell (with George Trendle) says local dealers are in "fever pitch" over boom in set sales. Flint is 57 air mi. from Detroit, 48 from Lansing, nearest vhf cities, gets uhf from Saginaw's WKNX-TV (Ch. 57), 31 mi. Technicians say uhf Ch. 16 provides at least 45 mi. of Grade A service in flat terrain. Station is staffed largely by WXYZ veterans (formerly owned by Trendle-Campbell, who are originators and owners of such shows as Lone Ranger & Green Hornet), headed by J.R. McKinley, managing director; Ruben Weiss, station mgr.; James Gimbel, chief engineer. Network affiliation is ABC, with per-program arrangement with NBC. Base rate is \$200. Raymer is rep.

KTVQ, Oklahoma City (Ch. 25), heralded by enormous promotional buildup (Vol. 9:35) and rushing to be first uhf in one-station vhf city, put on first patterns at about midnight Oct. 28, then in morning began transmitting them regularly from tower atop downtown First National Bank Bldg. Pres. John Esau wires: "Reports from surrounding area indicate excellent picture. We are all tremendously happy." Buildup included full-pages in Daily Oklahoman (owner of vhf WKY-TV, pre-freeze pioneer) captioned "Facts You Should Know About UHF Television". Also rushing to get on air soon in city are KMPT (Ch. 19) and KWTW (Ch. 9). KTVQ has 12-kw GE transmitter, has as executives Harry Abbott, station mgr.; Raymond Ruff, sales mgr.; Bill Sadler, program director; Harold Coomes, chief engineer. It reports it will carry ABC & CBS shows. Base rate is \$300. Rep is H-R Television.

WJHL-TV, Johnson City, Tenn. (Ch. 11) began test patterns Oct. 28, exactly 9 days after collapse of its 552-ft. tower and partial destruction of transmitter house (Vol. 9:43) and was all set to begin commercial programming night of Oct. 31. It will get kine services from all 4 networks, starts with \$200 base rate. Equipment is GE throughout. W. Hanes Lancaster Jr. is gen. mgr. of project, headed by father, with Wm. Shell as program director; Patty Smithdeal, production director; O.K. Garland, chief engineer. Rep is Pearson.

KCEN-TV, Temple, Tex. (Ch. 6) wired at press time that it will have test pattern on air Oct. 31 and will carry NCAA football game from NBC as part of test, then open officially Nov. 1 with dedication program attended by Sen. Lyndon Johnson, whose wife owns KTBC-TV, Austin; FCC Comr. Bob Bartley, other notables. On coaxial between Waco and Austin, it starts as NBC interconnected, using RCA 10-kw transmitter, Ideco tower 672-ft. tall. Owner is Frank W. Mayborn, publisher of Temple Telegram and Sherman Democrat, with Harry Stone as gen. mgr., W.O. Crusinberry chief engineer. Base rate is \$200. Hollingbery is rep.

2 GRANTS, FT. WAYNE INITIAL DECISION: Two CPs and an initial decision this week -- latter coming the slow way, i.e., after competitive hearing. The grants:

Saginaw, Mich., WSGW, Ch. 51; La Crosse, Wis., WKBH, Ch. 8. Favored in initial decision for Ch. 69, Ft. Wayne, was Anthony Wayne Bcstg. (partnership).

WSGW's CP came via final decision after Tri-City TV Corp. dismissed. WKBH grant was result of agreement whereby La Crosse Bcstg. Co. sells its WKTY, buys 41% of grant, and La Crosse residents buy 10%; WKBH will have 49%.

Ft. Wayne initial decision, by examiner Annie Neal Huntting, concluded that partnership of James R. Fleming & Paul V. McNutt should be preferred over WANE for following reasons: better ownership-management integration; more local ownership; more diversified business interests of owners; greater civic leadership and community activities. Examiner Huntting also said that WANE hasn't always "fully effectuated" its past programming promises to FCC.

Also in Anthony Wayne's favor, she said, was its proposal to produce remote programs and general better program schedule. Cancelling each other, she said, was fact one owns newspaper (Journal-Gazette), other a radio station.

Principals of the winner: James Fleming is an attorney with several other business interests besides newspaper; Paul V. McNutt was a New Deal jack-of-all-trades -- including stint as high commissioner to Philippines, chairman of Federal

Security Administration, chairman of War Manpower Commission, etc. A 14.5% owner of WANE is Frank E. McKinney, former chairman of Democratic National Committee.

In other actions this week, Commission: (1) Assigned Ch. 50 to Washington, Ch. 43 to Corpus Christi. (2) Set Nov. 18 for start of hearing on protest by WNET, Providence (Ch. 16) against grant of Ch. 12 to WPRO-TV. (3) Informed KLIF-TV, Dallas (Ch. 29) it can't have more time to build without giving better reasons for delay.

Coming up next week is action extending TV stations' licenses from 1 year to 3 and finalization of the assignment of 35 new uhf channels to relieve a lot of tight spots (Vol. 9:37).

RCA TEACHES COLOR TV TO CONSULTANTS: Average TV station engineer has a lot to learn before he'll be able to handle color, and average station will put on some pretty awful color shows at first -- but broadcasters will certainly master color just as they did black-&-white. That about sums up views of 40-50 consulting engineers after Oct. 28-29 color seminar conducted by RCA experts in Camden, N.J.

"Sloppy practices can't be tolerated," engineer John Wentworth told audience in his brilliant 2-hour lecture on color fundamentals. Tolerances are closer, he said, but added that techniques for maintaining them are available. For example, color subcarrier of 3.579545 mc must not vary more than .1 cycle per second -- yet RCA equipment maintains it within 1 cycle per day, 5 cycles per week.

While attending sessions, we queried engineers, found them fascinated by every aspect of colorcasting, up to the ultimate -- live studio pickups -- but most concerned with first steps. These are: rebroadcasts of network color, originations of slide and film -- in that order.

RCA-NBC is putting first emphasis on rebroadcasts, too. Big goal currently is to put Jan. 1 Tournament of Roses, from Pasadena, on as many stations as possible. Present plans are to have stations in 14 cities, New York to Los Angeles, equipped to transmit color. RCA engineers indicated belief that stations with RCA equipment will be easier to adapt to color than those with competitors' gear.

Planning requires a nice balance of AT&T's ability to equip its facilities, RCA's supply of equipment and installation crews, priority of stations' orders for equipment, NBC's orders for AT&T service. As you can imagine, it will be quite a feat to juggle all these priorities and keep all stations happy. Beyond the Jan. 1 target, AT&T isn't telling its color expansion plans to RCA or anyone else.

It's assumed RCA will have at least one color receiver in each of the 14 cities, for maximum promotion, but RCA isn't confirming that yet. Incidentally, Rose Bowl game itself will not be colorcast. RCA-NBC will have only one mobile unit there, to pick up the famous parade.

RCA-NBC's major color efforts before Jan. 1 are the Oct. 31 colorcast of opera Carmen and Nov. 3 New York-Los Angeles closed-circuit transmission, latter bringing top company brass to west coast (Vol. 9:43). For Carmen, it turns out that some stations will carry it in color. Some of FCC staff members expect to watch it from WNBW at Commission labs in Laurel, Md. Westinghouse's WPTZ, Philadelphia, had plans to try to radiate the program in color.

* * * *

Aside from the solid "how-to" sessions, most significant development at Camden seminar was disclosure of details on color film equipment. Three methods were described: (1) Fast pull-down projector, 16mm. (2) Projector with 3 vidicons, 16 & 35mm, slides and opaques. (3) Continuous-motion projector, 35mm. RCA made it clear that only the first was ready; other 2 are in developmental stages.

Fast pull-down projector wasn't shown in action because NBC is using it in New York. But the 3-vidicon unit and continuous-motion model were demonstrated, appear to have considerable promise.

Fast pull-down unit is so-called because it pulls film down at 4-5 times speed of conventional equipment. In 1250 microseconds, it moves film from stop to 22mph to stop again. It doesn't wear regular film any more than other projectors, engineers said, though old stock and splices must be handled more carefully. Eastman Kodak is now working on more rugged splices.

The vidicon is emerging as a remarkable Cinderella of camera tube family. New type 6326 gives full resolution, has lower signal-noise ratio and better detail contrast than image orthicon. Though it's now less sensitive than IO, RCA scientists say it has potential of 100-1000 times present sensitivity, well above IO. Far cheaper than IO, it may well replace it for black-&-white as well as color. The 3-vidicon color setup, still in rough "breadboard" stage, was employed with film of girl model and a "Woody Woodpecker" cartoon.

Continuous-motion projector is based on principles worked out by Bell Labs several years ago. Such projectors have been age-old goal of movie & TV engineers, elusive as perpetual motion until recently. Now, with DuMont, Philco, Motorola and probably others working on it, it seems that electronics has supplied just what the mechanical engineers needed. On Nov. 15, DuMont starts shipping its continuous-motion projector, black-&-white, plans to deliver 30 by year's end. DuMont doesn't say when color version will be ready.

RCA also showed off flying-spot scanner for slides and 3-tube live camera. Both were excellent, and live pickup of girl model provided best color TV pictures we've ever seen -- and we've seen a lot.

Much of color film equipment is good for black-&-white as well, said RCA engineers. Furthermore, much of present black-&-white equipment can be used with color gear with relatively little modification.

* * * *

Engineers were welcomed by v.p. W.W. Watts, who said that RCA is convinced that it can best serve its own long-range interests, as well as those of entire industry, by disclosing its know-how, hastening growth of color, just as it did in black-&-white shortly after the war.

"We're sticking to things that are proved out," v.p. Ted Smith said. Then, taking a swipe at CBS's latest developments (Vol. 9:41), he said that RCA has long experimented with field-sequential pickup -- "in fact, we have a patent on it" -- but isn't satisfied with it.

More seminars are planned, for station engineers and others.

Personal Notes: Ted Bergmann, who rose from time salesman in 1947 to gen. mgr. of DuMont Network last spring, promoted to managing director, succeeding Chris J. Witting, resigned to head Westinghouse stations (Vol. 9:43) . . . Ralph L. Helmreich, operating v.p. of Mountain States Telephone & Telegraph, named operations director of AT&T's long lines dept., succeeding A. F. Jacobson, who moves up to asst. v.p. . . . Bernard Koteen has formed law partnership with Wm. C. Burt, ex-OPA and recently chief of CAB rate div., continuing offices as Koteen & Burt in Wyatt Bldg., Washington; Alan Naftalin, FCC attorney, has resigned to join firm . . . Tom Murray named v.p. in charge of TV-radio for Coca-Cola Bottling Co. . . . Slocum Chapin assigned by ABC to director of TV network; Don Durgin, TV sales development director; Donald Coyle, TV network research director . . . Oliver Treyz, research chief, promoted to director of ABC Radio network; Eugene Accas, network radio sales development director; Dean Shaffer, radio research director; Norman E. Cash, ex-WLW & NBC, asst. radio sales mgr. . . . Donn Tatum, ABC-TV western div. director, takes over functions of Ed Leven, resigned director of studio operations, programming & production . . . Charles E. Denny leaving management of WERC, Erie, Pa., to be gen. mgr. of newly authorized Ch. 35 station there; WERC successor is sales mgr. Arthur Ingram . . . Labe B. Mele has resigned as gen. mgr. of Reela Films Inc., subsidiary of Miami's WTVJ, to join So. Florida Television Inc., Ch. 7 applicant there: he's succeeded at Reela by Frank J. Brodock . . . Elizabeth (Beth) Black quits as media director of Joseph Katz Co. to become TV-radio timebuying chief of Harry B. Cohen Adv., N. Y., succeeding Mary Dunlavey, resigned . . . Fred

Wagenvoord, mgr. of WONS, Hartford, will be gen. mgr. of newly authorized General-Times Television Corp. Ch. 18 station in that city (Vol. 9:43) . . . George E. Ledell Jr., ex-KHJ-TV, appointed special Los Angeles-San Francisco representative of new KCCC-TV, Sacramento (Ch. 40) . . . Lionel F. Baxter resigns as radio operations v.p., WAPI, Birmingham, to become v.p.-gen. mgr. of WSFA, Montgomery, Ch. 12 applicant; Herbert M. Martin Jr. succeeds him at WAPI . . . David Scott promoted to national sales mgr., Erwin Needles shifted from AM to local TV sales mgr., WKNB-TV, New Britain-Hartford . . . Elmer F. Jaspán resigns as asst. gen. mgr. of WCAN-TV, Milwaukee . . . Thomas L. Thompson, ex-WBAP-TV, Ft. Worth, named program director, KGUL-TV, Galveston (Ch. 11) . . . Fred L. Vance, ex-mgr. of O. L. Taylor Co. Dallas office, named sales mgr. of KWTW, Oklahoma City (Ch. 9) due in Dec. . . . Charles E. Bell, ex-WBTV, Charlotte, named gen. mgr. of upcoming WAPA-TV, San Juan, P. R. (Ch. 4) . . . Bob Drepperd promoted to program director of WTOV-TV, Norfolk (Ch. 27) which began Oct. 22, continues also at radio WLOW . . . Jack Lewis, ex-KGFW, Kearney, named chief engineer of KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13) due on air momentarily. Jack Gilbert, ex-WTTV, Bloomington, Ind., program mgr. Al Constant named station mgr., Jack Irvine gen. sales mgr. of KONA, Honolulu.

Raymond B. Bottom, 60, publisher of *Newport News Daily Press* and *Times-Herald* since 1931, died Oct. 29 at his home in Hampton, Va. He had been suffering from a heart condition. He also headed company controlling WGH, applicant for Norfolk's Ch. 10.

Telecasting Notes: Networks abhor network-plus-spot placements of their sponsor's film shows, hope to see them diminish or end as interconnections increase—but the practice is quite extensive right now, reports *Billboard*. Even network-controlled *Ozzie & Harriet* on ABC-TV (Hotpoint & Lambert, alt. sponsors) goes to 32 additional stations on spot basis, magazine says; so do these sponsor-owned shows: Scott Paper's *My Little Margie*, CBS plus 16 stations; *Schlitz Playhouse*, CBS plus 23; *Ford Theatre*, NBC plus 17; Derby Food's *Sky King*, ABC plus 46; *Reylon Mirror Theatre*, CBS plus 23; GE's *Meet Mr. McNutley*, CBS plus 28; Chesebrough's *Greatest Fights*, NBC plus 40; Brown Shoe's *Smilin' Ed's Gang*, ABC plus several . . . "Even under optimum network conditions," *Billboard* quotes some reps as believing, "there will be some TV film sponsors who will want to supplement their network circulation with spot in order to get the deepest possible penetration and to spread the amortization of their talent cost thinner" . . . Major Hollywood studios aren't likely to make films for TV "in foreseeable future," said MGM's Dore Schary in Oct. 24 lecture, because they're "so economically geared that potential revenue from TV films makes it unwise and unprofitable." Republic pres. Herbert Yates, however, this week set up new subsidiary, Studio City Productions, saying movie business "can't afford to say out of TV" . . . NBC-TV added 27 affiliates in recent months, now has 126 on air, 12 about to start, reports station relations v.p. Harry Bannister . . . In the black after only 2 months on the air, is rep Joseph J. Weed's report on WTVI, which began testing Aug. 10 with transmitter in Belleville, Ill. and headquarters in nearby St. Louis—first of 5 uhf scheduled for St. Louis area to get going . . . Frank Leahy's much-publicized use of closed-circuit TV to coach Notre Dame football team from hospital bed this week was first time TV had ever been used this way. Hookup was arranged by gen. mgr. Neal B. Welch, WSBT-TV, South Bend . . . Red Barber quits play-by-play

HIGHER POWERED UHF transmitter is slated to be unveiled by RCA in next few weeks. Tetrode powered, long-awaited first step up uhf power ladder by biggest transmitter maker probably will be rated somewhere between 10-15 kw, will be driven by RCA 1-kw transmitter.

It's no secret RCA has been losing some business to GE and DuMont because of inability to deliver uhf transmitters with power over 1 kw. In last few months, it has been bombarded with queries by consultants who say they've been unable to advise clients exactly how and when to move in high-power uhf. RCA promises answer very soon, and spokesmen say they haven't come out sooner with new unit because "we wanted everything to be exactly right, wanted to give it the proper life tests, and make sure it can handle color." They claim other uhf transmitters may have trouble transmitting color.

Only manufacturers now offering uhf transmitters rated at higher than 1-kw are GE with 12-kw and DuMont with 5-kw, both klystron powered. The really high powered transmitters of 50-100 kw, capable of producing FCC-established maximum of 1 megawatt, still appear to be long way off.

Meanwhile, Sarkes Tarzian, Bloomington, Ind. broadcaster-telecaster and electronic equipment manufacturer, revealed details of his low-cost uhf station package. He will sell "complete station," including 300-ft. guyed tower and building to house transmitter, control room, small studio and minimum offices, with 1-kw transmitter, for \$180,000. Also included in package are 2 studio vidicon cameras of original design, film & slide vidicon, 2 cold-light 16mm projectors, studio switching & monitoring equipment. Microwave gear and 500-ft. tower are optional at additional cost.

for Dodgers to do before-&after clubhouse telecasts for Yankees next season, sponsored by Camels . . . Bakeries using TV grew from 116 to 182 since end of 1952, advertising in 70 markets as compared to 51 in mid-1952, reports study on *The Baking Industry & Television* prepared by Edward Petry & Co. . . . Elmer Davis, ABC commentator, retires on own volition for reasons of health; Austin Kiplinger takes over his spot . . . James Minifie, ex-N. Y. *Herald Tribune*, named Washington representative, Canadian Broadcasting Corp. . . . After 15 years on radio and TV, *Author Meets Critics* was dropped by DuMont this week, provoking outraged comment by N. Y. *Times* columnist Jack Gould: "If there is a program that deserves to be saved, this is one [yet] it is now being asked to make way for, of all things, the likes of *Boston Blackie*. Scant wonder that a few viewers are beginning to shut off their TV sets and turn to something else. A good book, perhaps."

Rate increases are being announced by many TV stations, these being latest to issue new rate cards effective Oct. 15 or Nov. 1: WFIL-TV, Philadelphia, fixing new Class AA rate (8-10:30 p.m. daily) at \$2000 an hour, \$375 min., keeping Class A rate (7:30-8 p.m. Mon.-Fri., 10:30-11 p.m. daily, 6-8 Sat. & Sun.) at \$1500 & \$300; WNBQ, Chicago, up from \$1800 to \$2200 an hour, \$350 to \$450 Class AA station break, \$300 to \$330 Class A; WNAC-TV, Boston, new Class A 7:30-10:30 p.m. weekdays, 5-11 p.m. Sat. & Sun., up from \$1250 to \$1700 & \$250 to \$340; WTOP-TV, Washington, up from \$1100 to \$1250 & \$165 to \$195; KMTV, Omaha, from \$550 to \$700 & \$110 to \$140; KPTV, Portland, Ore., from \$350 to \$450 & \$75 to \$90; WABT, Birmingham, from \$500 to \$600 & \$100 to \$150; WJIM-TV, Lansing, Mich., from \$525 to \$700; WKBN-TV, Youngstown, from \$250 to \$300; WBAY-TV, Green Bay, Wis., from \$250 to \$300. Lowering their rates: WIFE, Dayton, from \$300 to \$150 per Class A hour; KONA, Honolulu, from \$175 to \$150 per Class B hour.

Prototype unit will be ready for showing in Jan., says Tarzian, who has set up plant in Bloomington to produce package. Microwave is already being produced in same plant by new Sarkes Tarzian Broadcast Equipment div. Morton Weigel, chief engineer of Tarzian's WTTV, is gen. mgr. of new division, assisted by engineers Wendell (Slim) Fuller, Biagio Presti, Miles Blazek and George Morel. Says Tarzian: "Our own station experience in operation and management will be applied to our final product. We have retained top-flight architects to work with us in designing the ultimate in using minimum building space in the most efficient manner."

Power increases: KCBT-TV, Lubbock, Tex. (Ch. 11), on Oct. 23 increased transmitter power from 2 to 10 kw; KROC-TV, Rochester, Minn. (Ch. 10), was slated to boost transmitter power from 2 to 10 kw Oct. 30—both with RCA transmitters. RCA shipped 50-kw transmitter Oct. 31 to WBAL-TV, Baltimore (Ch. 11); 25-kw amplifier Oct. 30 to WTTV, Bloomington, Ind. (Ch. 4); 10-kw driver Oct. 29 to WALA-TV, Mobile, Ala. (Ch. 10). DuMont this week shipped 5-kw amplifier to KCJB-TV, Minot, N. D. (Ch. 13), which plans to hike power early in Nov. WDTV, Pittsburgh (Ch. 2), has DuMont 25-kw transmitter on hand, is slated to go to maximum 100-kw ERP Dec. 1. GE reported orders for 20-kw amplifier for KVTU, Sioux City, Ia. (Ch. 9), and 12-kw uhf transmitter for WTVI, Belleville, Ill. (Ch. 54), both for Dec. delivery.

Clinic on uhf-vhf equipment's basic theory, design, operation and maintenance will be held at RCA Victor Camden plant, Nov. 30-Dec. 4.

It's now Colgate-Palmolive Co. as shortened name goes into effect Nov. 1.

SHIPMENTS of 5 vhf and 2 uhf transmitters were reported by RCA this week. The vhf were 10-kw that went to WEAU-TV, Eau Claire, Wis. (Ch. 13); WGCT, Greenville, S. C. (Ch. 4); WSTV-TV, Steubenville, O.; 5-kw to KMID-TV, Midland, Tex. (Ch. 2); 2-kw to WINK-TV, Ft. Myers, Fla. (Ch. 11). The uhf, both 1-kw, went to WKNY-TV, Kingston, N. Y. (Ch. 66); WSJV, Elkhart, Ind. (Ch. 52).

GE this week reported 20-kw amplifier will be shipped in Dec. to KATV, Pine Bluff, Ark. (Ch. 7), which got 5-kw transmitter in Aug. and last reported Nov. 20 target. DuMont's last uhf transmitter shipment, to WNOW-TV, York, Pa. (Ch. 49), was reported complete except for Prodelin diplexer, due Oct. 30, that was to enable it to be ready by Nov. 9. DuMont will shortly announce other uhf delivery dates.

* * * *

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

WJDT, Jackson, Miss. (Ch. 3), transmitter house ready and new \$500,000 studio scheduled for Dec. 1, is due to have all RCA equipment by late Nov., plans Dec. 15 tests, goes commercial in Jan., according to secy.-treas. Fred Beard. Owned by Lamar Life, it will affiliate with NBC. Hour rate will be \$200. Rep will be Hollingbery. Other Jackson grantee, WSLI-TV (Ch. 12), owned by Standard Life, plans Jan. start. *Jackson News'* WJTV (Ch. 25) began last Jan.

WRBL-TV, Columbus, Ga. (Ch. 4), is adapting Ideco FM tower for 6-bay antenna, plans Nov. 8 tests with 5-kw GE transmitter, reports pres.-gen. mgr. J. W. Woodruff Jr., who manages WRBL and who, with father, owns 49% of new TV station. R. W. Page Corp. (*Columbus Ledger-Enquirer*) owns 51%. George Gingell will be operations director; Joe Gamble, technical director; Perry Jenkins, chief engineer. Hour rate will be \$200. Hollingbery will be rep. Columbus' first TV outlet WDAK-TV (Ch. 28) began last Aug. 27.

KABS, Honolulu (Ch. 4), has ordered DuMont equipment for Jan. 1 delivery, is now working on studio-transmitter plans, has commercial debut scheduled March 1, 1954 "or before," according to Herbert L. Pettey, pres. of Pacific Frontier Bestg. Co. Ltd., which under recent reorganization took over grant from American Bestg. Stations Inc., latter retaining 41% control. American Bestg. operates WMT-TV, Cedar Rapids, which began Sept. 24. Rep will be Adam Young.

KFYR-TV, Bismarck, N. D. (Ch. 5), won't get going before Dec. 1, having run into insulator trouble on tower, which is temporary 20-ft. single-bay RCA antenna mounted atop 240-ft. State Capitol on edge of city, reports exec. v.p. F. E. Fitzsimmonds. Townsfolk are eager for first TV, so station had no trouble getting officials' permission. Next spring permanent 500-ft. Truscon tower with 12-bay antenna goes up. Blair will be rep.

KFBB-TV, Great Falls, Mont. (Ch. 5), with DuMont 5-kw scheduled for shipment soon (Vol. 9:42), now plans start around Dec. 15, according to TV director LeRoy Stahl. Pres.-gen. mgr. Joseph P. Wilkins is 58.8% owner; Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, is 23.8% stockholder. Wilbur Myhre will be chief engineer; Robert Froemming, program director. Weed will be rep.

WDSM-TV, Duluth-Superior (Ch. 6), which got its CP Oct. 14, has ordered 5-kw GE, will ask for construction bids shortly, but hasn't set target date yet, according to gen. mgr. Rodney A. Quick. It's controlled by Northwest Publications Inc., publisher of *Duluth Herald* and *News-Tribune* (Ridder), which also operates WCCO-TV, Minneapolis. Frec & Peters will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11), won't take to air until May 1954 but in meantime already has fulltime salesman out selling, plans to add another, has published \$120 rate. Transmitter building on butte 14 mi. from town has been completed, and equipment is being engineered in workshop of part-owner Frank Carman. Frank C. McIntyre is v.p.-gen. mgr. Hollingbery will be rep.

WEAU-TV, Eau Claire, Wis. (Ch. 13), now plans either Dec. 6 or 13 start with RCA equipment from new studio-transmitter building at 2415 S. Hastings Way, according to mgr. Harry S. Hyett. It's controlled by Morgan Murphy-W. C. Bridges interests, part owners of Des Moines' grantee KGTV and applicants for Ch. 3 in Superior-Duluth. *Eau Claire Leader-Telegram* owns 24½%. Sales mgr. will be Robert Trump; chief engineer, T. O. Jorgenson. Hour rate will be \$150. Hollingbery is rep.

KCEB, Tulsa (Ch. 23), has elaborate new studio-transmitter building atop Lookout Mt. nearly ready for 1-kw RCA transmitter, hopes to get tower and antenna up within 2 weeks, reports gen. mgr. N. Ray Kelly, ex-NBC and recently in consulting business with Noran Kersta, now mgr. of WFTL-TV, Ft. Lauderdale, Fla. Originally slated for Oct. start, KCEB will probably test in Nov. It's backed by oilman Elfred Beck and will be first competition to pre-freeze KOTV (Ch. 6). Hour rate will be \$300. Bolling will be rep.

WDAN-TV, Danville, Ill. (Ch. 24), has plant nearly ready, with exception of tower, now expects to be ready for tests by Dec. 15. Robert J. Burow, bus. mgr. of *Danville Commercial-News*, grantee (Frank Gannett chain), will be gen. mgr., Miss Honore Ronan program director. No rate card has yet been published. ABC affiliation has been signed. Rep will be Everett-McKinney.

WBCK-TV, Battle Creek, Mich. (Ch. 58), has DuMont equipment installed and tower now going up, will not begin programming until interconnection is available, expected about Jan. 1, according to program director E. F. Cahill. It's DuMont affiliate. Hour rate will be \$250. Headley-Reed will be rep. Other Battle Creek station, WBKZ-TV (Ch. 54) began last May.

WRTV, Asbury Park, N. J. (Ch. 58), to be operated by Walter Reade Theatre interests, has 1-kw RCA transmitter on hand, is rushing completion of new studio-transmitter house at rear of Reade chain's Eatontown Drive-In Theatre, expects to meet Dec. 1 target, according to managing director Harold C. Burke, ex-WBAL-TV, Baltimore, and himself CP holder for Ch. 21, Lancaster, Pa. The 465-ft. tower due Nov. 15 will be one of the tallest structures in Jersey shore area. Newly named chief engineer is Donald L. Volkman, ex-NBC, recently asst. chief of field operations, Radio Free Europe. Programming begins approximately 2 weeks after tests, will stress local news. Rep not yet chosen.

WKAR-TV, East Lansing, Mich. (Ch. 60), owned by Michigan State College, has 1000-ft. Ideco tower up, topped by 34-ft. GE antenna, awaits early Nov. delivery of GE transmitter, plans late Nov.-early Dec. tests, according to director Armand L. Hunter. It's a commercial channel, but only educational non-commercial programs will be carried.

WAZL-TV, Hazleton, Pa. (Ch. 63), granted last Dec. and announced for fall of 1953, is holding plans in abeyance due to "lack of a network," according to pres. Victor C. Diehm. "I still think," he writes, "that the FCC certainly did a terrible thing in creating a difference in TV service. Radio is radio—whether your frequency is 550 or 1600. TV should be TV whether your channel is 2 or 83—not vhf or uhf."

George Storer's CMTV, Havana (Ch. 11), known as Television del Caribe and headed by Al Shropshire, due to begin programming in early Nov.

Network Accounts: General Motors drops planned Nov. 7 "panorama" of 4 games on NBC-TV in favor of regional hookups of Florida-Georgia, Kansas-Kansas State, North-western-Wisconsin games and local (WIS-TV) of So. Carolina-No. Carolina; fans objected to "watching 4 parts of 4 movies at once" and NCAA agreed to regionalized "experiment" . . . 5 more sponsors sign on 7-9 a.m. *Today* on NBC-TV: Luden's Cough Drops, 9 partic., starting Nov. 2, thru J. M. Mathes Inc.; Pontiac, 8 partic. starting Dec. 14, thru McManus, John & Adams; National Cranberry Assn., 3 partic. starting Nov. 1, thru BBDO; General Electric (Mascot photoelectric exposure meter), 2 partic. Dec. 7 & 10, thru Foster & Davies, Cleveland; Pinnacle Orchards, Medford, Ore., 1 partic. Nov. 13, thru Carvel, Nelson & Powell, Portland . . . Miller High-Life Beer to sponsor Detroit Lions-Green Bay Packers football game Thanksgiving Day (Nov. 26) on DuMont, thru Mathisson & Assoc., Milwaukee . . . Pan-American World Airways to be alt.-week sponsor, with Revere Copper & Brass, of *Meet the Press* on NBC-TV, starting Jan. 3, Sun. 6-6:30 p.m., thru J. Walter Thompson . . . Old radio favorite, *Dr. I.Q.*, coming to TV in similar format as co-op on ABC-TV, starting Nov. 4, Wed. 9:30-10 p.m.

Financial & Trade Notes: Admiral's 9-mo. sales soared to record \$189,856,035, up 55% from same 1952 period's \$122,134,507, reports exec. v.p. John Huarisa, adding that fourth quarter prospects are bright and should enable company to set new sales record for full year. Net earnings were \$6,564,848, or \$3.34 a share on 1,965,230 shares outstanding, up 75% from the \$3,741,107 of 1952 (\$1.90). Third quarter sales were \$58,633,597, up 50% from \$39,119,116 in 1952 period. Profits were \$1,802,696 (92¢) vs. \$1,217,752 (62¢).

Motorola sales set records for both 9-mo. and 3-mo. periods ended Sept. 30, while earnings were at near-record level for those periods. Nine-month sales were \$158,603,127, up 48% from \$106,967,680 same period of 1952; profit was \$6,176,837 (\$3.19 a share on 1,935,131 shares outstanding) after taxes of \$9,816,303, compared to \$4,079,262 (\$2.11) after taxes of \$5,198,371 in first 9 mos. of 1952. Three-month sales were \$49,070,159, up 32% from \$37,174,629 same quarter year ago; profit was \$1,536,158 (79¢) after taxes of \$2,346,778 vs. \$949,558 (49¢) after \$1,200,087 taxes corresponding quarter last year. Pres. Paul V. Galvin said all 5 divs. showed substantial increases in both profits and sales.

TELEVISION President's news conferences seems pretty much out of question as long as present regulation against quoting President directly remains in effect, in opinion of White House press secy. James Hagerty. He told Radio-TV News Directors Assn. convention in Washington that, in lieu of live telecasts, selected groups of TV-radio newsmen may be invited to film question-&-answer show periodically with President, with film submitted to White House for editing before release.

Collins Radio reports profit of \$1,953,613 (\$4.50 a share) on sales of \$80,028,767 in fiscal year ended July 31 vs. \$1,685,651 (\$3.87) on \$64,130,371 preceding year. Company's backlog of unfilled orders increased to \$255,000,000 from \$250,000,000 at end of preceding fiscal year. Pres. Arthur A. Collins predicted record sales and earnings for current fiscal year. Govt. contracts form biggest part of company's business, but stronger market is seen for replacement broadcasting equipment as radio "adjusts itself competitively with TV."

Atty. Gen. Herbert Brownell also told newsmen Justice Dept. may approve "in principle" idea of televising court trials if cameras and lights "can be modified so as not to upset courtroom decorum."

Stromberg-Carlson reports 70% increase in earnings, 48% gain in sales in first 9 months over corresponding period year ago. Earnings were \$1,328,391 (\$2.84 a share on 445,822 common shares outstanding) after taxes of \$3,098,000 on sales of \$46,398,402, compared to \$779,614 (\$2.06 on 329,482 shares) after taxes of \$1,274,000 on \$31,333,382 first 9 months of 1952.

Following officers were elected: pres., James A. Byron, WBAP-TV & WBAP, Ft. Worth; v.p., Russ Van Dyke, KRNT, Des Moines; exec. secy., Bob Downey, WKAR, E. Lansing, Mich.; treas., Sheldon Peterson, KLZ-TV & KLZ, Denver. Elected to board for 3-year terms: Godfrey Hudson, CFQC, Saskatoon; Jim Monroe, KCMO, Kansas City; Ed White, WMCT, Memphis. For one-year term: Dick Cheverton, WMT-TV & WMT, Cedar Rapids.

Dividends: Sylvania, regular quarterly 50¢ plus 10% dividend, both payable Dec. 18 to stockholders of record Nov. 12; GE, \$1 extra, payable Dec. 15 to holders Nov. 17; Magnavox, 37½¢ Dec. 15 to holders Nov. 25; Westinghouse, 50¢ Dec. 1 to holders Nov. 9; P. R. Mallory, 50¢ Dec. 10 to holders Nov. 24; RCA, 50¢ Nov. 23 to holders Oct. 16; Howard W. Sams, 10¢ Nov. 16 to holders Oct. 31; Weston Electrical Instrument, 50¢ Dec. 10 to holders Nov. 24; Stewart-Warner, 40¢ (up from usual quarterly 25¢) Dec. 12 to holders Nov. 20.

WTVJ, Miami, for second straight year won RTNDA annual award as "outstanding TV news station" in competition conducted by Northwestern U's Medill School of Journalism. WBAP-TV won award for "outstanding TV reporting" for film coverage of southwest drought.

Kudos and comment on our p. 1 treatment of story captioned "No Jackpots for Poorly Planned Stations" (Vol. 9:43) received this week from gen. mgr. Ken Carter, WAAM, Baltimore: "A few years ago I helped put one TV station on the air and subsequently have been employed by 2 others. Also, I have talked with many men contemplating entering TV [and] am appalled at the incredible number of otherwise sound businessmen who are tossing their bankrolls into new TV stations in many parts of the country. We who have lived closely with this business during the early days and who have had to meet good, hard competition, know that many of them are going to lose huge sums of money needlessly. I honestly wish that every person contemplating entering the TV industry could digest thoroughly [NARTB's] Dick Doherty's remarks [for] I know that Dick Doherty has worked long, hard and very thoroughly to compile the figures quoted and I am betting that he's right."

Godfrey wasn't funny—to TV-radio sponsors with multi-million dollar stakes in broadcast advertising, who saw their vulnerability to contretemps of stars in stark outline during recent Godfrey-LaRosa-Bleyer affair (Vol. 9:43), says leading p. 1 story in Oct. 31 *Billboard*. Appalled by enthusiasm with which press and competitors went after Godfrey, sponsors were said to "realize that the lives and actions of their video artists are and must be wide open books for viewers to read and that one misstep may result in destruction for artist, network, sponsor and agency." Advertisers are concluding they must pick performers with irreproachable private lives and keep tight line on them. CBS, meanwhile gave Julius LaRosa own radio show, Mon.-Wed.-Fri., 7:35-7:45 p.m. Report was also circulating that Godfrey's sister, Kathy, who has TV-radio shows in Phoenix, is being considered for NBC show featuring ex-members of her brother's cast. Miss Godfrey denied publicity centering around Arthur had anything to do with it, said "It's been in the mill several weeks."

Hoffman Radio reports net income of \$1,115,533 (\$1.92 a share) for 9 mo. ended Sept. 30 vs. \$994,282 (\$1.73) year earlier.

NOBODY KNOWS WHETHER TROUBLE'S AHEAD: As TV production for first 42 weeks mounted to very nearly the 6,096,279 total for all of prosperous 1952, industry leaders held varying opinions on threat of overproduction -- ranging from puzzlement to extreme optimism to dire foreboding. Nearly everyone expressed fear that "color talk," admittedly affecting current price-buying, may hurt sales for an indeterminable period -- maybe far longer than prospects of color's general availability warrant.

With 10 weeks more of RETMA figures to come, with industry producing 170,000-plus receivers each of last 4 weeks, it begins to look like 1950 record output of 7,463,800 will at very least be nearly approached. Good guess is 7,000,000 minimum, predicated on average of only 100,000 per week rest of year.

Yet Sept. 30 total pipelines of about 2,400,000 (Vol. 9:42) aren't expected to show much reduction when Oct. 31 figures are available, for unseasonably hot October wasn't too hot a month trade-wise. Natural question to ask the set manufacturers, tube makers and components people, was whether they anticipate cutbacks soon. We did query a sizeable cross-section, and the essence of what most said was:

"Cutbacks? Sure, the other fellow certainly ought to -- but not us!"

Whatever that portends, is anybody's guess. It's a fuzzy trade picture to try to piece together, with no one thread of thought seeming to run through what we we're told. Everyone had his own opinion, based on his own company's experience and his own research sources. There were lots of "no comments" and nobody wanted to be quoted directly for fear of affecting the market adversely or of being held accountable later for bad guessing. It's easy to see why.

Frankest statement we got from anybody: "I don't know." This was one of the top figures in the industry. He admitted his firm cut back long ago, out of simple prudence. He thinks others did, too, and that this led to some companies rushing in to grab off what they expected would be a shortage market. His own planning?

"Well, we had a terrific last quarter of 1952, and a good first quarter 1953 which a lot of people thought was a pattern. But the fact is there are no patterns in this business, and we have to play it by ear. For our part, we're not running to the showers and I don't think we ought to talk ourselves into a depression. I don't see any collapse, and I still think there are a lot of people who are going to want to buy a lot of TV sets."

But he did admit his company is planning further cutbacks for 1954.

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Another keen observer saw "trouble ahead" because: "We can see inventories mounting and lots of deals are going around, unusual for this time of year." His company, he said, will taper off production in November and December, spreading output into January -- relatively easier this year because one-line-a-year policy means no full new lines until the spring of 1954.

Items now selling are mainly low end of line, \$275-\$375. "Anything over \$300 is tough to sell." Output of all high-end items ended this month at his plant.

On the very optimistic side, another major producer pointed to new-market sales which he estimated would account for 2,000,000 out of 7,000,000 production. He looked at things this way:

"We think business is going to continue good for the rest of this year. Fall business got off to a late start because of unseasonable weather all over the country -- the hot spell that lasted too long. People are now going indoors again, and we already see it reflected in better movement of sets.

"Dealers have been buying too cautiously to expect any trouble on account of their inventories, and of course we can lengthen production schedules from one month

to the next. You simply can't cut back one week to next; there has to be 3-4 weeks, but we see no such need at this time."

Another declined to comment on threat of overproduction, said he would continue current production rate. Still another said he regarded inventories as "relatively low for this time of year" and saw no reason for cutbacks. This wasn't shared by spokesman for an equally large company, who said it had had one cutback this year but plans no more. This spokesman believes the industry may overproduce, and opines: "This year may separate the men from the boys among the manufacturers -- and some of the boys may get hurt."

* * * *

Four other second-echelon producers told us they share fear of overproduction -- but mainly of more expensive units -- but all said they plan no cutbacks. Several tube makers said they sense that "manufacturers are beginning to worry" and doubted whether their own output pace will continue rest of this year. One said he was down to about 80% of capacity, another pointed to fact that no longer are overtime shifts at work and no longer are there many advertisements for operators (though there was an ad in Oct. 29 Newark News for Tung-Sol, seeking operators).

Fact that RCA laid off 350 workers at Cincinnati tube plant (Vol. 9:43) may or may not be symptomatic. Tube makers often are barometers of the trade -- though not too accurate, inasmuch as some companies stock up heavily on relatively low-cost standard receiving tubes while competition is so keen in CR tubes that it's hard to point up a trend from what a few companies, however large, may say.

But receiving tubes have been in short supply for several years, so any curtailment in their output now could very well be indicative.

And one whose position enables him to draw usually accurate conclusions on set, tube and component operations -- and whose opinion we highly respect on basis of past experience, observes:

"Personally, I believe some cutback by late November is almost inevitable. That's the time production is normally on the rise, but the reduction may be needed this year to avoid a repetition of 1951, with its 'dumping' crisis. Remember that a good percentage of what's produced in late 1953 must be sold in the first part of 1954 -- and the industry wants to avoid what happened in early 1951."

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TV production totaled 173,114 units week ended Oct. 23, compared to 173,663 preceding week, 173,040 week ended Oct. 9 and 170,685 week ended Oct. 2. Radio output totaled 273,882, up from 234,705 week ended Oct. 16 and 247,289 week before, bringing year's radio output to date to about 10,920,000.

Trade Personals: Sir Ernest Fiske, ex-managing director of EMI and ex-chairman of Amalgamated Wireless, now an electronics consultant, in U. S. for month's visit, staying at Hotel Barclay, N. Y. . . . Dr. Harvard L. Hull, director of remote control engineering at Argonne National Laboratory, Chicago (atomic research), appointed v.p.-gen. mgr. of research & development div., Capehart-Farnsworth; Philo T. Farnsworth, v.p. & technical director, continues in charge of special research . . . W. C. Brown, mgr. of Raytheon's magnetron research & development labs, promoted to asst. v.p. . . . Ross Siragusa, Admiral pres., returned to Europe this week to complete TV survey . . . J. F. Walsh, ex-sales mgr., appointed marketing mgr., Westinghouse TV-radio div., replaced by R. L. Sandefur, ex-merchandise mgr., both reporting directly to div. mgr. T. J. Newcomb; A. H. Kuttruff named service mgr., reporting to Sandefur . . . Don Adams resigns as national sales mgr., Muntz TV, his duties absorbed by pres. Earl Muntz . . . S. H. (Steve) Simpson Jr., asst. v.p., district mgr. of RCA Communications & Washington representative of RCA International, named supervisor of communications labs, Southwest Research Institute, San Antonio; he's succeeded by C. J. Rennie, adv. & publicity

mgr., RCA Communications, N. Y.; R. J. Angliss, asst. adv. mgr., succeeds Rennie . . . Herman Kaye resigns as secy., Kaye-Halbert, but retains his large stockholdings . . . Tom Cronin appointed Hoffman Radio district mgr. out of Cleveland . . . Robert F. Lewis, ex-technical director, appointed v.p., Prodelin Inc. (waveguides, transmission lines), Kearny, N. J. . . . Martial A. Honnell elected v.p. & chief engineer, Measurements Corp., Boonton, N. J., electronics manufacturing subsidiary of Thomas A. Edison Inc. . . . Joseph S. Robb appointed engineering director, Radio Condenser Co.; Melvin V. Weiss named chief engineer of special apparatus & TV . . . Donald H. Stover, ex-RCA Service Co., named Sentinel Radio service mgr. . . . Fred D. Wilson, DuKane Corp. (intercoms), reappointed chairman of RETMA school equipment committee.

Willys Motors Inc. and parent Kaiser Motors Corp. will consolidate their electronics research & production facilities under v.p. Clay P. Bedford. John W. McGee, mgr. of Willys electronics div., will be gen. mgr. of new division, which will consist of Willys electronics plants at Toledo & Anderson, Ind., and Kaiser facilities at Nashua, N. H. & Arlington, Va. Willys recently announced plans to manufacture 1-kw uhf transmitters at Toledo (Vol. 9:30, 39).

'Blights on the Spectrum'

Solving the Problems of TV-Radio Interference

Full Text of Address by FCC Comr. George E. Sterling

Before Radio Fall Meeting Sponsored by RETMA Engineering Dept., RTMA of Canada and the IRE Professional Groups Committee, Oct. 26, 1953, Toronto, Ont., Canada

EDITOR'S NOTE: In view of the great expansion of TV, the old problems of interference resulting from spurious radiations have taken on added seriousness. Since uhf TV is still a very young service and since the advent of color is imminent—both with their particular interference problems—this address by engineering commissioner George Sterling is especially timely and contains important advice and implications for receiver manufacturers and TV-radio broadcasters.

I WELCOME this opportunity to tell you something about the Commission's problems of radio interference arising out of deficiencies of transmitters and receivers which are in essence, in my opinion, blights on the radio spectrum and retard its maximum and efficient utilization.

The Commission asked for the help of the Joint Technical Advisory Committee last December in making a re-examination of all phases of this problem. The response of the JTAC, with the support of the Radio-Electronics-Television Manufacturers Assn. and the Institute of Radio Engineers, is most gratifying to the Commission. We are looking forward to continued assistance from JTAC and also you as manufacturers, not only on some immediate problems, but also with respect to a long term program of spectrum conservation and utilization. JTAC, in its report entitled *Radio Spectrum Conservation*, made this important statement:

"As new regions of the radio spectrum have been explored and opened to practical operations, commerce and industry have found more than enough new uses to crowd them. As a result it has become increasingly clear that the spectrum is a public domain which must be conserved as carefully as if it were farm land, forest preserves, water power or mineral wealth."

I am aware that this is a tough and complex job, yet it is with a sense of encouragement and some disappointments that I come before you.

Non-Broadcast Interference Problems

I am particularly pleased to participate in this meeting with our Canadian friends and colleagues. Radio problems know no national boundaries and the spurious interference is no exception. The Commission has exchanged information on this subject with Cecil Brown, Controller of Telecommunications of the Department of Transport of the Canadian Government; however, we have been mostly on the receiving end. My impression is that the Canadians have a more comprehensive approach to the subject because of their basic act centralizing control of all sources of interference to radio reception.

As you are aware, interference can originate from a number of sources. Industrial, medical and scientific applications of radio frequency energy are regulated under Part 18 of the Commission's Rules through a program of equipment approval and field certification. I believe that progress is being made in this phase. However, there are continuing developments and new problems.

One particularly thorny problem confronting us has to do with the growing use of radio frequency energy for stabilizing electric arc welders. Oscillating sparks and arcs seem to offer operating advantages but at the risk of creating havoc with radio services over a broad frequency

band. We have been encouraged by a Canadian development using CW vacuum tube stabilizers operating on assigned frequencies.

The Commission is currently studying the problem of radio interference from community antenna systems as well as other carrier current communication, campus broadcasting systems, ignition systems and electrically operated apparatus.

However, today I am going to address myself to interference problems associated with communication and broadcast transmitters and receivers.

When it comes to interference from communication equipment, the Commission is usually caught in the middle between opposing considerations.

In the first place, when a new system or a portion of the spectrum approaches commercialization, the proponents concentrate on the service aspects without giving full consideration to the interference aspects. The Commission is interested and as a matter of fact required by law to "encourage the larger and more effective use of radio in the public interest," and is understandably hesitant to hamper a new development with restrictions and safeguards against dangers which may be largely theoretical at the time. I think that the best, or worst, according to one's point of view, example of this was the post-war vhf TV allocation plan which was urged upon us by the industry and which did not allow sufficiently for the vagaries of tropospheric propagation.

Secondly, we are asked by broadcast receiver manufacturers to withhold or limit assignments on certain frequencies in order to protect broadcast reception, principally on intermediate frequencies. While we are sympathetic to the reduction of receiver cost, it is impossible to find sufficient frequencies for other important and vital communications services. The need for better use of frequencies is of grave and immediate concern to the Commission. It seems that everything that rolls, and every industry, both within and outside its plants, is using or planning to use radio in its day-to-day operation. Representatives of industry tell me that having once geared their production to radio operation that the loss of it would seriously cripple their output.

Complaints from the Public

In the third place, when a service is a going operation, people suffering interference, particularly broadcast listeners or viewers, immediately write to their representatives in Congress, the Commission, or phone FCC field offices. In many instances the trouble is in the receiver itself. In such cases it is sometimes difficult to successfully assign responsibility and take remedial action. Our chief approach is to establish contact and understanding, through which co-

operative corrective action can be accomplished. However, I think that you will agree that the best place to solve many of these problems is at the factory before the equipment is fabricated.

The local amateur Television Interference Committees (TVI) which have been formed with the cooperation of manufacturers, servicemen and manufacturer's distributors, amateurs and broadcasters, with the assistance of our field staff, have done a fine job. The development of uhf and color will require further effort along this line. However, I believe that the manufacturer needs to do more in the factory to lighten the burden in the field. It is too much to expect that these voluntary committees will keep on functioning through the years resolving problems which obviously should be eliminated in the factories.

In order to keep pace with the continuously expanding dynamic communication industry and streamlining Commission procedures and adopting speed-up techniques, we can no longer give personal attention, as much as we would like, to individual problems. The Commission must necessarily place more responsibility on its licensees as well as look to the industry to help by building into each piece of equipment a versatility and reliability of operation under adverse signal conditions.

In response to a request from Mr. Arthur Loughren, the chairman of the JTAC, the Commission has been making a review of the interference complaints received during fiscal year 1953. It was a surprise to me, as it may be to you that they totaled 22,264. More than 12,600 resulted from spurious responses of broadcast receivers, over 6100 being from TV receivers. Some 9600 complaints resulted from spurious radiations from transmitters.

Originally, the Commission's Rules on spurious radiation were written as hopes that the equipment would be designed in accordance with "good engineering practice," or that the spurious radiations would be reduced "in accordance with the state of the art." Furthermore, it was left up to the licensee to correct any interference problems in the field. This did not give the transmitter designer a definite target and because of price competition has not proved to be practical. Also, other factors have made the field approach less successful. With this in mind the Commission has been revising its Rules, and for a number of years the land mobile service Rules have contained numerical values of attenuation of harmonics and spurious radiations required on a sliding scale basis with 60-db attenuation required for power just under 150 watts.

Spurious Emissions From TV Stations

The initial postwar expansion of TV was accompanied by harmonic interference with aviation instrument landing systems and communications. This problem was studied by the RETMA in the United States and it recognized the importance of further harmonic radiation reduction. However, the Commission was concerned to find that the post-freeze production of TV transmitters was in accordance with an RETMA standard of 30-db attenuation. To avoid large numbers of such transmitters being built without a reasonable amount of spurious emission attenuation, the Commission proposed a 60-db temporary attenuation of such emissions which was effective July 1, 1953. It was recognized this requirement would have to be increased at a later date, especially for high power equipment. Frankly, the Commission is disappointed by the slowness of the industry in designing filters which will meet the interim 60-db requirement. I think you will agree that this problem is serious enough to require more effort in the design and production of appropriate filters.

The inadequacy of the 60-db requirement for spurious emission attenuation of TV stations and the need for greater attenuations for high-powered TV stations can be demonstrated by an example:

Assuming a TV station on Ch. 2 or 3 with 100-kw power and 60-db attenuation of the second harmonic, we find that the harmonic power is a tenth of a watt. A tenth of a watt sounds like a small amount of power. But let's look at it from the point of view of an aircraft flying at high elevation and attempting to

receive signals from a ground station. At a distance of 10 miles from the TV station, the aircraft would be receiving a signal of the order of 100 uv/m on the second harmonic. Such a signal is greatly in excess of that which would be a perfectly usable signal on these frequencies.

That this problem is serious with existing stations, some of which do not attenuate their spurious emissions by as much as 60-db, goes without saying. With respect to each TV band there is a non-broadcast band directly above, or almost so. In the case of the lower vhf, there is the 108-132 mc aeronautical band, including the omnidirectional range, localizer, emergency, distress and other important aeronautical frequencies. Above the upper vhf there is the 225-400 mc band which is the govt. band. In the uhf there is the 960-1700 mc air navigation and traffic control band. Keeping these bands free of interference is of utmost importance to safety of life and property in the air as well as the areas surrounding airports.

Another immediate problem is that of small boat transmitters in the 2-to-3-mc band, the harmonic frequencies of which are jeopardizing the United States implementation of international commitments and allocations to the en route aeronautical frequencies.

The method of solving the long range problem of out-of-band radiations is in connection with our type acceptance program whereby manufacturers will be required to submit test data showing affirmatively that the external performance meets the Commission's requirements before the product is made available for licensing. It is expected that proposed rules on this subject will be forthcoming in the near future.

Receiver Radiation Problems

With regard to the receiver radiation problem, the Commission, in 1949, proposed radiation limits for radio receivers under Part 15 of its Rules. However, in the interim, there has been voluntary cooperation by the RETMA and progress has been made in this regard.

I am not sure that it is all that it might be. For example, radiation limit of 50 uv/m at 100 feet for the low vhf band and 150 uv/m for the high band, made effective in 1951 was regarded by the Commission as an interim standard. Since that time, we have urged the industry to consider a further reduction which is believed to be both practical and necessary. However, we have received no encouragement in regard to the prospects for improvement. This, too, is indeed disappointing to the Commission.

The Commission is in receipt of interference complaints from both the Civil Aeronautics Authority and the Department of the Air Force in regard to interference from vhf receivers, which has been temporarily solved by reassignment of station frequencies; however, we can no longer consider reassignment of station frequencies to compensate for receiver deficiencies.

With regard to the uhf TV receiver radiation problem, I understand there is only a proposed industry standard of 500 uv/m at 100 feet, which is to be effective on July 1, 1954.

The Commission has been making extensive field measurements in Portland, Ore., the site of the first commercial uhf station, on the radiation from uhf TV receivers and converters. Making field intensity measurements outside of a home installation is not a precise technique, but it is a useful way of getting a measure of the problem with respect to a great variety of sets under actual operation conditions. Generally, it is believed that the values might be lower than if made by the standard IRE method.

Frankly, I believe that the results give great cause for concern. In the instance of strips and separate converters, excessive radiation was observed in the region between 200 and 500 mc. In many instances the fields were in excess of 100 uv/m at distances in the order of 100 feet. The radiation from fundamental uhf oscillators was in the order of thousands of uv/m, and in one instance a field of 10,000 uv/m at 100 feet was observed from a set of one of our major manufacturers. In one instance, even the second harmonic of a fundamental uhf oscillator falling on 900 mc

was 500 microvolts at 40 feet. In all, something like two-thirds of the models checked showed radiation capable of causing interference to other radio services.

Interference to Other Services

The likelihood of interference to other TV receivers is of major importance, but even more serious is the interference potentiality to other services particularly the aeronautical services in the 225 to 400 mc range, as I have previously pointed out. In the uhf TV allocation plan, there is some provision for oscillator radiation but the minimum separation protects only a service distance of 30 miles and is applicable only to 41.25 mc intermediate frequency with single conversion.

My attention has been called to one of the current technical publications describing a new vhf-uhf tuning device which embodies some significant improvements in performance. However, the worst vhf radiation was 165 microvolts and 2880 microvolts per meter at 100 feet on the worst uhf channel. The article reports that the radiation was reduced by a factor of 5 with the addition of a simple shield. However, I understand the shield has not been incorporated in production.

With respect to the matter of broadcast receiver selectivity and spurious responses, I realize that this is properly a matter of primary and direct concern between the manufacturer and the customer. However, I believe there is a need for more coordination between the Commission's service allocation and assignment plan and receiver performance. This is particularly true in the uhf TV band where the present assignment plan provides for some protection against oscillator radiation and some spurious responses.

For example, in the new TV rules and standards we have set up a mileage separation or "taboo" which attempts to limit the amount of interference to TV reception due to receiver spurious responses. The minimum spacings are based on a 41.25-mc IF upon which the industry has agreed and an attempt to achieve an interference-free service similar to that obtained from the co-channel spacings. It also assumes a rejection such as 30 to 40 db for the image frequency. This taboo table hits a balance between receiver design and the assignment of stations in order to solve these receiver problems.

The Price of Protection

It should be pointed out that even here a price has been paid in a greater limitation on the number of assignments that could be made in areas where there is a demand for uhf channels. It may well be that some of these taboos may be lessened as a result of receiver improvements and there is an incentive for further improvements in receiver design. This is the first instance in which the Commission has taken into account receiver spurious responses and, in a sense, it is a trial. So far, there may be some reservations as to whether this was a good idea or not.

Happily, the concern of the Commission and the long term self-interest of the industry are compatible. Maximum utilization of the radio spectrum and a healthy economy are compatible. By failing to take preventative measures to suppress oscillator radiation from TV receivers and provide better selectivity, manufacturers are, in fact, limiting the market for their products. To me this seems like a short-sighted policy on the part of the industry. The production of some sets which are "bloopers" ruining reception for a whole block is not promoting good will and user satisfaction for which all of you, as an industry, are striving. To me it seems like a throw-back to the days of regenerative receivers when each of us often ruined the reception of our neighbors. The time for reforming these wasteful practices is at hand.

Most of you are manufacturing radio receivers. I wonder if it is good business to omit a few cents worth of shielding on a TV receiver which by horizontal sweep radiation will limit the market for sound receivers. As manufacturers, most of you spend considerable money and effort to extoll the merits of your radio receivers to the public, including some with high-frequency bands, encouraging the public to listen in on international broadcasting,

marine and other services, but on the other hand you permit horizontal sweep frequency harmonics from TV receivers to interfere with aural reception on these bands; whereas, if a little shielding and filtering were added to the TV receivers, this interference would be eliminated.

I have heard complaints from those who love to listen to the Metropolitan Opera on Saturday afternoons, but since they live in buildings where a TV receiver is in the adjoining apartment they turn their AM receivers off in disgust because of the interference from the horizontal sweep frequency harmonics emanating from the TV receiver. When you return to your home, take one of your own radio receivers and tune through the standard broadcast band and you will understand the magnitude of this interference of which I speak.

Inconsistent and Shortsighted

So, it seems apparent to me that manufacturers are following an inconsistent as well as a shortsighted policy in the design and manufacture of communication equipment. Within the same family we find one branch manufacturing receivers for military, aeronautical and other services with high sensitivity and selectivity; whereas, another branch of the same family is manufacturing receivers as home products that spew their harmonics and other spurious emissions into the bands for which the other equipment was designed, thus defeating the whole effort looking towards maximum utilization of the spectrum by the govt. and non-govt. services.

Recently, one of our new Commissioners voiced his views on the subject of how these kinds of interference problems might be treated. Comr. Doerfer, speaking before the National Institute of Municipal Law Officers, stated as follows:

"This whole problem is a difficult one. While it is now the province of the FCC, municipalities could be of immeasurable assistance.

"Local ordinances could be devised which would declare proven electrical interference to be a public nuisance.

"It is the detection and proof which is difficult and expensive for local governments. The creation of another 'inspection department' in most cities may prove too costly for local taxpayer acceptance. But why could not the local officials, voluntary groups and inspectors of the FCC cooperate?

"The first step would be detection; the second, a marshalling of legal evidence; the third, a common sense appeal to the malefactor to adopt prompt and effective corrections; the last, enforcement of the ordinance, or FCC action.

"The detection and proof could be upon a Federal level. The facts could then be submitted to the local officials who, if they acted wisely and promptly, could retain control over their local affairs.

"Thus the Federal Govt. could devote major efforts to a program of education. That is, contacting the manufacturer of the original equipment or appliances, pointing out the causes of interference and in a spirit of cooperation attempting to effect remedies at the source. The recalcitrants could be dealt with harshly.

"The local officials could use effectively technical assistance of the FCC without the creation of a costly 'inspection department' and at the same time take great strides in securing prompt relief."

FCC's Cease-and-Desist Authority

I will leave it to you to evaluate the merits of Comr. Doerfer's thinking on this subject and the resultant impact on manufacturers if oscillator radiation is declared a nuisance and subject to municipal ordinances. While it would be the user and not the manufacturer who would be subject to the penalties for violation of municipal ordinances, the fact remains that the reverberations in terms of local good will of the public is of vital concern to the manufacturer of the offending product.

The Commission now has the authority to issue cease-and-desist orders, and recently one was issued because of interference emanating from an industrial heating device

radiating radio frequency energy. The Commission has this legal weapon to combat all forms of interference arising from the operation of radio frequency devices and apparatus.

IF Interference Problems

I come now to the subject of Intermediate Frequency interference. The question is often asked, "Why do we not take care of interference to TV reception due to IF response by allocation principles?"

By allocation principles usually is meant the allocation of bands of frequencies to be left free of the assignments to stations so as to avoid this type of interference. With respect to the creation of unassigned bands, let us look at the services allocated frequencies in the currently used TV IF in the band 41-47 mc. These are: Government, Public Safety, Industrial, Maritime Mobile, Domestic Public, Land Transportation.

Here we find very important services already hard pressed for frequencies which can ill afford the loss of any channels.

The suggestion has been made that each service provide an unused channel in the frequencies allocated to it so as to solve IF interference problems. For example, if TV Ch. 2 could be kept open from TV assignments, interfering signals falling in the IF response of the receivers would do no harm. Here again a price must be paid, and in TV it would mean the loss of a valuable vhf channel. I will leave it to the RETMA to convince the broadcast interests and other users that we should give up a 6-mc vhf channel for the purpose of covering receiver deficiencies.

The inability of superheterodyne receivers to reject signals at the IF is not a new problem. Under the Cairo frequency allocation table, the requirements for the maritime mobile service made it necessary to assign coast telegraph station frequencies right through the band of frequencies normally utilized by the IF channels of receivers. For example, since 1928 and up to 1952, it was necessary to assign the frequency 462 kc to the high-powered RMCA coast station, WSC, Tuckerton, N. J.

The same problems existed in operating coast stations under the Atlantic City allocations when, in 1952, new assignments in the "IF" band were made. In the case of KOK on 464 kc near Los Angeles, thousands of complaints of broadcast interference arose immediately and it was necessary to issue a form letter explaining the situation. Under the international frequency allocations for the coast service, it is necessary to use these frequencies. In none of these instances has the FCC seriously considered the geographical reassignment of station frequencies.

Waste of Radio Spectrum

It is recognized that it might be possible to somewhat reduce the cost of broadcast receivers to the public by having the intermediate frequencies used as guard bands, but I think that any saving would not compensate for the loss of portions of our precious and irreplaceable frequency spectrum. Certainly, this is not consistent with

the recent JTAC report on *Radio Spectrum Conservation*. Furthermore, I believe that the ingenuity of the design and production engineers of your industry can find ways of improving receivers at a small cost.

I am familiar with the National Television System Committee tests on interference susceptibility which have led to the conclusion by the NTSC that color TV is not significantly more susceptible to interference than monochrome. The one exception, which may be more important than it seems, is the additional susceptibility of the chrominance channel. I think that this points up the need for extra concern to the spurious radiation problem and inadequate selectivity. I believe that the 41.25 mc frequency was originally selected so that the various spurious responses would result in beat frequencies lying in the 3-4 mc video band, which is least susceptible in the case of monochrome. This is now the part of the band used for the color information resulting in color receivers being 20 to 30 db more susceptible to interference according to the rather limited NTSC tests. Unless more selectivity is built into color receivers, the receivers would be more vulnerable to adjacent channel interference, as well as the communication channels adjacent to TV channels, which is particularly important in the band from 72-76 mc. The relation of interference to color TV to and from the amateur service is being covered by papers in this meeting by Messrs. Anderson and Grammer. It is the hope of the Commission that industry will comply with the recommendations of Mr. Anderson's Ad Hoc Committee. I congratulate them on the completeness and objectivity of their tests and findings.

Buyer Would Be Willing to Pay

I am aware of the existence of the competitive factors whereby a well-intentioned manufacturer, by spending effort and materials to provide a reasonable selectivity and freedom from oscillator radiation and spurious responses, may find himself at a disadvantage in the market place in competition with a manufacturer who cuts corners. I have a feeling, however, that the set purchaser, if properly informed, would be willing to spend the small additional cost which may be involved.

I think that a hard-headed look at the future will indicate that our growing use of the radio spectrum, particularly of uhf and color TV, is assured only if the industry takes prompt and effective action to minimize the potential interference problems. The blights on the radio spectrum I have discussed here today are not of the incurable kind, as many of you know. The cure is worth the cost of the remedy to you and the general public if we are to extract the maximum utilization from the precious radio spectrum and the constant and increasing demands on it.

The industry and the engineering profession have an important task in this field and you can be assured of the continued cooperation of the Commission in arriving at solutions which are for the public's benefit, which you, as manufacturers, and we, as Commissioners, have as a common interest.

MAGNAVOX grabbed the color dilemma by both horns this week, launched a "don't wait for color" campaign with nearly-full-page ad in Oct. 28 *Wall St. Journal*—first such attempt by a manufacturer, following pleas of dealers for any sort of action to forestall possible stagnation of pre-Christmas black-&-white sales (Vol. 9:43).

Over signature of pres. Frank Freimann, ad begins: "If you are the man who is driving an expensive foreign car and your wife owns a platinum mink, or if the trials of pioneering are a joy to you, you will want to be first in your set to own color TV. Magnavox will have one in the fall of 1954 and we'd like to have you on our prospect list."

Ad then goes on to tell why public should buy monochrome now: Color will be "in the \$1000 class"; picture will be "the same size we produced on a round 12½-in. tube in 1949"; cost of servicing will be proportionately more, etc.

Amplifying on costs: "Some color promoters wishfully promise that in a few years mass production and inventive genius will reduce the cost to not more than 50% above a comparable black-&-white receiver. That's like promising to bring the cost of an automobile down to the price of a motorbike. While, over the years, color receivers will become less costly, they always will be relatively much more expensive than the black-&-white receivers." Ad concludes by urging public to purchase black-&-white sets now and avoid "the position of the man driving a 'Model T,' awaiting the revolutionary improvement in automobiles."

Laymen may find ad somewhat confusing in that Magnavox refers to its present black-&-white sets as "Magna-

vox Chromatic Television." Plan is to run same ad in *New York Times*, *Time*, *Newsweek*, *U. S. News & World Report*.

In bulletin to dealers, Magnavox said it's estimated 50,000 color tubes will be produced next year. That many sets, it says, "will enable the industry to sample about half of the existing dealers."

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Dr. Allen B. DuMont, addressing Industrial Council at his alma mater Rensselaer Polytechnic Institute in Troy, N. Y. Oct. 30, said color is at same stage that black-&-white was in 1941—ready for standards, that's about all.

"However, in 3 or 4 years time," he added, "I believe that technical and manufacturing progress will be such that a color TV receiver with a screen size equivalent to present 21-in. black-&-white sets will be manufactured and can be sold for somewhere in the neighborhood of \$500. It is still a high price for mass usage and purchase, but there will be a fair number of consumers who will purchase color receivers at that price. I don't see any immediate widespread swing to color TV, because of these cost factors. But eventually over the 10 to 20 years, color TV will be integrated with our present black-&-white broadcasting."

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Seeking accurate color information, National Better Business Bureau has started survey, with RETMA approval, of all set and tube manufacturers, asking when they plan to make color sets, size of tubes, prices, etc. In Los Angeles, Electric League got reporters and manufacturers together in press conference on color.

Trade Miscellany: Suit for \$3,000,000 against George's Radio, big Washington appliance chain which for \$290,000 purchased assets of bankrupt Phillip's group in July, was filed in D. C. court this week by 2 ex-major stockholders in Phillip's—Philip & Wolfe Filderman. They allege interference by George Wasserman in business relationship between Phillip's and suppliers forced the bankruptcy . . . Phonograph industry will sponsor biggest Christmas promotion campaign in its history, capitalizing on resurgence of hi-fi interest, reports Oct. 26 *Wall Street Journal* . . . Philco radio div. sales mgr. John J. Moran promoting gifts of radios to employes, customers, business associates, etc., offering "special Christmas radio-bonus and gift plan" . . . RCA closed-circuit industrial TV system described in new 8-p. brochure *Supervision by Television*, available on request from RCA Victor, Camden, N. J. . . . Sylvania publishes consumer information booklet, *How You Can Be Sure Of Television Picture Tube Quality*, free from headquarters at 1740 Broadway, N. Y. . . . CBS-Columbia Inc. changed from subsidiary to a division of Columbia Broadcasting System.

TV sales by Canadian factories totaled 199,376 in first 9 months, at average price of \$411, compared to production of 253,326, reports Canadian RTMA. Projected production figures estimate 142,285 sets will be turned out rest of year. For Sept. alone, sales were 42,640, production 37,773, inventory 60,304 at month's end. Toronto led in sales with 14,083, Quebec second, 13,829; Hamilton-Niagara, 5309; Ottawa & eastern Ontario, 3494; Windsor, 2865; other Ontario, 1624; British Columbia, 1307; Maritime Provinces, 74; Prairies, 55.

Hallicrafters Canada Ltd. dedicated new 42,000-sq. ft. TV-radio plant in Don Mills suburb of Toronto Oct. 26. Participating in ceremonies were FCC Comr. Sterling, RETMA pres. Glen McDaniel & exec. v.p. James Secrest, Hallicrafters pres. Wm. Halligan and representatives of Canadian govt. & Canadian RTMA. Plant will employ 250, with production slated to begin Dec. 1. R. L. Russell, mgr. of factory branch operations, is acting mgr.

RCA Victor tube dept., under v.p. Richard T. Orth, organizes over-all marketing operation to unify all sales and commercial activities, creating 4 new marketing divs.: receiving tube & transistor (Kenneth G. Bucklin, mgr.); CR & power tube (Michael J. Carroll); electronic components (Harry B. Wilson); parts & equipment (Leonard J. Battaglia). Lawrence S. Thees, dept. gen. sales mgr., is promoted to gen. commercial mgr. and Douglas Y. Smith, sales operations mgr., moves up to new post of gen. marketing mgr. for all 4 divs., both reporting to Orth. New sales structure coordinates all activities in sales div. under Lee F. Holleran. Reporting to him are 4 section sales mgrs.: Harold F. Bersche, renewal; Lawrence D. Kimmel, equipment; Gene R. Rivers, govt.; Charles W. Taylor, tube industry.

Raytheon reduced prices by \$10 to \$50 on 20 all-channel sets in effort to stimulate uhf sales in large metropolitan markets, according to TV-radio v.p. Henry F. Argento. Also reduced were 3 vhf-only sets—2 by \$60, one by \$30. Raytheon's all-channel sets now start at \$200 for 17-in. table model, go up to \$550 for 24-in. console.

To ease logjam in transistors and crystal diodes for civilian use, Commerce Dept. Business & Defense Services Agency this week amended Order M-17 to establish ceiling on amount of military orders any manufacturer is required to accept for any one type (Vol. 9:43). Order previously applied to tubes only.

End-use controls on nickel will be discontinued Nov. 1.

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Distributor Notes: Legum Distributing Co., 108 Light St., Baltimore, takes over Washington distribution of Crosley-Bendix line . . . Raytheon appoints Appliance Assoc. Inc., Buffalo (Edward W. Watson, pres.); Raytheon Distributors, Chicago, appoints James Flora branch mgr. . . . Republic Electric Co., South Bend (Admiral) names J. H. Lowry sales v.p. . . . J. E. Miller Co., Pittsburgh (Philco) appoints Edward M. Brown sales promotion mgr. . . . Westinghouse Electric Supply Co., Los Angeles, appoints Hans E. Von Kahrs TV-radio sales mgr.

Network TV-Radio Billings

September 1953 and January-September 1953
(For August report see *Television Digest*, Vol. 9:40)

NETWORK TV BILLINGS rose to all-time peak in Sept., according to Publishers Information Bureau, with radio also on upgrade. CBS-TV again led monthly billings with \$8,504,925, all-time record for any network, NBC-TV running second with \$7,748,619. Total billings of \$18,232,127 for all 4 TV networks compared with \$16,251,393 in Aug., \$14,611,511 in Sept. 1952. For 9 months so far this year, network billings aggregate \$155,489,644 vs. \$128,842,631 same period last year.

Network radio billings ran \$12,158,189 in Sept., nicely ahead of the \$11,706,295 reported for Aug. and only slightly under the \$12,889,963 for Sept. 1952. For 9 months, radio was \$118,860,044, about \$250,000 ahead of same 1952 period. The PIB figures:

| NETWORK TELEVISION | | | | |
|--------------------|---------------------|---------------------|----------------------|----------------------|
| | September 1953 | September 1952 | Jan.-Sept. 1953 | Jan.-Sept. 1952 |
| CBS | \$ 8,504,925 | \$ 5,860,751 | \$ 67,947,826 | \$ 48,419,024 |
| NBC | 7,748,619 | 6,769,228 | 66,585,640 | 59,308,902 |
| ABC | 1,376,017 | 1,172,057 | 13,796,753 | 14,170,605 |
| DuMont | 602,566 | 809,475 | 7,159,425 | 6,944,100 |
| Total | \$18,232,127 | \$14,611,511 | \$155,489,644 | \$128,842,631 |

| NETWORK RADIO | | | | |
|--------------------|---------------------|---------------------|----------------------|----------------------|
| | September 1953 | September 1952 | Jan.-Sept. 1953 | Jan.-Sept. 1952 |
| CBS | \$ 5,006,909 | \$ 4,846,978 | \$ 45,954,415 | \$ 42,436,131 |
| NBC | 3,221,419 | 3,901,715 | 34,667,788 | 35,046,302 |
| ABC | 2,152,066 | 2,533,785 | 21,497,579 | 26,592,063 |
| MBS | 1,777,795 | 1,607,485 | 16,740,262 | 14,534,500 |
| Total | \$12,158,189 | \$12,889,963 | \$118,860,044 | \$118,608,996 |

| NETWORK TELEVISION—January-September 1953 | | | | | |
|---|---------------------|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | DuMont | NBC | Total |
| Jan. | \$ 1,604,892 | \$ 7,083,619 | \$ 982,794 | \$ 7,604,638 | \$ 17,275,943 |
| Feb. | 1,481,032 | 6,621,629 | 862,299 | 6,876,029 | 15,840,989 |
| Mar. | 1,728,446 | 7,739,812 | 1,054,857 | 7,998,131 | 18,521,246 |
| Apr. | 1,640,597 | 7,770,181 | 819,398 | 7,513,430 | 17,743,606 |
| May | 1,813,985 | 7,622,432 | 864,870 | 8,052,545 | 18,353,832 |
| June | 1,607,320 | 7,399,078 | 803,848 | 7,324,315 | 17,134,561 |
| July | 1,299,471 | 7,422,337 | 511,047 | 6,903,092 | 16,135,947 |
| Aug. | 1,244,993 | 7,783,813 | 657,746 | 6,564,841* | 16,251,393* |
| Sept. | 1,376,017 | 8,504,925 | 602,566 | 7,748,619 | 18,232,127 |
| Total | \$13,796,753 | \$67,947,826 | \$ 7,159,425 | \$66,585,640 | \$155,489,644 |

| NETWORK RADIO—January-September 1953 | | | | | |
|--------------------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | MBS | NBC | Total |
| Jan. | \$ 2,674,622 | \$ 5,156,404 | \$ 1,786,134 | \$ 4,260,555 | \$ 13,877,715 |
| Feb. | 2,538,663 | 4,670,089 | 1,638,075 | 3,813,602 | 12,660,429 |
| Mar. | 2,797,544 | 5,526,360 | 1,995,478 | 4,342,082 | 14,661,464 |
| Apr. | 2,637,364 | 5,375,243 | 2,008,990 | 4,196,009 | 14,217,606 |
| May | 2,593,923 | 5,333,481 | 2,038,210 | 4,141,070 | 14,106,684 |
| June | 2,113,725 | 5,226,096 | 1,926,865 | 3,979,471 | 13,246,157 |
| July | 2,030,989 | 4,869,719 | 1,930,467 | 3,494,330 | 12,225,505 |
| Aug. | 1,958,683 | 4,790,114 | 1,738,248 | 3,219,250 | 11,706,295 |
| Sept. | 2,152,066 | 5,006,909 | 1,777,795 | 3,221,419 | 12,158,189 |
| Total | \$21,497,579 | \$45,954,415 | \$16,740,262 | \$34,667,788 | \$118,860,044 |

* Revised as of Oct. 26, 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.

No new TV circulation figures can be expected from the networks this year—but A. C. Nielsen Co., for an unnamed client, is compiling them by states and by "NCS areas" (about 1500 counties or groups of counties) as of next Nov. 15 and hopes to have them ready for release by Feb. 1, 1953. Tables will show total families in each area, number of vhf & uhf sets, percentages of total. It will be first such survey showing uhf, last county-by-county figures compiled by NBC & CBS as of May 1, 1953 showing total sets only, along with families and percentages. (For the NBC & CBS tabulations, see *TV Factbook No. 17*). Neither network plans to update these figures, in immediate future at least, and Standard Audit & Measurement Services (Kenneth H. Baker) has abandoned plan to do so because of expense and lack of support. Meanwhile, NARTB committee is still mulling ways and means for providing regular counts, one of industry's urgent needs.

FCC has no intention of letting uhf stations apply to switch over to vhf channels. It made this clear this week in denying 2 such petitions—by Duluth's WFTV (Ch. 38) to amend rules to let operating stations seek channels allocated since end of freeze (Vol. 9:39), and by St. Louis' KSTM-TV (Ch. 36) to waive rules and let it apply for switch to Ch. 11 (Vol. 9:43). In decision on latter petition, Commission said purpose of current rule "is to prevent 'straddling' of channels by a permittee or licensee, thereby tying up 2 channels in same community." It told KSTM-TV it must decide whether it wants to continue operating on Ch. 36 or turn in its CP and compete with other applicants for Ch. 11—but it can't do both. Meanwhile, new Ultra High Frequency TV Assn. sent 2 communications to FCC: (1) Protesting latest revision of priority list (Vol. 9:43), which it said discriminates against uhf stations by removing from list cities where applicants had been sent McFarland letters, "thus assuring FCC action much ahead of the time the applications would have been reached in regular order." (2) Opposing proposal to assign Ch. 6 to Milwaukee area, and arguing that "piecemeal, city-by-city and case-by-case" assignment of new channels "distorts the assured [allocation] plan under which uhf stations were financed and built."

National Airlines applied for Miami's Ch. 10 this week—making total of 6 applicants for that channel. Another highly coveted channel—Buffalo's Ch. 7—got new applicant this week in group of 4 local businessmen headed by attorney-auto dealer-wine producer Michael J. Montesano. Only other TV application this week was for Chicago's Ch. 38 by Lewis College of Science & Technology. With 4 applications dismissed, total awaiting FCC action dropped to 441 (111 uhf). [For further details about these applications, see *TV Addenda 17-Q* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Loss of part of FM broadcasting band to other services, considered an eventual possibility by FCC Comr. Webster in recent speech (Vol. 9:38), so worried broadcasters that Ben Strouse (WWDC, Washington), NARTB's FM committee chairman, asked him to say it isn't so. Webster wrote back this week, said he doesn't favor one service over another but is concerned about how long FM band can be used with less than maximum efficiency. However, he added, if anyone came up with proposal to take away any part of band, he would consider it solely on its merits after full hearing. He emphasized that he spoke only for himself.

Network interconnections were slated for 4 more stations this week end: KCEN-TV, Temple, Tex. (Ch. 6); KROC-TV, Rochester, Minn. (Ch. 10); KTVQ, Oklahoma City (Ch. 25); WJMR-TV, New Orleans (Ch. 61). AT&T will apply to FCC Nov. 2 for approval of \$29,000,000 construction program for 1954. Principal TV item will be new coaxial cable between Miami & West Palm Beach, with provision for 3 southbound channels, one northbound. It will supplement present 2-channel cable.

On allocations front this week, Educational TV Commission of Tennessee asked FCC to assign 3 new reserved channels to Tennessee towns to make possible full coverage of state with educational network—Ch. 11 to Lexington, Ch. 7 to Rock Island, Ch. 2 to Sneedville. WMON, Montgomery, W. Va., sought addition of Ch. 2, asked FCC to act on that request before considering application of WSAZ-TV, Huntington, to move transmitter; the move, WMON said, precludes addition of Ch. 2 to Montgomery.

We have supply of RCA's new frequency allocation chart in color, 25x40-in. and covering entire radio spectrum, suitable for framing, which we will furnish without cost to subscribers.

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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November 7, 1953

In this issue:

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- (1) Licenses limited solely to operators of originating stations.
- (2) Vertical polarization for both kinds of stations.
- (3) ERP limited to 10 watts for Ch. 2-6 stations, 31.6 watts for Ch. 7-13, 100 watts for uhf—all limited to 300 ft. above average terrain—or the equivalent in different combinations of powers and heights.
- (4) "Operation of such stations shall not cause interference to existing stations determined in accordance with the field strengths and interference ratios for co-channels and adjacent channels as set forth in Para. 97 of the Commission's Sixth Report and Order."
- (5) Unattended operation, aural identification.
- (6) Field intensities for regular stations inapplicable; same goes for present multiple ownership rules.
- (7) Minimum hours same as for regular stations.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

NO COLOR ACTION from FCC this week, and possibility of a meeting on it next week is uncertain. From here on out, it's a week-to-week affair, with approval of compatible system coming almost any time, but our own current guess is last week of this month or first week in Dec. And chances are Commission will make "effective date" of action, meaning commercial go-ahead, come the customary 30 days after publication in *Federal Register*. Thus, it seems that all wraps should be off around end of year.

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

| | TV | Auto |
|-----------------|---------|---------|
| January | 719,234 | 565,172 |
| February | 730,597 | 583,001 |
| March | 810,112 | 700,685 |
| April | 567,878 | 723,532 |
| May | 481,936 | 643,487 |
| June | 524,479 | 661,992 |
| July | 316,289 | 705,132 |
| August | 603,760 | 615,386 |
| September | 770,085 | 573,684 |

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

Stewart-Warner reports net sales of \$98,689,330 and earnings of \$3,187,186 (\$2.37 a share) for 9 months ended Sept. 30, vs. \$89,992,482 and \$2,328,306 (\$2.20) same period last year. Third quarter sales were \$31,350,389, earnings \$1,044,121 (77¢) vs. \$27,790,876 & \$1,018,728 (79¢) year ago.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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with ELECTRONICS REPORTS

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In this issue:

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Principal points in Judge Grim's decision:

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"I personally believe that the timing of the publicity

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

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

* * * *

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

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

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

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

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

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

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

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

TV SET OWNERSHIP

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

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

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

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

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

Dear Mr. (Managing Editor):

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

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

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

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

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

Meanwhile, thanks in advance for your cooperation.

* * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Television Digest

with **ELECTRONICS** REPORTS

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In this issue:

Which Stations Will Be First With Color? page 1
4 Grants, 2 Initial Decisions, 3 Dropped, page 2
7 More Start, Looks Like 240 for Year, page 2
'Class of Ownership' No Bar at FCC, page 3

Transmitter Deliveries & Upcoming Stations, page 5
New Surveys and Technical Research on UHF, page 6
Accent on Participation Sponsorships, page 7
Trade Shaping Up Plans to Tackle Color, page 8

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"It was another step in establishing that NBC and its

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dr. Herbert E. Ives, 71, who was in charge of Bell Labs' first closed-circuit TV transmission between Washington and N. Y. in 1927, died at his home in Upper Montclair, N. J., Nov. 12. He retired from Bell Labs 6 years ago, following notable work on color TV, 3-dimensional movies, etc.

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

| State | Total | State | Total |
|----------------------|---------|--------------------|------------------|
| Alabama | 70,423 | Nebraska | 41,253 |
| Arizona | 29,440 | Nevada | 5,698 |
| Arkansas | 30,628 | New Hampshire | 15,142 |
| California | 371,909 | New Jersey | 126,769 |
| Colorado | 55,222 | New Mexico | 13,917 |
| Connecticut | 68,835 | New York | 434,776 |
| Delaware | 11,359 | North Carolina | 85,362 |
| District of Columbia | 36,791 | North Dakota | 11,176 |
| Florida | 86,838 | Ohio | 272,581 |
| Georgia | 77,936 | Oklahoma | 83,628 |
| Idaho | 12,951 | Oregon | 57,553 |
| Illinois | 276,490 | Pennsylvania | 406,178 |
| Indiana | 150,169 | Rhode Island | 21,135 |
| Iowa | 101,256 | South Carolina | 41,729 |
| Kansas | 59,962 | South Dakota | 12,604 |
| Kentucky | 64,942 | Tennessee | 66,738 |
| Louisiana | 68,369 | Texas | 283,343 |
| Maine | 37,695 | Utah | 28,260 |
| Maryland | 56,599 | Vermont | 8,098 |
| Massachusetts | 142,203 | Virginia | 98,147 |
| Michigan | 188,046 | Washington | 104,555 |
| Minnesota | 82,009 | West Virginia | 60,492 |
| Mississippi | 33,308 | Wisconsin | 101,705 |
| Missouri | 110,374 | Wyoming | 2,404 |
| Montana | 5,364 | Grand Total | 4,614,361 |

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

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

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

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

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

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

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

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

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

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

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

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

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

Dividends: Hazeltine, 75¢ payable Dec. 15 to stockholders of record Dec. 1; Philco, 5% stock div. Dec. 23 to holders Nov. 27 and 40¢ Dec. 12 to holders Nov. 27; Storer Broadcasting Co. B, 6½¢ Dec. 14 to holders Dec. 1; Cle vite, 15¢ Dec. 10 to holders Nov. 27; Aerovox, 15¢ Dec. 15 to holders Dec. 1, Cornell-Dubilier, 30¢ plus 15¢ extra Dec. 31 to holders Dec. 15; GE, \$1 Jan. 25 to holders Dec. 18; Globe-Union 30¢ plus 2½% stock div. Dec. 10 to holders Dec. 1.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

HOW DEPARTMENT STORES USE TELEVISION

By Robert H. Cole

Assistant Professor of Marketing, University of Illinois

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

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

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

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

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

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

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

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

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

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

TABLE 1
 THE ADVERTISING BUDGET

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

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

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

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

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

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

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

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

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

FORMER USERS

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

TABLE 2
SUMMARY OF HOW DEPARTMENT STORES USE TV

(Based upon 61 returns)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

THE USERS

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

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

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

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

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

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

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

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

In this volume group nine per cent

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

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

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

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

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

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

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

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In this issue:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TEXT OF FCC's new TV multiple ownership rule (see p. 1), effective 30 days after publication in *Federal Register*:

Section 3.636 Multiple Ownership—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control¹) if

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * *

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

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

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

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

Handy Reference Log of the

328 Television Stations in Operation in the U.S.

and the

248 CPs for New Stations Outstanding

As of Nov. 28, 1953

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

Dagger (†) indicates non-commercial educational station.

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

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

Stations in Operation as of Nov. 28, 1953

Total 328 (216 VHF, 112 UHF)

ALABAMA

WABT, Birmingham (Ch. 13)—Birmingham News Co. (WAPI).
[Call letters changed from WAFM-TV.] Rep: CBS-TV Spot Sales.
WBRC-TV, Birmingham (Ch. 6)—Storer Bcstg. Corp. (WBRC).
Rep: Raymer.
WALA-TV, Mobile (Ch. 11)—Pape Bcstg. Co. Inc. (WALA). Rep:
Headley-Reed.
WKAB-TV, Mobile (Ch. 43)—Pursley Bcstg. Service (WKAB). Rep:
ForJoe.
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV).
Rep: Taylor.

ARIZONA

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

ARKANSAS

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

CALIFORNIA

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

KHSL-TV, Chico (Ch. 12)—Golden Empire Bcstg. Co. (KHSL).
Rep: W. S. Grant Co.
KIEM-TV, Eureka (Ch. 3)—Redwood Bcstg. Co. Inc. (KIEM). Rep:
Blair.
KJEO, Fresno (Ch. 47)—O'Neill Bcstg. Co. Rep: Branham.
KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep:
Raymer.
KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep:
Petry.
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep:
H-R Television Inc.
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep:
Katz.
KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-
TV Spot Sales.
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX).
Rep: CBS-TV Spot Sales.
†KTTH, Los Angeles (Ch. 23)—Univ. of Southern California, Allan
Hancock Foundation (KUSC-FM).
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc.
Rep: Raymer.
KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.
KMBY-TV, Monterey (Ch. 8)—Monterey Radio-Television Co.
(KMBY); shares time with KSBW-TV, Salinas. Rep: Hollingbery.
KCCC-TV, Sacramento (Ch. 40)—Capitol City TV Corp. Rep: Weed.
KSBW-TV, Salinas (Ch. 8)—Salinas Bcstg. Corp. (KSBW); shares
time with KMBY-TV, Monterey. Rep: Hollingbery.
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB).
Rep: Petry.
KFSD-TV, San Diego (Ch. 10)—Airfan Radio Corp. Ltd. (KFSD).
Rep: Katz.
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO).
Rep: Petry.
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co.
(KRON-FM). Rep: Free & Peters.
KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC).
Rep: W. S. Grant Co.

CALIFORNIA—(Continued)

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

COLORADO

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

CONNECTICUT

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

DELAWARE

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

DISTRICT OF COLUMBIA

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

FLORIDA

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

GEORGIA

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

IDAHO

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

ILLINOIS

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

WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.
 WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.
 WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.
 WTVP, Decatur (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.
 WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.
 WTVH-TV, Peoria (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.
 WGEM-TV, Quincy (Ch. 10)—Quincy Bcstg. Co. (WGEM). Rep: Walker.
 WREX-TV, Rockford (Ch. 13)—Greater Rockford Television Inc. Rep: H-R Television Inc.
 WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.
 WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF). Rep: Avery-Knodel.
 WICS, Springfield (Ch. 20)—Plains Television Corp. Rep: Adam Young.

INDIANA

WTTV, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTV). Rep: Meeker. [Shifts to Ch. 4 in Dec.]
 WFIE, Evansville (Ch. 62)—Premier Television Inc. Rep: Taylor.
 WKJG-TV, Fort Wayne (Ch. 33)—Northeastern Indiana Bcstg. Co. (WKJG). Rep: Raymer.
 WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM). Rep: Katz.
 WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Rep: Rambeau.
 WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Rep: Walker, N. Y.; Hal Holman, Chicago.
 WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Rep: Raymer.

IOWA

WOI-TV, Ames (Ch. 5)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.
 KCRI-TV, Cedar Rapids (Ch. 9)—Cedar Rapids Television Co. Rep: H-R Television Inc.
 WMT-TV, Cedar Rapids (Ch. 2)—American Bcstg. Stations Inc. (WMT). Rep: Katz.
 WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC). Rep: Free & Peters.
 KGTV, Des Moines (Ch. 17)—Rib Mountain Radio Inc. Rep: Hollingbery.
 KQTV, Fort Dodge (Ch. 21)—Northwest Television Co. (KVFD). Rep: Pearson.
 KVTI, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S. D.). Rep: Katz.
 KWWL-TV, Waterloo (Ch. 7)—Black Hawk Bcstg. Co. (KWWL). Rep: Headley-Reed.

KANSAS

KTVH, Hutchinson (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.
 WIBW-TV, Topeka (Ch. 13)—Topeka Bcstg. Assoc. Inc. (WIBW). Rep: Capper Publications Inc.
 KEDD, Wichita (Ch. 16)—KEDD Inc. Rep: Petry.

KENTUCKY

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

LOUISIANA

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.
 KTAG-TV, Lake Charles (Ch. 25)—KTAG-TV Inc. Rep: Adam Young.
 KFAZ, Monroe (Ch. 43)—Delta Television Inc.
 KNOE-TV, Monroe (Ch. 8)—James A. Noe (KNOE). Rep: H-R Television Inc.
 WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.
 WJMR-TV, New Orleans (Ch. 61)—Supreme Bcstg. Co. Inc. (WJMR). Rep: Bolling.

MAINE

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery and Kettell-Carter Inc. (New England only).
 WLAM-TV, Lewiston (Ch. 17)—Lewiston-Auburn Bcstg. Corp. (WLAM). Rep: Everett-McKinney.
 WPMT, Portland (Ch. 53)—Portland Telecasting Corp. Rep: Everett-McKinney and Kettell-Carter (Boston).

MARYLAND

WAAM, Baltimore (Ch. 13)—WAAM Inc. Rep: Harrington, Righter & Parsons.

WBAL-TV, Baltimore (Ch. 11)—Hearst Corp. (WBAL). Rep: Petry.

WMAR-TV, Baltimore (Ch. 2)—A. S. Abell Co. Rep: Katz.

MASSACHUSETTS

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales (after Jan. 1, 1954, Free & Peters).

WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.

WTAO-TV, Cambridge (Ch. 56)—Middlesex Bcstg. Corp. (WTAO). Rep: Everett-McKinney.

WHYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WHYN). Rep: Branham; Weed (New England only).

WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.

WWOR-TV, Worcester (Ch. 14)—Salisbury Bcstg. Corp. Rep: Raymer.

MICHIGAN

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: Weed.

WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.

WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.

WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.

WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.

WTAC-TV, Flint (Ch. 16)—Trendle-Campbell Bcstg. Corp. (WTAC). Rep: Raymer.

WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz. [Shifts to Ch. 8 in Dec.]

WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.

WILS-TV, Lansing (Ch. 54)—Lansing Bcstg. Co. (WILS). Rep: Taylor.

WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.

WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

MINNESOTA

KMMT, Austin (Ch. 6)—Minnesota-Iowa Television Co. (KAUS). Rep: Pearson.

WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Rep: Adam Young.

WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO). Rep: Free & Peters.

WTCN-TV, Minneapolis-St. Paul (Ch. 11)—Minnesota Television Public Service Corp. (WTCN); shares time with WMIN-TV, St. Paul. Rep: Blair.

KROC-TV, Rochester (Ch. 10)—So. Minnesota Bcstg. Co. (KROC). Rep: Meeker.

KSTP-TV, St. Paul-Minneapolis (Ch. 5)—KSTP Inc. (KSTP). Rep: Petry.

WMIN-TV, St. Paul-Minneapolis (Ch. 11)—WMIN Bcstg. Co. Inc. (WMIN); shares time with WTCN-TV, Minneapolis. Rep: Taylor.

MISSISSIPPI

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

WTOK-TV, Meridian (Ch. 11)—Southern Television Corp. (WTOK). Rep: Headley-Reed.

MISSOURI

KACY, Festus—see St. Louis.

KHQA-TV, Hannibal (Ch. 7)—Lee Bcstg. Inc. (WTAD, Quincy, Ill.). Rep: Weed.

KCMO-TV, Kansas City (Ch. 5)—KCMO Bcstg. Co. (KCMO). Rep: Katz.

KCTV, Kansas City, Mo. (Ch. 25)—Empire Coil Co. Inc. Rep: Avery-Knodel.

KMBC-TV, Kansas City (Ch. 9)—Midland Bcstg. Co. (KMBC); shares time with WHB-TV. Rep: Free & Peters.

WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.

WHB-TV, Kansas City (Ch. 9)—WHB Bcstg. Co. (WHB); shares time with KMBC-TV. Rep: Blair.

KFEQ-TV, St. Joseph (Ch. 2)—KFEQ Inc. (KFEQ). Rep: Headley-Reed.

KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: NBC-TV Spot Sales.

KSTL-TV, St. Louis (Ch. 36)—Broadcast House Inc. (KSTL). Rep: H-R Television Inc.

WTVI, St. Louis-Bellefonte, Ill. (Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.

KACY, St. Louis-Festus (Ch. 14)—Ozark Television Corp. Rep: Raymer.

KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.

KYTV, Springfield (Ch. 3)—Springfield Television Inc. (KGBS). Rep: Hollingbery.

MONTANA

KOOK-TV, Billings (Ch. 2)—The Montana Network (KOOK). Rep: Headley-Reed.

KOPR-TV, Butte (Ch. 4)—Copper Bcstg. Co. (KOPR). Rep: Hollingbery.

KXLF-TV, Butte (Ch. 6)—Television Montana (KXLF). Rep: Walker.

NEBRASKA

KFOR-TV, Lincoln (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR). Rep: Raymer.

KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN). Rep: Weed.

KMTV, Omaha (Ch. 3)—May Bcstg. Co. (KMA, Shenandoah, Ia.). Rep: Petry.

WOW-TV, Omaha (Ch. 6)—Meredith WOW Inc. (WOW). Rep: Blair.

NEVADA

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

KZTV, Reno (Ch. 8)—Nevada Radio-Television Corp. (KWRN). Rep: Pearson.

NEW JERSEY

WFPG-TV, Atlantic City (Ch. 46)—Neptune Bcstg. Corp. (WFPG). Rep: Pearson.

WATV, Newark (Ch. 13)—Bremer Bcstg. Corp. (WAAT). Rep: Weed.

NEW MEXICO

KGGM-TV, Albuquerque (Ch. 13)—New Mexico Bcstg. Co. Inc. (KGGM). Rep: Weed.

KOAT-TV, Albuquerque (Ch. 7)—Alvarado Television Co. Inc. (KOAT). Rep: Hollingbery.

KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.

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

NEW YORK

WROW-TV, Albany (Ch. 41)—Hudson Valley Bcstg. Co. Inc. (WROW). Rep: Bolling.

WBNF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WBNF). Rep: Bolling.

WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WBEN). Rep: Harrington, Righter & Parsons.

WBES-TV, Buffalo (Ch. 59)—Buffalo-Niagara Television Corp. Rep: Bolling.

WBUF-TV, Buffalo (Ch. 17)—WBUF-TV Inc. Rep: H-R Television Inc.

WECT, Elmira (Ch. 18)—El-Cor Television Inc. Rep: Everett-McKinney.

WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.

WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).

WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.

WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.

WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.

WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast).

WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.

WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery. [Shifts to Ch. 5 in spring 1954.]

WHEC-TV, Rochester (Ch. 10)—WHEC Inc. (WHEC); shares time with WJET-TV. Rep: Everett-McKinney.

WVET-TV, Rochester (Ch. 10)—Veterans Bcstg. Co. Inc. (WVET); shares time with WHEC-TV. Rep: Bolling.

WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales. [Shifts to Ch. 6 in Dec.]

WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.

WSYR-TV, Syracuse (Ch. 3)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed; Kettell-Carter (Boston).

WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

NORTH CAROLINA

WISE-TV, Asheville (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.

WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.

WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.

WNAO-TV, Raleigh (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.

WSJS-TV, Winston-Salem (Ch. 12)—Triangle Bcstg. Corp. (WSJS). Rep: Headley-Reed.

WTOB-TV, Winston-Salem (Ch. 26)—Winston-Salem Bcstg. Co. (WTOB). Rep: H-R Television Inc.

NORTH DAKOTA

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

OHIO

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

OKLAHOMA

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

OREGON

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

PENNSYLVANIA

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

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

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

RHODE ISLAND

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

SOUTH CAROLINA

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

SOUTH DAKOTA

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

TENNESSEE

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

TEXAS

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

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

UTAH

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

VIRGINIA

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

WASHINGTON

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

WEST VIRGINIA

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

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

WISCONSIN

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

TERRITORIES

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

Canadian Stations

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

Mexican Border Stations

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

Construction Permits Outstanding and Starting Dates as Reported

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

ALABAMA

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

ARKANSAS

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

CALIFORNIA

†KQED, Berkeley (Ch. 9, allocated to San Francisco)—Bay Area Educational Television Assn. "Before end of 1953."
 KCOA, Corona (Ch. 52)—KOWL Bcstg. Co. (KOWL, Santa Monica). December, 1953.
 KBID, Fresno (Ch. 53)—John Poole Bcstg. Co. Rep: Meeker. December, 1953.
 KBIC-TV, Los Angeles (Ch. 22)—John Poole Bcstg. Co. Rep: Meeker. Spring of 1954.
 KMER, Merced (Ch. 34)—Merced Tele-Vision Corp.
 KBIK-TV, Sacramento (Ch. 46)—John Poole Bcstg. Co.
 KICU, Salinas (Ch. 28)—Salinas-Monterey Television Co. Rep: Bolling. [Cited by FCC on extension of CP. *Television Digest*, Vol. 9:38; granted extension to March 1, 1954.]
 KITO-TV, San Bernardino (Ch. 18)—KITO Inc. (KITO). Rep: Hollingbery. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34. Ordered to hearing.]

KBAY-TV, San Francisco (Ch. 20)—Lawrence A. Harvey.
 KSAN-TV, San Francisco (Ch. 32)—S. H. Patterson (KSAN). Rep: McGillvra.
 KVIE, San Jose (Ch. 48)—John A. Vietor Jr.
 KTVU, Stockton (Ch. 36)—San Joaquin Telecasters (KSTN). Rep: Hollingbery. November-December, 1953.
 KAGR-TV, Yuba City (Ch. 52)—John Steventon.

COLORADO

KDEN, Denver (Ch. 26)—Empire Coil Co. Inc.
 KIRV, Denver (Ch. 20)—Mountain States Television Co. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; initial decision of FCC proposes to withdraw grant, Vol. 9:46.]
 KOA-TV, Denver (Ch. 4)—Metropolitan Television Co. (KOA). Rep: Petry. December, 1953.
 †KRMA-TV, Denver (Ch. 6)—School District No. 1 in the City & County of Denver and State of Colorado School District.
 KFXJ-TV, Grand Junction (Ch. 5)—Western Slope Bcstg. Co. Inc. (KFXJ). Rep: Hal Holman.

CONNECTICUT

WSJL-Bridgeport (Ch. 49)—Harry L. Liftig.
 WONS-TV, Hartford (Ch. 18)—General-Times Television Corp. (WONS).
 WELI-TV, New Haven (Ch. 59)—Connecticut Radio Foundation Inc. (WELI). Rep: H-R Television Inc.
 WNLC-TV, New London (Ch. 26)—Thames Bcstg. Corp. (WNLC). Early in 1954.
 WSTF, Stamford (Ch. 27)—Stamford-Norwalk Television Corp.

CONNECTICUT—(Continued)

†WCBE, Bridgeport (Ch. 71)—Conn. State Board of Education.
 †WCHF, Hartford (Ch. 24)—Conn. State Board of Education.
 †WCNE, Norwich (Ch. 63)—Conn. State Board of Education.

DELAWARE

WHRN, Dover (Ch. 40)—Rollins Bcstg. Inc.
 WILM-TV, Wilmington (Ch. 83)—Delaware Bcstg. Co. (WILM).

FLORIDA

WINK-TV, Fort Myers (Ch. 11)—Fort Myers Bcstg. Co. (WINK).
 Rep: Weed. December, 1953.
 WJHP-TV, Jacksonville (Ch. 36)—Jacksonville Journal Co. (WJHP).
 Rep: John H. Perry Assoc. November-December, 1953.
 WOBS-TV, Jacksonville (Ch. 30)—Southern Radio & Equipment
 Co. (WOBS).
 †WTHS-TV, Miami (Ch. 2)—Lindsey Hopkins Vocational School of
 Dade County (WTHS). Spring of 1954.
 WDBO-TV, Orlando (Ch. 6)—Orlando Bcstg. Co. Inc. (WDBO).
 Rep: Blair. April, 1954.
 WJDM, Panama City (Ch. 7)—J. D. Manly. Rep: Hollingbery
 November-December, 1953.
 WEAR-TV, Pensacola (Ch. 3)—Gulfport Bcstg. Co. Inc. (WEAR).
 Rep: Hollingbery. December, 1953.
 WJNO-TV, West Palm Beach (Ch. 5)—Palm Beach Television Inc.
 (WJNO).

GEORGIA

WQXI-TV, Atlanta (Ch. 36)—Robert W. Rounsaville (WQXI).
 WRDW-TV, Augusta (Ch. 12)—Radio Augusta Inc. (WRDW). Rep:
 Headley-Reed.
 WTOG-TV, Savannah (Ch. 11)—Savannah Bcstg. Co. (WTOG).
 Rep: Katz. January, 1954.
 WGOV-TV, Valdosta (Ch. 37)—WGOV-TV Inc. (WGOV). Novem-
 ber-December, 1953.

IDAHO

KTVI, Boise (Ch. 9)—Idaho Bcstg. & Television Co. (KGEM).
 Rep: Hollingbery. Spring of 1954.
 KID-TV, Idaho Falls (Ch. 3)—Idaho Radio Corp. (KID). Decem-
 ber, 1953.
 KIFT, Idaho Falls (Ch. 8)—Idaho Falls Television Inc. (KIFI).
 Rep: Hollingbery. April, 1954.
 KFXD-TV, Nampa (Ch. 6)—Frank E. Hurt & Sons Inc. (KFXD).
 [Note: This station began operating June 18, 1953 but quit the
 air Aug. 12, reverting to CP status; for details, see *Television
 Digest*, Vol. 9:34.]
 KISJ, Pocatello (Ch. 6)—Tribune-Journal Co. Inc. (KJRL). "Late
 spring or summer of 1954."
 KWIK-TV, Pocatello (Ch. 10)—Eastern Idaho Bcstg. & Television
 Co. (KWIK). Rep: Hollingbery. December, 1953.
 KLIJ-TV, Twin Falls (Ch. 11)—Southern Idaho Bcstg. & Televi-
 sion Co. (KLIJ). Rep: Hollingbery. May, 1954.

ILLINOIS

WBLN, Bloomington (Ch. 15)—Cecil W. Roberts. Rep: McGilvra.
 November-December, 1953.
 WCUI, Champaign (Ch. 21)—Champaign-Urbana Television Inc.
 †WTLC, Champaign-Urbana (Ch. 12)—Univ. of Illinois. "Late
 1954."
 WHFC-TV, Chicago (Ch. 26)—WHFC Inc. (WHFC).
 WIND-TV, Chicago (Ch. 20)—WIND Inc. (WIND).
 †———, Chicago (Ch. 11)—Chicago Educational Television
 Foundation. October, 1954.
 WDAN-TV, Danville (Ch. 24)—Northwestern Publishing Co.
 (WDAN). Rep: Everett-McKinney. December, 1953.
 WTLE, Evanston (Ch. 32)—Northwestern Television Bcstg. Corp.
 June, 1954.
 WSIL-TV, Harrisburg. (Ch. 22)—Turner-Farrar Assn. November-
 December, 1953.
 WJOL-TV, Joliet (Ch. 48)—Joliet Television Inc. (WJOL).

INDIANA

WSJV, Elkhart (Ch. 52)—Truth Publishing Co. Inc. (WTRC).
 Rep: Pearson. February, 1954.
 WJRE, Indianapolis (Ch. 26)—Marion Bcstg. Corp. (WBAT,
 Marion, Ind.). January, 1954.
 WNES, Indianapolis (Ch. 67)—Empire Coil Co. Inc.
 WMRI-TV, Marion (Ch. 29)—Chronicle Publishing Co. Inc.
 (WMRI-FM).
 WRAY-TV, Princeton (Ch. 52)—Southern Indiana Tele-Casting
 Inc. (WRAY). Rep: Walker. November-December, 1953.
 WTHI-TV, Terre Haute (Ch. 10)—Wabash Valley Bcstg. Corp.
 (WTHI).
 WINT, Waterloo (Ch. 15, allocated to Angola, Ind.)—Tri-State
 Television Inc. (WDOK, Cleveland). December, 1953.

IOWA

KEYC, Cedar Rapids (Ch. 20)—Hawkeye Television Corp.
 WHO-TV, Des Moines (Ch. 13)—Central Bcstg. Co. (WHO). Rep:
 Free & Peters.

KGLO-TV, Mason City (Ch. 3)—Lee Radio Inc. (KGLO). Rep:
 Weed. Spring of 1954.

KCTV, Sioux City (Ch. 36)—Great Plains Television Properties of
 Iowa, Inc. Rep: Adam Young.

KANSAS

†KSAC-TV, Manhattan (Ch. 8)—Kansas State College of Agricul-
 ture & Applied Science (KSAC).
 KOAM-TV, Pittsburg (Ch. 7)—Pittsburg Bcstg. Co. (KOAM).
 Rep: Katz. November-December, 1953.
 ———, Topeka (Ch. 42)—Alf M. Landon.

KENTUCKY

WPTV, Ashland (Ch. 59)—Polan Industries.
 WLOU-TV, Louisville (Ch. 41)—Robert W. Rounsaville (WLOU).
 Rep: Forjoe. "Sometime in 1954."
 WTLK, Paducah (Ch. 43)—Paducah Television Corp.

LOUISIANA

KSPJ, Alexandria (Ch. 62)—Barnet Brezner.
 KHTV, Baton Rouge (Ch. 40)—Capital Television & Bcstg. Co.
 KLFY-TV, Lafayette (Ch. 10)—Camella Bcstg. Co. Inc. (KLFY);
 will share time with KVOL-TV. "Early spring of 1954."
 KVOL-TV, Lafayette (Ch. 10)—Evangeline Bcstg. Co. Inc. (KVOL);
 will share time with KLFY-TV. "Early spring of 1954."
 KPLC-TV, Lake Charles (Ch. 7)—Calcasieu Bcstg. Co. (KPLC).
 WCKG, New Orleans (Ch. 26)—CKG Television Co. (WMRV). Rep:
 Adam Young.
 WCNO-TV, New Orleans (Ch. 32)—Community Television Corp.
 Rep: Forjoe. January, 1954.
 WTLO, New Orleans (Ch. 20)—New Orleans Television Co.
 KSLA, Shreveport (Ch. 12)—Interim Television Corp. Rep: Ray-
 mer. December, 1953.

MAINE

WMTW, Poland (Ch. 8, allocated to Lewiston)—Mt. Washington
 TV Inc. September, 1954.
 WCSH-TV, Portland (Ch. 6)—Congress Square Hotel Co. (WCSH).
 Rep: Weed. December, 1953.
 WGAN-TV, Portland (Ch. 13)—Guy Gannett Bcstg. Services
 (WGAN). December-January.

MARYLAND

WITH-TV, Baltimore (Ch. 60)—WITH-TV Inc. (WITH). Rep:
 Forjoe.
 WTBO-TV, Cumberland (Ch. 17)—Maryland Radio Corp. (WTBO).
 Summer of 1954.
 WFMD-TV, Frederick (Ch. 62)—Monocacy Bcstg. Co. (WFMD).
 WBOC-TV, Salisbury (Ch. 16)—Peninsula Bcstg. Co. (WBOC).
 Rep: Burn-Smith. March, 1954.

MASSACHUSETTS

WMGT, Adams (Ch. 74)—Greylock Bcstg. Co. (WBRK). Rep:
 Walker. December, 1953.
 WBOS-TV, Boston (Ch. 50)—E. Anthony & Sons Inc.
 †WGBH-TV, Boston (Ch. 2)—WGBH Education Foundation
 (WGBH). October, 1954.
 WJDW, Boston (Ch. 44)—J. D. Wrather Jr.
 WHEF-TV, Brockton (Ch. 62)—Trans-American Enterprises Inc.
 Fall of 1954.
 WGLM, Lawrence (Ch. 72)—General Bcstg. Co.
 WTEV, New Bedford (Ch. 28)—E. Anthony & Sons Inc. (WNBH).
 Rep: Walker.
 WBEC-TV, Pittsfield (Ch. 64)—Western Massachusetts Bcstg. Co.
 (WBEC).
 WAAB-TV, Worcester (Ch. 20)—Wilson Enterprises Inc. (WAAB).
 Rep: Hollingbery. April, 1954.

MICHIGAN

†WUOM-TV, Ann Arbor (Ch. 26)—Regents of the Univ. of Michi-
 gan.
 WBCK-TV, Battle Creek (Ch. 58)—Michigan Bcstg. Co. (WBCK).
 Rep: Headley-Reed. December-January.
 WNEM-TV, Bay City (Ch. 5)—North Eastern Michigan Corp.
 WHFB-TV, Benton Harbor (Ch. 42)—Palladium Publishing Co.
 (WHFB). [Extension of CP tentatively rejected by FCC; see
Television Digest, Vol. 9:48.]
 WWTW, Cadillac (Ch. 13)—Sparton Bcstg. Co. Rep: Weed. Decem-
 ber, 1953.
 ———, Detroit (Ch. 62)—UAW-CIO Bcstg. Corp. of Michigan.
 WKAR-TV, East Lansing (Ch. 60)—Michigan State Board of Agri-
 culture, Michigan State College (WKAR). [Commercial chan-
 nel.] December, 1953.
 WIBM-TV, Jackson (Ch. 48)—WIBM Inc. (WIBM). Rep: Forjoe.
 WTVM, Muskegon (Ch. 35)—Versluis Radio & Television Inc.
 (WLAV, Grand Rapids).
 WSBM-TV, Saginaw (Ch. 51)—Booth Radio & Television Stations
 Inc. (WSGW). Rep: Pearson. June, 1954.
 WTCM-TV, Traverse City (Ch. 7)—Midwestern Bcstg. Co. (WTCM).

MINNESOTA

WDSM-TV, Duluth-Superior (Wis.) (Ch. 6)—Ridson Inc. (WDSM). Rep: Free & Peters.
 WJON-TV, St. Cloud (Ch. 7)—Granite City Bcstg. Co. (WJON). Rep: Rambeau. March, 1954.
 WCOW-TV, St. Paul (Ch. 17)—WCOW Telecasting Co. (WCOW).

MISSISSIPPI

WCBI-TV, Columbus (Ch. 28)—Birney Imes Jr. (WCBI). Rep: McGillvra.
 WGCM-TV, Gulfport (Ch. 56)—WGCM Television Corp. (WGCM).
 WJDT, Jackson (Ch. 3)—Lamar Life Bcstg. Co. (WRBC). Rep: Hollingbery. December, 1953.
 WSLI-TV, Jackson (Ch. 12)—Standard Life Bcstg. Co. Inc. (WSLI). Rep: Weed. January, 1954.
 WCOC-TV, Meridian (Ch. 30)—Mississippi Bcstg. Co. (WCOC). December, 1953.

MISSOURI

KFVS-TV, Cape Girardeau (Ch. 12)—Hirsch Bcstg. Co. (KFVS).
 KGMO-TV, Cape Girardeau (Ch. 18)—KGMO Radio Television Inc. (KGMO).
 KFYO-TV, Clayton (Ch. 30, allocated to St. Louis)—Lutheran Church—Missouri Synod (KFYO).
 KOMU-TV, Columbia (Ch. 8)—Curators of the University of Missouri. [Commercial grant.] Rep: H-R Television Inc. December-January.
 †KETC, St. Louis (Ch. 9)—St. Louis Educational Television Commission.
 WIL-TV, St. Louis (Ch. 42)—Missouri Bcstg. Corp. (WIL). Rep: Adam Young.
 KDRO-TV, Sedalia (Ch. 6)—Milton J. Hinlein (KDRO). Rep: Forjoe. December, 1953.

MONTANA

KRHT, Billings (Ch. 8)—Rudman-Hayutin Television Co.
 KFBB-TV, Great Falls (Ch. 5)—Buttrey Broadcast Inc. (KFBB). Rep: Weed. "Early in 1954."
 KMON-TV, Great Falls (Ch. 3)—Montana Farmer Inc. (KMON).
 KGVO-TV, Missoula (Ch. 13)—Mosby's Inc. (KGVO). Rep: Gill-Perna. June, 1954.

NEBRASKA

KHOL-TV, Kearney-Holdredge (Ch. 13)—Bi-States Co. Rep: Meeker. December, 1953.

NEW HAMPSHIRE

WKNE-TV, Keene (Ch. 45)—WKNE Corp. (WKNE). Rep: Meeker.
 WMUR-TV, Manchester (Ch. 9)—Radio Voice of New Hampshire Inc. (WMUR). Christmas, 1953.

NEW JERSEY

WRTV, Asbury Park (Ch. 58)—Atlantic Video Corp. December, 1953.
 WOCN, Atlantic City (Ch. 52)—Matta Enterprises.
 WDNH, New Brunswick (Ch. 47)—Home News Publishing Co.
 †WTLV, New Brunswick (Ch. 19)—Dept. of Education, State of N. J.
 WTTM-TV, Trenton (Ch. 41)—People's Bcstg. Corp. (WTTM). Rep: Forjoe.

NEW MEXICO

KNEH, Clovis (Ch. 12)—Telepolitan Bcstg. Co.

NEW YORK

WPTR-TV, Albany (Ch. 23)—Patroon Bcstg. Co. Inc. (WPTR).
 WHCU-TV, Ithaca (Ch. 20)—Cornell University (WHCU). [Commercial channel.] Late in 1954.
 WJTN-TV, Jamestown (Ch. 58)—James Bcstg. Co. Inc. (WJTN). Rep: Taylor.
 WKNY-TV, Kingston (Ch. 66)—Kingston Bcstg. Corp. (WKNY). Rep: Meeker. December, 1953.
 WEOK-TV, Poughkeepsie (Ch. 21)—Mid-Hudson Bcstrs. Inc. (WEOK). Rep: Everett-McKinney. Latter 1953. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted extension to May 26, 1954.]
 WCBF-TV, Rochester (Ch. 15)—Star Bcstg. Co. Inc. (WGVA). Rep: Donald Cooke.
 WRNY-TV, Rochester (Ch. 27)—Genesee Valley Television Corp.
 WTRI, Schenectady (Ch. 35)—Van Curler Bcstg. Corp. January, 1954.
 WFRB, Utica (Ch. 19)—Richard H. Balch. About July, 1954.
 WWNY-TV, Watertown (Ch. 48)—Brockway Co. (WWNY). Rep: Weed.

†WTVZ, Albany (Ch. 17)—University of the State of New York.
 †WQTV, Binghamton (Ch. 46)—University of the State of N. Y.
 †WTVF, Buffalo (Ch. 23)—University of the State of New York.
 †WLET, Ithaca (Ch. 14)—University of the State of New York.
 †WGTV, New York (Ch. 25)—University of the State of New York.
 †WROH, Rochester (Ch. 21)—University of the State of New York.
 †WHTV, Syracuse (Ch. 43)—University of the State of New York.
 Note: Funds have not yet been made available for the construction and operation of these non-commercial stations and majority of Special Legislative Commission has recommended against state grants. [See *Television Digest*, Vol. 9:9.]

NORTH CAROLINA

†WUNC-TV, Chapel Hill (Ch. 4)—Consolidated Univ. of North Carolina. September, 1954.
 WAYS-TV, Charlotte (Ch. 36)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS). Rep: Bolling. December, 1953.
 WCIG-TV, Durham (Ch. 46)—T. E. Allen & Sons Inc. Rep: H-R Television Inc.
 WTVX, Goldsboro (Ch. 34)—Goldsboro Television Corp.
 WCOG-TV, Greensboro (Ch. 57)—Inter-City Advertising Co. of Greensboro, N. C. Inc. (WCOG). Rep: Bolling. January or early February, 1954.
 WNCT, Greenville (Ch. 9)—Carolina Bcstg. System Inc. (WGTC). Rep: Pearson. December, 1953.
 WPAQ-TV, Mt. Alry (Ch. 55)—Ralph D. Epperson (WPAQ). Rep: Thomas F. Clark Co.
 WMFD-TV, Wilmington (Ch. 6)—WMFD-TV Inc. (WMFD). Spring of 1954.

NORTH DAKOTA

KFYR-TV, Bismarck (Ch. 5)—Meyer Bcstg. Co. (KFYR). Rep: Blair. December, 1953.
 KXJB-TV, Valley City (Ch. 4)—North Dakota Bcstg. Co. (KSJB, Jamestown). July, 1954.

OHIO

WCIN-TV, Cincinnati (Ch. 54)—Rounsaville-&-Clark Television Co. Rep: Forjoe. January, 1954.
 WERE-TV, Cleveland (Ch. 65)—Cleveland Bcstg. Inc. (WERE). Rep: Taylor.
 †WOSU-TV, Columbus (Ch. 34)—Ohio State University (WOSU).
 WIMA-TV, Lima (Ch. 35)—Northwestern Ohio Bcstg. Corp. (WIMA). Rep: Weed. January, 1954.
 WMAC-TV, Massillon (Ch. 23)—Midwest TV Co. Rep: Petry. December, 1953.
 WSTV-TV, Steubenville (Ch. 9)—WSTV Inc. (WSTV). Rep: Avery-Knodel. December, 1953.
 WUTV, Youngstown (Ch. 21)—Polan Industries.

OKLAHOMA

KMIV, Miami (Ch. 58)—Miami Television Co.
 KWTV, Oklahoma City (Ch. 9)—Oklahoma Television Corp. Rep: Avery-Knodel. December, 1953.
 KCEB, Tulsa (Ch. 23)—Elfred Beck. Rep: Bolling. November-December, 1953.

OREGON

KTVF, Eugene-Springfield (Ch. 20)—W. Gordon Allen.
 KVAL-TV, Eugene (Ch. 13)—Eugene Television Inc. Rep: Hollingbery.
 KPIC, Salem (Ch. 24)—Lawrence A. Harvey. November-December, 1953.
 KSLM-TV, Salem (Ch. 3)—Oregon Radio Inc. (KSLM).

PENNSYLVANIA

WFMZ-TV, Allentown (Ch. 67)—Penn-Allen Bcstg. Co. (WFMZ).
 WQCY, Allentown (Ch. 39)—Queen City Television Co. Inc.
 WSEE, Erie (Ch. 35)—Great Lakes Television Co. (WERC).
 WCMB-TV, Harrisburg (Ch. 27)—Rossmoyne Corp. (WCMB, Lemoyne). Rep: Donald Cooke.
 WAZL-TV, Hazleton (Ch. 63)—Hazleton Television Corp. (WAZL). Rep: Meeker.
 WWLA, Lancaster (Ch. 21)—Harold C. Burke.
 WMRF-TV, Lewistown (Ch. 38)—Lewistown Bcstg. Co. (WMRF). Rep: Burn-Smith.
 WIBG-TV, Philadelphia (Ch. 23)—Daily News Television Co. (WIBG).
 WIP-TV, Philadelphia (Ch. 29)—Pennsylvania Bcstg. Co. (WIP). [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension from July 29 to Dec. 26, 1953.]
 †WQED, Pittsburgh (Ch. 13)—Metropolitan Pittsburgh Educational Television Station. January, 1954.
 WTVQ, Pittsburgh (Ch. 47)—Golden Triangle Television Corp. Rep: Headley-Reed. [Transfer of ownership pending; *Television Digest*, Vol. 9:30.]
 WARM-TV, Scranton (Ch. 16)—Union Bcstg. Co. (WARM). Rep: Hollingbery. December, 1953.
 WRAK-TV, Williamsport (Ch. 36)—WRAK Inc. (WRAK). Rep: Everett-McKinney. [Cited by FCC on extension of CP; *Television Digest*, Vol. 9:34; granted CP extension to Jan. 12, 1954.]

RHODE ISLAND

WNET, Providence (Ch. 16)—Channel 16 of Rhode Island Inc.
 WPRO-TV, Providence (Ch. 12)—Cherry & Webb Bcstg. Co. (WPRO). Rep: Blair. (Delayed by protest.)

SOUTH CAROLINA

WAKN-TV, Aiken (Ch. 54)—Aiken Electronics Corp. (WAKN).
 WAIM-TV, Anderson (Ch. 40)—Wilton E. Hall (WAIM). Rep: Burn-Smith. December, 1953.
 WACA-TV, Camden (Ch. 14)—Camden Bcstg. Corp. (WACA). January 1954.

SOUTH CAROLINA—(Continued)

—, Florence, S. C. (Ch. 8)—Jefferson Standard Bcstg. Co.
 WGCT, Greenville (Ch. 4)—Carolina Television Inc. Rep: Weed.
 December, 1953.
 WCRS-TV, Greenwood (Ch. 21)—Grenco Inc. (WCRS).
 WORD-TV, Spartanburg (Ch. 7) — Spartan Radiocasting Co.
 (WORD).
 WSCV, Spartanburg (Ch. 17)—Sterling Telecasting Co. (WBCU,
 Union, S. C.).

TENNESSEE

WUOC, Chattanooga (Ch. 49)—Chattanooga T-V Inc. (WMFS).
 Rep: Pearson.
 WTVT, Chattanooga (Ch. 43)—Tom Potter.
 WLAC-TV, Nashville (Ch. 5, allocated to Old Hickory)—Life &
 Casualty Insurance Co. of Tennessee (WLAC).

TEXAS

KMBT, Beaumont (Ch. 31)—Television Bcstrs. Inc.
 KDTX, Dallas (Ch. 23)—UHF Television Co.
 KLIF-TV, Dallas (Ch. 29)—Trinity Bcstg. Corp. (KLIF). Rep:
 H-R Television Inc.
 KEPO-TV, El Paso (Ch. 13)—KEPO Inc. (KEPO). Rep: Avery-
 Knodel.
 KTCO, Fort Worth (Ch. 20)—Tarrant County Television Co.
 KTVP, Houston (Ch. 23)—UHF Television Co.
 KXYZ-TV, Houston (Ch. 29)—Shamrock Bcstg. Co. (KXYZ). Rep:
 Free & Peters.
 KFYO-TV, Lubbock (Ch. 5)—Globe-News Publishing Co. Inc.
 (KFYO). Rep: Katz.
 KTRE-TV, Lufkin (Ch. 9)—Forest Capital Bcstg. Co. (KTRE).
 Rep: Taylor.
 KMSL, Marshall (Ch. 16)—Marshall Television Corp.
 KMID-TV, Midland (Ch. 2)—Midessa Television Co. Rep: Taylor.
 December, 1953.
 KALA, San Antonio (Ch. 35)—Alamo Television Co.
 KSHM, Sherman (Ch. 46)—Sherman Television Co.
 KPAR-TV, Sweetwater (Ch. 12) — Texas Telecasting Inc. Rep:
 Avery-Knodel.
 KNAL-TV, Victoria (Ch. 19) — KNAL Television Co. (KNAL).
 Spring of 1954.
 KRGV-TV, Weslaco (Ch. 5)—KRGV Television Inc. (KRGV). Rep:
 Raymer. November or December, 1953.

UTAH

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

VIRGINIA

WCHV-TV, Charlottesville (Ch. 64)—Barham & Barham (WCHV).
 Rep: Walker.
 WBTM-TV, Danville (Ch. 24)—Piedmont Bcstg. Corp. (WBTM).
 Rep: Hollingbery. December, 1953.
 WMEV-TV, Marion (Ch. 50) — Mountain Empire Bcstg. Corp.
 (WMEV). Rep: Donald Cooke.

WASHINGTON

KVAN-TV, Vancouver (Ch. 21, allocated to Portland, Ore.)—Van-
 couver Radio Corp. (KVAN). Rep: Bolling. January, 1954.
 KIT-TV, Yakima (Ch. 23)—KIT Inc. (KIT). November-December,
 1953.

WEST VIRGINIA

WBey, Beckley (Ch. 21)—Appalachian Television Corp.
 WJPB-TV, Fairmont (Ch. 35)—Fairmont Bcstg. Co. (WVWV).
 Rep: Headley-Reed. January, 1954.
 WLTV, Wheeling (Ch. 51)—Polan Industries.

WISCONSIN

WEAU-TV, Eau Claire (Ch. 13)—Central Bcstg. Co. (WEAU).
 Rep: Hollingbery. December, 1953.
 WKBH-TV, LaCrosse (Ch. 8)—WKBH Television Inc. (WKBH).
 Rep: Raymer. Summer of 1954.
 †WHA-TV, Madison (Ch. 21)—Wisconsin State Radio Council
 (WHA). January, 1954.
 WMAM-TV, Marinette (Ch. 11)—M & M Bcstg. Co. Inc. (WMAM).
 WMIL-TV, Milwaukee (Ch. 31)—Cream City Bcstg. Co. Inc.
 (WMIL).
 WNAM-TV, Neenah (Ch. 42, allocated to Appleton)—Neenah-
 Menasha Bcstg. (WNAM). Rep: George W. Clark Inc. Decem-
 ber, 1953.

WYOMING

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

TERRITORIES

KFIF, Fairbanks, Alaska (Ch. 2)—Kiggins & Rollins. Rep: Weed;
 Moore & Lund (Pacific Northwest). January, 1954.
 KULA-TV, Honolulu, Hawaii (Ch. 4)—Pacific Frontier Bcstg. Co.
 Ltd. (KULA). Rep: Adam Young.
 WAPA-TV, San Juan, P. R. (Ch. 4)—Jose Ramon Quinones
 (WAPA). Caribbean Networks Inc. December, 1953.
 WKAQ-TV, San Juan, P. R. (Ch. 2)—El Mundo Bcstg. Corp.
 (WKAQ). Rep: Inter-America Publications Inc. January, 1954.

NEW CANADIAN STATIONS AUTHORIZED

—, Calgary, Alta. (Ch. 2)—Calgary Television Ltd. (CFAC).
 —, Edmonton, Alta. (Ch. 3)—Sunwapta Bcstg. Co. Ltd.
 (CFRN).
 CBHT, Halifax, N. S. (Ch. 3)—Canadian Broadcasting Corp. (CBH).
 CHCH-TV, Hamilton, Ont. (Ch. 13)—Niagara Television Ltd.
 (CKOC, CHML, CJSH-FM). Rep: Adam Young (for U. S.); All
 Canada Television. December, 1953.
 CKWS-TV, Kingston, Ont. (Ch. 11)—Brookland Co. Ltd. (CKWS).
 CKOC-TV, Kitchener, Ont. (Ch. 13)—Central Ontario Television
 Ltd. (CKCR). Rep: Joseph Hardy & Co.
 CFCM-TV, Quebec City, Que. (Ch. 4)—Television de Quebec Lim-
 itee (CHRC, CJQC, CKCV). Rep: Weed (for U. S.); Joseph
 Hardy & Co. April, 1954.
 CKCK-TV, Regina, Sask. (Ch. 2)—Trans-Canada Communications
 Ltd. (CKCK). Rep: Weed (for U.S.); All-Canada Television.
 January, 1954.
 CJBR-TV, Rimouski, Que. (Ch. 3)—Lower St. Lawrence Radio Inc.
 (CJER). Rep: Adam Young (for U. S.); H. N. Stovin & Co. April,
 1954.
 CHSJ-TV, Saint John, N. B. (Ch. 4)—New Brunswick Bcstg. Co.
 Ltd. (CHSJ). Rep: All-Canada Television. February, 1954.
 CFCQ-TV, Saskatoon, Sask. (Ch. 8)—A. A. Murphy & Sons Ltd.
 (CFCQ). Rep: Adam Young.
 CJCB-TV, Sydney, N. S. (Ch. 4)—Cape Breton Bcstrs. Ltd. (CJCB).
 Rep: All Canada Television.
 CBUT, Vancouver, B. C. (Ch. 2)—Canadian Broadcasting Corp.
 (CBU). December, 1953.
 CKLW-TV, Windsor, Ont. (Ch. 9)—Western Ontario Bcstg. Co.
 Ltd. (CKLW). Rep: Adam Young (for U. S.) & All Canada Tele-
 vision.
 CBWT, Winnipeg, Man. (Ch. 4)—Canadian Broadcasting Corp.
 (CBW).

CONSTRUCTION PERMITS RELINQUISHED

(Cancelled at Request of Grantee or Dropped by FCC)

WTVS, Gadsden, Ala. (Ch. 21)—Jacob A. Newborn Jr. Dropped
 May 26, 1953.
 KCNA-TV, Tucson, Ariz. (Ch. 9)—Catalina Bcstg. Co. Dropped
 Sept. 2, 1953.
 WOTV, Lakeland, Fla. (Ch. 16)—WONN-TV Inc. Dropped Nov. 13,
 1953.
 KDIO, Davenport, Ia. (Ch. 36)—Mel Foster-Harold Hoersch.
 Dropped Nov. 18, 1953.
 WVJS-TV, Owensboro, Ky. (Ch. 14)—Owensboro On The Air.
 Dropped Sept. 25, 1953.
 WBGT, Richmond, Ky. (Ch. 60)—Blue Grass Television Co.
 Dropped Nov. 6, 1953.
 WSEE-TV, Fall River, Mass. (Ch. 46)—New England Television Co.
 Inc. Dropped Nov. 4, 1953.
 WNOH, Northampton, Mass. (Ch. 36)—Regional TV Corp. Dropped
 Sept. 18, 1953.
 WCTV, Flint, Mich. (Ch. 28)—Trans-American Television Corp.
 Dropped Nov. 20, 1953.
 WKMI-TV, Kalamazoo, Mich. (Ch. 36)—Howard D. Steere. Dropped
 Aug. 12, 1953.
 KTVK, Santa Fe, N. M. (Ch. 2)—Greer & Greer. Dropped Nov. 20,
 1953.
 WHKP-TV, Hendersonville, N. C. (Ch. 27)—Radio Hendersonville
 Inc. Dropped Nov. 5, 1953.
 KBFM, Bismarck, N.D. (Ch. 12)—Rudman Television Co. Dropped
 Sept. 11, 1953.
 KNDK, Minot, N.D. (Ch. 10)—Rudman Television Co. Dropped
 Sept. 11, 1953.
 WLEC-TV, Sandusky, O. (Ch. 42)—Lake Erie Bcstg. Co. Dropped
 Aug. 25, 1953.
 WHHH-TV, Warren, O. (Ch. 67)—Warren Tribune Radio Station
 Inc. Dropped July 10, 1953.
 KCTV, Austin, Tex. (Ch. 18)—Capital City Television Co. Dropped
 June 4, 1953.
 KTVA, Austin, Tex. (Ch. 24)—Tom Potter. Dropped May 21, 1953.
 KTVR, Galveston, Tex. (Ch. 41)—Rudman Television Co. Can-
 celled by FCC Oct. 15, 1953.
 KRIO-TV, McAllen, Tex. (Ch. 20)—Texas State Network Inc.
 Dropped June 19, 1953.
 KMID-TV, Midland, Tex. (Ch. 2)—Permian Basin Television Co.
 Dropped May 6, 1953. [Channel and call letters reassigned to
 Midessa Television Co.]
 KGKL-TV, San Angelo, Tex. (Ch. 3)—KGKL Inc. Dropped March
 27, 1953.
 KTVW, Wichita Falls, Tex. (Ch. 22)—White Television Co. Dropped
 July 28, 1953.
 WWOD-TV, Lynchburg, Va. (Ch. 16)—Old Dominion Bcstg. Corp.
 Dropped July 10, 1953.
 WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. [Note:
 This station began operating Feb. 15, 1953, but quit the air per-
 manently July 18; for details, see *Television Digest*, Vol. 9:29.]
 WRBJ, Beloit, Wis. (Ch. 57)—Beloit Bcstg. Co. Dropped Oct. 8,
 1953.

(4) Zenith v.p. H.C. Bonfig said mass market for color sets is at least 2 years away, added Zenith is producing 100 color receivers for January showing. He said they would cost Zenith about \$2000 each, in prime labor and material.

(5) Illustrating industry's "truth" campaign was having effect, was the increasing use of the "Don't Wait for Color" theme in newspaper ads and editorials. Nov. 27 Chicago American editorial said there will be no mass production of color sets before 1958, advised consumers to "get one of the excellent" black-&-white sets now on market. Editorial was deemed result of Motorola appeal to press for caution in handling news of color, as means of protecting trade and public (Vol. 9:46).

(6) Better Business Bureaus' booklet on color (Vol. 9:47) moved closer to publication, with indications initial 500,000 may be printed in fortnight.

* * * *

TV production still shows no signs of tapering off much. Output was 146,727 week ended Nov. 20, compared to 149,724 preceding week, 161,337 week ended Nov. 6. It was year's 46th week, compared with 198,917 corresponding week year ago, and brought 1953 output to date to about 6,670,000 -- 600,000 more than all of 1952.

Radio production totaled 280,244, compared to 276,657 week ended Nov. 13 and 285,340 week before. It compared with 220,339 corresponding week of 1952, brought 1953 output to date to about 12,140,000 -- compared to 10,934,872 all of last year.

Topics & Trends of TV Trade: How the "average consumer" might feel about buying a color set may be illuminated by survey, first of its kind, conducted among the 545 employes of rectifier div. of Sarkes Tarzian Inc., Bloomington, Ind., by div. director G. Eannarino. It can be presumed most of them have never seen color TV—at least not the recent experimental colorcasts from New York as seen on 12-in. screens. These questions were asked:

(1) What would you pay for a color set? 470 answered \$500; 62 said \$750; 10 said \$1000; 3 said over \$1000.

(2) Would you be satisfied to wait 2 years for the price of color set to reduce to \$300? Yes, answered 500; no, replied 45.

(3) If your present black-&-white set were to fail beyond repair, or if you were buying a new set, what kind would you buy? 263 answered large console, 150 said small console, 132 table model.

Average pay of employes, who've had no layoffs in 4 years, is \$60 a week before taxes. Most are women and live on farms or in low-rent rural areas.

* * * *

Appeal to curtail discount buying was made this week by NARDA pres. Wallace Johnston, in identical letters to AFL pres. George Meany and CIO pres. Walter Reuther. Group buying and union discount stores were special targets of Johnston, who wrote: "We are handicapped in our work by people with 'connections,' group buying, such activities as 'union discount stores,' many of which have no official sanction. The salesman who creates a sale only to find it deflected by someone who could get it for the customer wholesale is soon discouraged and he quits selling." He added: "We recognize, of course, the importance of marginal benefits to labor in addition to substantial wages and steady employment. But we urge you to seek those benefits which do not result in laying the groundwork for what could be an eventual logjam that hurts us all."

Don J. Ferraro's 3 companies—Fidelity Tube Co., Gem Radio & Television Corp., Jewel Radio Corp., all located at 900 Passaic Ave., E. Newark, N. J.—this week filed petitions under Chapter XI of the Bankruptcy Act in U. S. Federal Court in Newark. Fidelity, maker of CR tubes, proposes to pay unsecured creditors 20%—5% on confirmation and 5% every 6 months; Gem, maker of TVs and radios, 5% on confirmation; Jewel, maker of radios, 5% on confirmation.

Admiral's Ross Siragusa, back from Europe, doesn't see much of an export market there for American TV sets for main reason that wages are low and costs of receivers relatively high. In Italy, for example, the average wage of girls working in TV plants is \$35 a month, men \$65. A 17-in. TV set costs about \$400. "It doesn't require too much mathematics," he observes, "to ascertain that the average worker has enough of a problem trying to eat, let alone trying to entertain himself with a TV receiver." Another major factor in what Siragusa sees as the "poor outlook for TV in Europe" is "the lack of commercial sponsorship and with it the short periods of programming."

Blow against trans-shipping was struck last week by New Jersey legislature, which enacted law (S 364) making it misdemeanor for anyone to remove or alter serial number or trade-marks of TVs and appliances for resale purposes. State was first to enact such a law, which was strongly pushed by DuMont gen. mgr. Irving Sarlin.

* * * *

Distributor Notes: Admiral establishes factory branch at Sixth Ave. & E St., Anchorage, Alaska (Wm. W. Winkels, gen. mgr.) . . . Raytheon appoints H. M Tower Corp., New Haven (Wm. G. Miller, pres.) and Wayne Distributing Co., Ft. Wayne (Kenneth C. Burtner, owner) . . . CBS-Columbia appoints Peninsular Distributing Co., Detroit . . . Emerson appoints Appliance Wholesalers Inc., Portland, Me. (Peter A. Anderson, pres.) . . . Arvin names Banks-Miller Supply Co., Huntington, W. Va. . . . Warren-Connolly Co. Inc., N. Y. (Hallcrafters) appoints Ronald Caiani sales v.p. and James Mannix v.p.-treas. . . . Westinghouse Electric Supply Co., N. Y., names Howard E. Oakes gen. specialties sales mgr.



Dividends: Wells-Gardner, 15¢ plus 15¢ extra payable Dec. 15 to stockholders of record Dec. 4; Sprague Electric, 40¢ Dec. 14 to holders Nov. 27; Bendix Aviation, 75¢ Dec. 14 to holders Nov. 27 and 7% stock Jan. 16 to holders Dec. 3; Electronic Assoc., 20¢ to holders Dec. 21; WJR, The Goodwill Station Inc., 40¢ Dec. 11 to holders Dec. 4; Stromberg-Carlson, 37½¢ Dec. 31 to holders Dec. 15; Standard Radio Ltd. A, 10¢ Jan. 8 to holders Dec. 18; Aircraft Radio, 35¢ Dec. 14 to holders Dec. 4; Canadian Westinghouse, 50¢ Jan. 2 to holders Dec. 14.

Network TV-Radio Billings

October 1953 and January-October 1953
(For September report see *Television Digest*, Vol. 9:44)

NEW RECORD billings for all TV networks were achieved during October, according to Publishers Information Bureau report, with NBC-TV for first time since May regaining lead from CBS-TV. Month also showed network radio well up from September, though lagging behind October 1952 and slightly behind 10-month 1952 total.

NBC-TV hit \$10,394,200, up from \$7,748,619 in September and comparing with \$8,076,848 in October 1952. CBS-TV jumped to \$9,421,202 from \$8,503,620 in September and \$6,896,206 in October 1952. It makes 5 times each has held monthly leadership this year. ABC-TV broke \$2,000,000 mark for first time this year, DuMont \$1,000,000 for second time.

Aggregate October billings for the 4 TV networks were \$23,487,072 vs. \$17,385,539 in October 1952; first 10 months, \$178,975,411 vs. \$146,228,170.

Network radio's leadership continues to be held by CBS by wide margin. The PIB breakdowns follow (for preceding years, see tables on p. 350, *TV Factbook No. 17*):

| | NETWORK TELEVISION | | | |
|--------------|---------------------|---------------------|----------------------|----------------------|
| | October 1953 | October 1952 | Jan.-Oct. 1953 | Jan.-Oct. 1952 |
| NBC | \$10,394,200 | \$ 8,076,848 | \$ 76,979,840 | \$ 67,385,750 |
| CBS | 9,421,202 | 6,896,206 | 77,367,723 | 55,315,230 |
| ABC | 2,297,862 | 1,453,811 | 16,094,615 | 15,624,416 |
| DuMont | 1,373,808 | 958,674 | 8,533,233 | 7,902,774 |
| Total | \$23,487,072 | \$17,385,539 | \$178,975,411 | \$146,228,170 |

| | NETWORK RADIO | | | |
|--------------|---------------------|---------------------|----------------------|----------------------|
| | October 1953 | October 1952 | Jan.-Oct. 1953 | Jan.-Oct. 1952 |
| CBS | \$ 5,477,711 | \$ 5,851,106 | \$ 51,433,455 | \$ 48,287,237 |
| NBC | 3,395,554 | 4,371,569 | 38,047,598 | 39,417,871 |
| ABC | 2,653,079 | 2,914,322 | 24,155,393 | 29,506,385 |
| MBS | 2,172,526 | 2,304,804 | 18,927,729 | 16,839,304 |
| Total | \$13,699,270 | \$15,441,801 | \$132,564,180 | \$134,050,797 |

| | NETWORK TELEVISION—January-October 1953 | | | | |
|--------------|---|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | DuMont | NBC | Total |
| Jan. | \$ 1,604,892 | \$ 7,083,619 | \$ 982,794 | \$ 7,604,638 | \$ 17,275,943 |
| Feb. | 1,481,032 | 6,621,620 | 862,299 | 6,876,029 | 15,840,989 |
| Mar. | 1,728,446 | 7,739,812 | 1,054,857 | 7,998,131 | 18,521,246 |
| Apr. | 1,640,597 | 7,770,181 | 819,398 | 7,513,430 | 17,743,606 |
| May | 1,813,985 | 7,622,432 | 864,870 | 8,052,545 | 18,353,832 |
| June | 1,607,320 | 7,399,078 | 803,848 | 7,324,315 | 17,134,561 |
| July | 1,299,471 | 7,422,337 | 511,047 | 6,903,092 | 16,135,947 |
| Aug. | 1,244,993 | 7,783,813 | 657,746 | 6,564,841 | 16,251,393 |
| Sept. | 1,376,017 | 8,503,620* | 602,566 | 7,748,619 | 18,230,822* |
| Oct. | 2,297,862 | 9,421,202 | 1,373,808 | 10,394,200 | 23,487,072 |
| Total | \$16,094,615 | \$77,367,723 | \$ 8,533,233 | \$76,979,840 | \$178,975,411 |

| | NETWORK RADIO—January-October 1953 | | | | |
|--------------|------------------------------------|---------------------|---------------------|---------------------|----------------------|
| | ABC | CBS | MBS | NBC | Total |
| Jan. | \$ 2,674,622 | \$ 5,156,404 | \$ 1,786,134 | \$ 4,260,555 | \$ 13,877,715 |
| Feb. | 2,538,663 | 4,670,089 | 1,638,075 | 3,813,602 | 12,660,429 |
| Mar. | 2,797,544 | 5,526,360 | 1,995,478 | 4,342,082 | 14,661,464 |
| Apr. | 2,637,364 | 5,375,243 | 2,008,990 | 4,196,009 | 14,217,606 |
| May | 2,593,923 | 5,333,481 | 2,038,210 | 4,141,070 | 14,106,684 |
| June | 2,113,725 | 5,226,098 | 1,926,865 | 3,979,471 | 13,246,157 |
| July | 2,030,989 | 4,869,719 | 1,830,467 | 3,494,330 | 12,225,505 |
| Aug. | 1,958,683 | 4,790,114 | 1,738,248 | 3,219,250 | 11,706,295 |
| Sept. | 2,156,806* | 5,008,238* | 1,792,736* | 3,205,675* | 12,163,455* |
| Oct. | 2,653,079 | 5,477,711 | 2,172,526 | 3,395,554 | 13,699,270 |
| Total | \$24,155,398 | \$51,433,455 | \$18,927,729 | \$38,047,598 | \$132,564,180 |

* Revised as of Nov. 25, 1953.

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

Five stations were interconnected this week with AT&T network facilities, making total of 227 stations in 141 cities now hooked up for live network shows. Newly connected: WKJG-TV, Ft. Wayne, Ind.; KCRI-TV, Cedar Rapids, Ia.; WJBF-TV, Augusta, Ga.; WITV, Ft. Lauderdale, Fla.; WIRK-TV, West Palm Beach. Next on AT&T's list, possibly for next week: WSIX-TV, Nashville; KFDA-TV, Amarillo; KFOR-TV, Lincoln, Neb.; KHQ-TV & KXLY-TV, Spokane; WWOR-TV, Worcester, Mass.

Plenty of "shoppers" are out trying to buy up TV stations, particularly the well-established ones with network affiliations—but there aren't many sellers in immediate prospect, apparently. Other than Westinghouse's projected purchase of 49% of KPIX in San Francisco for \$2,450,000 (Vol. 9:45), impending sale of Los Angeles' KLAC-TV to Copley Press for \$1,375,000 (Vol. 9:46) and plan of Springfield *Union* and *Republican* interests to buy into WHYN-TV there—none of which has yet reached FCC for approval—nothing seems to have jelled to date. This week, however, *Variety*, reporting "Lotsa Fabulous Offers Rejected," states that a N. Y. syndicate recently tried to buy KSTP-TV, St. Paul, for \$6,000,000; that Time-Life (with stations in Albuquerque & Salt Lake City) offered \$5,000,000 for WAAM, Baltimore; that Bill Pape's WALA-TV, Mobile, "could have fetched him a tidy \$2,000,000"; that George Storer sought to buy WATV, Newark, for \$3,000,000. It also repeats oft-rumored story, always denied by Dr. Allen DuMont, that Westinghouse has offered \$8,000,000 for DuMont's WDTV, Pittsburgh. Note: KLAC-TV deal is understood to be completed, essentially as reported in our Vol. 9:45, with transfer papers due to go to FCC next week.

British plan for commercial TV passed first test Nov. 26 when House of Lords, by 157-87 vote, upheld govt. scheme to set up network competitive with BBC after acrimonious debate during which group of influential Conservatives led by Earl of Halifax joined Laborites in opposition. Despite heavy vote in favor of commercial TV, opponents claimed moral victory, contending that between 80 and 150 peers abstained from voting. Govt. proposal would permit only spot announcements on commercial network, no "sponsored" shows as such, and would continue BBC's non-commercial operation (Vol. 9:46). Full-scale debate on issue is scheduled in House of Commons, where anti-commercial forces are again expected to cite American TV as "horrible example." Earl Jowett, Labor Party leader in House of Lords, quoted article by humorist P. G. Wodehouse describing U. S. and Canadian TV as "the foulest, ghastliest, loathesomest nightmare ever inflicted by science on a suffering human race."

Three new applications for TV stations were filed this week with FCC: for San Antonio, Ch. 12, by owners of KONO; for Ardmore, Okla., Ch. 12, by KVSO (John F. Easley); for Seattle, Ch. 20, by Seattle Construction Co. Among week's 15 dismissals was application for Ch. 11 in E. St. Louis, Ill., by KSTM-TV, St. Louis, now operating on Ch. 36 (Vol. 9:45); Commission returned it as "not acceptable for filing." Pending FCC action are 402 applications, including 95 uhf. [For further details about these applications, see *TV Addenda 17-U* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with *Addenda* to date.]

TV tape recording to be demonstrated by RCA at Princeton labs Dec. 1-2 (Vol. 9:45) has excited enormous interest, being first public showing of TV tape in east. We haven't seen the tape, but those who have assert it's comparable with, or even "superior" to, televised film. TV film producer Marion Parsonnet, speaking to AAAA conference in New York this week, stated that RCA's tape is "way ahead" of Bing Crosby Enterprises. Press and movie representatives will attend Dec. 1 session, Govt. and industry Dec. 2.

New FCC hearing examiners, bringing total to 17: Charles J. Frederick, 44, ex-asst. attorney general of Iowa and ex-CAB; Isadore A. Honig, 42, ex-Office of Rent Stabilization and Office of Housing Expediter; Harold L. Schilz, 47, ex-NPA and ex-member of Washington law firm Claggett & Schilz.

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with **ELECTRONICS** REPORTS

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December 5, 1953

In this issue:

Tape TV—Era of 'Electronic Photography,' page 1
13 Cities Definite for Color by Jan. 1, page 3
10 CPs, 3 Dropped, Allocations Changes, page 4
Portland, Me. Gets VHF; 3 Others Start, page 5
Spokane's KXLY-TV & Los Angeles' KLAC-TV Sold, p. 6

Telemeter's Impressive Commercial Debut, page 7
Transmitter Shipments & Upcoming Stations, page 9
Inventory Drop Buys Hopes of Trade, page 10
When Will Hollywood Open Film Vaults? page 13
Weaver New NBC Pres.; Robt. Sarnoff, Exec. V.P., p. 14

TAPE TV—ERA OF 'ELECTRONIC PHOTOGRAPHY': In the burst of speculation about future of TV tape, unleashed by RCA's brilliant demonstrations in Princeton Dec. 1-2, it's sometimes forgotten that initial and major purpose of tape is to record color TV.

Tape opens many enticing avenues, but its first job is to provide color TV with a fast, cheap, good equivalent of black-&-white kinescope recordings and film made specifically for TV. While it is possible for TV networks, stations and film producers to make color film and kines, the technical and economic difficulties loom so great -- as compared with black-&-white -- that something else seems mandatory. And tape looks like the answer to an industry's prayer.

One of tape's many missions is to relieve TV industry of dependence on the relatively few color film processing laboratories in the country. Since RCA officials expect tape to reach commercial stage in 2 years, it will be ready by time it's really needed -- when distribution of color sets has become significant.

To illustrate enormous savings in money foreseen, RCA says that tape should cost only 5-10% as much as color film for same program, 10-20% as much as black-&-white film. These savings are made possible through elimination of film processing and through re-use of tape almost indefinitely, by magnetic "erasure".

Savings in time are equally impressive, perhaps more important. After program is put on tape, it can be telecast as fast as it can be rewound -- in minutes. Tape simply eliminates film developing and all it connotes in terms of cost, time and introduction of picture-degrading factors.

Elaborating on costs, research v.p. E.W. Engstrom said it's RCA's guess that tape apparatus would cost about same as film equipment. Actual tape itself, if used only once, would cost more than equivalent film stock. Add cost of processing film, unnecessary with tape, and cost is about same. Then, considering re-use of tape -- up to 25 times or more -- tape becomes 10-20% of monochrome film, 5-10% of color film. To illustrate flexibility of tape, Dr. Engstrom said it seems almost impossible to produce color kines fast enough for delayed network broadcasts.

* * * *

What is the status of tape as of today? We can't recall ever having seen a development so highly refined in a first public demonstration. Both black-&-white and color recordings were shown -- both on color receivers. No black-&-white sets were employed. In our opinion, the black-&-white was better than most kines and as good as some film; comparison was somewhat difficult in that all black-&-white, even live programs, have less quality on color tube. Dr. Engstrom termed results "better than the poorest kines, not as good as the best."

Color was very acceptable, though clearly not as good as live or the Technicolor film we saw in Los Angeles (Vol. 9:45). Comparison here was direct, same scene being shown live and from tape simultaneously.

How color tape compares with color kines, we don't know. Only color kines we've ever seen were made by Navy, using CBS field-sequential system, and projected on screen (not telecast) during 1949-50 color hearings (Vol. 6:12). Results were good under those conditions, considering capabilities of field-sequential system.

Sound on tape was so good, comparable with audio of live telecast, that it acutally increased observers' impression of picture fidelity.

Considering tremendous strides to date, it's not unreasonable to expect tape eventually to produce pictures completely indistinguishable from live pickups.

One important step remains to be taken. Though black-&-white tape is now ready to be fed through station and telecast, color tape isn't. However, both RCA chairman David Sarnoff and Dr. Engstrom emphasized that there's no obstacle in sight and that telecasting color tape is "just a job of doing it."

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Next comes question of impact on film industry in this "era of electronic photography," to use Gen. Sarnoff's phrase. For TV film producers, tape will be quite significant. When stations are equipped for tape, there will be no reason at all to put TV programs on film. Furthermore, TV film makers must immediately question advisability of producing color film now -- if stations are to be equipped with tape reproducers rather than color film scanners.

TV film men have a great deal to ponder, in next few years, about obsolescence of equipment, learning production techniques with "electronic photography," etc.

For producers of feature film for theatre exhibition, impact is considerably less. Cost of film stock and its processing is small fraction of cost of making a picture, about 8-10%. Big factors are salaries, scenery, travel, etc. However, if a director records scenes on film and tape simultaneously, he can check tape immediately, needn't wait for film "rushes" next day or so. Savings in salaries, minimization of weather vagaries, etc. could be substantial.

If pay-as-you-look TV ever develops into something big, tape could mean a lot to movie producers. It might then be desirable to put show on tape for box-office TV, on film for theatre exhibition.

Effects on exhibitors are in more distant future, Dr. Engstrom said. He visualized day when tape would have quality high enough to project theatre pictures comparable with 35mm film. It's manifest, however, that it will be a long time before tape offers exhibitors such great economic advantages that it will justify the investment in tape reproducers and theatre-TV projectors.

Also in the future is possibility of equipping home TV sets to record programs. Another home use visualized by Gen. Sarnoff is the taking of home movies with a recorder and small TV camera such as vidicon unit.

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How does RCA tape work? Dr. Engstrom gave a few details. Tape is ½-in. wide for color, ¼-in. wide for black-&-white, runs at 30 ft. per second (vs. 1¼ ft. for sound tape). Made by Minnesota Mining & Mfg. Co., it uses same magnetic material as sound tape. Reels are 17-in., contain 5 minutes of program. H.P. Buetow, pres. of MMM, told us tape is not difficult to make, said "it's pretty much a standard tape." He says tape engineers haven't been too successful in making many copies but "we're working with people who believe they know how."

Current goals, Dr. Engstrom said, are to reduce speed to 20 ft. per second and less, and to put 15 minutes of program on a 19-in. reel.

Black-&-white is recorded in 2 tracks, one for picture, other for sound. Color has 5 tracks -- one for each color, one for sync, one for sound. Color signals were fed directly to respective color guns in picture tube, sync circuits and loudspeaker. Bandwidth is 3 mc. Still remaining is task of extending the response beyond 3.6-mc color subcarrier and combining signals into NTSC specifications.

Dr. Engstrom revealed little about heart of techniques, except to mention use of new type of recording heads and extreme constancy of speed -- latter achieved with servomechanisms and other complicated equipment. Whole equipment is in 3 racks about 7-ft. high -- one with the reels, one for recording, one for reproducing.

Program came from studios of WNBT, New York, via temporary AT&T microwave. To avoid distracting audience by program content, performance was limited to activity of only one person, actress Margaret Hayes.

Programs recorded a few days previously, both black-&-white and color, were first. Then came live color on both sets; during this phase, which was being recorded in Princeton, one receiver was switched to tape so that audience could watch both live and tape simultaneously. Noticeable in tape was some reduction in resolution, plus slight change in colors and tendency of picture to jiggle a bit.

Huge audience of top newsmen applauded spontaneously several times, bubbled over with questions -- and their stories reflected tremendous enthusiasm. Unfortunately, reporters for New York dailies were mute because of newspaper strike.

* * * *

Large audience of movie executives attended afternoon session Dec. 1 and reacted very much the way newsmen did. Despite the unknowns tape presents to their industry, they applauded vigorously.

We recalled the doleful remark we heard after one of the Hollywood color showings -- "This is the end" (Vol. 9:45) -- when we heard quip by one big chain operator: "This is more frightening than Spyros" -- referring to the flamboyant Spyros Skouras, pres. of 20th Century-Fox.

Scanning the audience, we saw: Nicholas Schenck, Joseph Vogel & Edward Manix, MGM; David Selznick; Wm. Goetz, ex-Universal; Loren Ryder, Paramount; Herbert Barnett, pres. of SMPTE; Wm. P. Kelley, Motion Picture Research Council; Harry Kalmine, Warners; Sol Schwartz, RKO; Edward Cooper, Motion Picture Assn.; Jack Clark, Technicolor; Dr. C. J. Staub, research director, Eastman Kodak; Joseph Hazen, Wallis-Hazen; Frank Cahill, Warners; Alex Harrison, 20th Century -- among others.

Also attending the second showing were CBS pres. Frank Stanton, with major stockholder Leon Levy and onetime stockholder Isaac Levy.

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We asked Eastman Kodak v.p. Edward P. Curtis to evaluate possible impact of tape on kines and TV film. He said merely: "We don't know. It was an extremely interesting laboratory demonstration, but a lot of work needs to be done before it's commercial. Assuming it becomes commercial, I'd say it has a potential of replacing kines, but I don't know about film."

No one has made color kines yet, except experimentally, Curtis said, adding: "I'd hope kines could be made better in color than in black-&-white."

Technicolor pres. Herbert T. Kalmus foresaw no adverse effect on his company's business, though he did say tape could "reduce the amount of photographic film that will be used in the TV business" and produce savings by enabling directors to view scenes immediately after shooting.

Credited with development was team under Dr. Harry F. Olson and William D. Houghton, including Maurice Artzt, J.T. Fischer, A.R. Morgan, J.G. Woodward and Joseph Zenel. Dr. Olson is famed for work on speakers and microphones.

Credit for first public showing of tape goes to Bing Crosby Labs (Vol. 9:1), though RCA is first to show color. We didn't see Crosby demonstration, but some who did tell us that RCA's work is considerably more advanced. Not that others have been asleep, either. GE, for one, is known to have made progress.

13 CITIES DEFINITE FOR COLOR BY JAN. 1: Our story listing first cities to get color (Vol. 9:47) was confirmed this week, with one exception -- Pittsburgh. AT&T has definitely promised to deliver NBC-TV's colorcast of Jan. 1 Tournament of Roses from Pasadena to the following 13 cities and stations, no others:

Los Angeles, KNBH; San Francisco, KRON-TV; Salt Lake City, KDYL-TV; Denver, KFEL-TV; Omaha, WOW-TV; Chicago, WNBQ; Toledo, WSPD-TV; Cleveland, WNBK; New York, WNBT; Philadelphia, WPTZ; Wilmington, WDEL-TV; Baltimore, WBAL-TV; Washington, WNBW.

What complicates situation is fact that stations can receive certain amount of color signal over the networks, even if AT&T doesn't do a thing to its facilities

leading to those stations -- provided there's only microwave, no coaxial, from the origination point to the stations.

Quality of this "uncorrected" color is something else. Engineers say that 50-65% of color burst can get through ordinary microwave. This gives fair color in some instances. However, if phase is not corrected, color loses varying degrees of fidelity. Yet, picture of 50-75% color quality can be obtained by adjusting chroma control on receiver. This is how WTMJ-TV, Milwaukee, got Nov. 22 Colgate Comedy Hour in color, first commercial colorcast (Vol. 9:48).

Even though AT&T doesn't spruce up its facilities to such stations as WTMJ-TV, by Jan. 1, there's nothing to stop them from telecasting color received if their transmitters have been equipped to do so. How many stations will be so equipped and plan to transmit color by Jan. 1 is unknown.

With so much attention on Jan. 1 show, it's sometimes forgotten that about a dozen affiliates of other networks in the 13 cities have priorities for RCA color equipment, too -- as high as that of NBC affiliates, or higher. Therefore, it would not be surprising if CBS pulled a big color whingding on or before Jan. 1.

NBC-TV has no plans, meanwhile, to feed network any more commercial color programs, like Comedy Hour, until FCC approval of compatible system is obtained. Though actual commercialization of color will come about 30 days after the system is approved, networks and stations will have no trouble getting FCC to waive rules to permit commercial colorcasts before new rules are legally effective.

Date of FCC approval is still anyone's guess. Commission discussed color Mon. Nov. 30, meets again on it next week, probably Thursday-Friday. Again, chances are against approval next week -- but it's getting mighty hot. All anyone at FCC can say is that it can come any time now. There is no fixed target date.

At the manufacturing and trade levels, meanwhile, color demands greater and greater share of attention (see p. 11).

10 CPs, 3 DROPPED, ALLOCATIONS CHANGES: In exceptionally active week, 10 CPs were issued by FCC, along with 2 initial decisions. At same time, 3 uhf CPs were surrendered, while several important allocations changes were made final. The CPs:

Clearwater, Fla., Pioneer Gulf TV Bcstrs., Ch. 32; Miami, WMIE, Ch. 27; Lexington, Ky., WLAP, Ch. 27; Bloomingdale, N. Y., WIRY, Ch. 5; Cleveland, O., WHK, Ch. 19; Jackson, Tenn., WDXI, Ch. 9; Provo, Utah, KOVO, Ch. 11; Richmond, Va., WTOB (Winston-Salem), Ch. 29. Educational grants were Cincinnati, Greater Cincinnati TV Educational Foundation, Ch. 48; Oklahoma City, Okla. Educational TV Authority, Ch. 13.

Initial decisions were awarded to WDAE, Tampa, Ch. 13, and WDAL, Duluth, Ch. 3. WDAL received approval when opposition dropped out, but WDAE was favored after fight with Orange TV Bcstg. Co. and Tampa TV Co.

In Tampa case, Examiner Cooper favored WDAE-Tampa Times because of "superiority of experience, local ownership, and integration of ownership and management." Examiner also felt it would have better staff, build and operate the way it said it would. He said that Orange TV couldn't possibly operate as promised, and he asserted that W. Walter Tison, owner of WALT and largest stockholder of Tampa TV (20%), had done poor job of operating AM.

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CPs dropped this week were: WIBM-TV, Jackson, Mich. (Ch. 48); KIT-TV, Yakima, Wash., (Ch.23); WMIL-TV, Milwaukee (Ch. 31). Carl Haymond, holder of Yakima CP and operator of vhf KMO-TV, Tacoma, told FCC uhf isn't suited to Yakima, immediately filed petition asking assignment of Ch. 2 or 3 to Yakima. WMIL-TV, Milwaukee, dropped CP same day Commission finalized assignment of Ch. 6 to suburban Whitefish Bay, filed application for the new channel.

In assigning Ch. 6 to Whitefish Bay, acting on petition of WISN, Commission rejected argument of WCAN-TV (Ch. 25) and UHF Assn., stating that no licensee is entitled "to a 'freeze' on changes [in allocations] because of a possible adverse effect on private commercial interests."

In complicated Wisconsin-Minnesota allocations squabble, Commission ended up by rejecting proposals to add Ch. 10 or 12 to Duluth and Ch. 10 to Virginia, Minn.

Final setup: add Ch. 13 to Bemidji, Minn. and 12 to Ironwood, Mich.; substitute Ch. 11 for Ch. 13 in Fargo, N.D. and Ch. 33 for Ch. 12 in Iron River, Mich. In another action, FCC added Ch. 7 to Carthage, N.Y.

Indianapolis Ch. 8 situation erupted this week when Crosley dismissed application, leaving WISH free for grant, and filed immediately for Ch. 13. This stirred Midwest TV Corp., applicant for Ch. 13, into asking FCC to review its dismissal of Crosley Ch. 8 application, dismiss it with prejudice instead, barring it from applying for Ch. 13. Midwest claims that Crosley should have informed Commission of its intention to file immediately for Ch. 13, said Crosley is "trifling" with FCC.

PORTLAND, ME. GETS VHF; 3 OTHERS START: Three small-town outlets, 2 of them uhf without network affiliations, plus first vhf in Portland, Me., comprise this week's list of new starters -- making total of 332 now operating, 218 of them vhf and 114 uhf. They are first changes that should be made to log of all operating stations and CPs which we published as an 8-p. Special Report last week. Latest starters:

WCSH-TV, Portland, Me. (Ch. 6), after intermittent tests, got RCA 25-kw transmitter on regular test patterns Dec. 1, and gen. mgr. William H. Rines, of pioneer Rines hotel and radio family (Congress Square Hotel & WCSH, Portland; WRDQ, Augusta; WLBZ, Bangor) reports excellent reception in southern, western and central Maine and western New Hampshire. It's Portland's second outlet, first being Frank Hoy's WPMT (Ch. 53) which started in Aug. (Vol. 9:35), next to come being WGAN-TV (Ch. 13) due in Feb. New station uses 6-bay antenna on 300-ft. Blaw-Knox tower atop 420-ft. Blackstrap Hill 8 mi. due north of Portland. Asst. gen. mgr. is Jack Atwood, program director Arthur Owens, chief engineer Daniel H. Smith. It becomes NBC basic outlet, has base rate of \$250. National rep is Weed.

WJDM, Panama City, Fla. (Ch. 7), first outlet in the long reach of northern Florida between Jacksonville & Pensacola, got test patterns going Dec. 1, goes commercial Dec. 6 with ABC & CBS service. Owned by construction man J.D. Manly, it is managed by Mel Wheeler, who will also be gen. mgr. of upcoming WEAR-TV, Pensacola, due on air before end of this month. George Blackwell is commercial mgr. and James Smith chief engineer -- both also doubling at WEAR-TV, though the latter station is under separate ownership. WJDM is RCA equipped, has base rate of \$140, is represented nationally by Hollingbery. *

WBLN, Bloomington, Ill. (Ch. 15), oft-delayed, finally got regular testing under way Dec. 1, begins programming Dec. 6, has elected to remain independent with no network affiliation, reports owner Cecil W. Roberts, who also has string of 5 AM stations in Missouri & Kansas. Base rate is \$200 and, reports Mr. Roberts: "We will begin operations definitely in the black on purely local and regional business." GE equipment is used throughout. Jerrell Henry is mgr. There is no national rep.

WRAY-TV, Princeton, Ind. (Ch. 52) is another small-town outlet starting off with no network affiliation, going on schedule Dec. 6. It's located only 26 mi. due north of Evansville, Ind., where Ch. 62 WFIE has been operating several weeks, as is Ch. 50 WEHT, across Ohio River in Henderson, Ky. Chicken farmer Ray J. Lankford is owner; Robert L. Epstein, gen. mgr.; Warren Wittekind, program director; Ray Shigley, chief engineer. Equipment is RCA. Base rate is \$250. Rep is Walker.

New England uhf "network" gets first technical and programming test Dec. 14 when 3 Massachusetts stations carry same film program via off-the-air pickup. Sparkplug of plan is Ansel Gridley, gen. mgr. of new WWOR-TV, Worcester (Ch. 14), who met this week with representatives of 5 other stations to discuss possibility of 6-station regional tieup. The 3 stations carrying initial trial program will be WWOR-TV, WHYN-TV, Holyoke-Springfield (Ch. 55) and WTAO-TV, Cambridge-Boston (Ch. 56). Film will originate from WHYN-TV, then will be followed by newscast from WTAO-TV. Other stations showing interest in plan are WATR-TV, Waterbury, Conn. (Ch. 53); WMGT, Adams, Mass. (Ch. 74), due on air this month,

and upcoming WNET, Providence, R. I. (Ch. 16). Gridley visualizes not only films but local live programming of regional interest as network features. Most programs, he anticipates, would originate from WWOR-TV, since it's centrally located and could feed any of the other stations directly—but programs could originate from any participating station. If plans work out, he says, special advertising rates will be set for the net — "in fact, we've already had some inquiries from regional and national advertisers." Meanwhile, WMGT became third uhf station to sign to pick up and rebroadcast sports programs from New York's WPIX, others being Scranton's WTVU and Bethlehem's WLEV-TV (Vol. 9:45).

Personal Notes: E. C. Page, Washington consulting engineer, has returned from 6-month honeymoon trip to Okinawa and the Philippines, where he supervised completion of Voice of America's 1000-kw "beam" transmitters; he and his bride, the former Virginia Erwin, also a radio engineer, made the return a round-the-world flight . . . Michael Dann, ex-asst. to Pat Weaver, named NBC-TV network program mgr., succeeding Jack Rayle, now producing new noon-1 p.m. *Home* show, counterpart of 7-9 a.m. *Today*, starting Jan. 18; Dann reports to Tom McAvity, director of TV programs . . . Lloyd George Venard, pres. of O. L. Taylor Co., rep firm recently taken over by Raymer, resigns as of Jan. 1 . . . Wayne Kearn, ex-asst. gen. mgr., named mgr. of KGMB-TV, Honolulu, in separation of TV-radio ordered by v.p. C. Richard Evans; Melvin B. Wright, ex-merchandising mgr., named mgr. of KGMB (AM) and K. C. Wong becomes office mgr. . . . Edward Lamb, owner of WICU, Erie, and holder of CP for WMAC-TV, Massillon, O., as well as publisher of *Erie Dispatch*, with his new exec. v.p. J. Howard McGrath, ex-Attorney General, were guests of honor at a cocktail party Nov. 29 given by Washington bureau chief J. Lacy Reynolds . . . Will Baltin, recently in consulting work after leaving Screen Gems Inc., joins International Telemeter Corp. (pay-as-you-look TV) as aide to exec. v.p. Carl Leserman at Los Angeles plant . . . Wm. Robinson, mgr. of WLWA, Atlanta, elected pres. of local chapter, Sons of the American Revolution . . . Robert E. Holt named program mgr. of WSTV-TV, Steubenville, O. (Ch. 9), due on air by Dec. 10 . . . E. S. Coatsworth, ex-CBLT, Toronto, named CBC film procurement officer . . . Barry McDonald, ex-mgr. of CBL, Sydney, N. S., named asst. to CBC director of programs Charles Jennings . . . George T. Fry, Kenyon & Eckhardt v.p. and ex-ABC network radio sales director, elected to board of agency . . . Don Blauhut, ex-TV-radio director of Spector and Peck agency, joins Edward Kletter Assoc., N. Y., in similar capacity . . . James A. Silin merges adv. firm bearing his name with Boston's John C. Dowd Inc., now is Dowd v.p. and associate of firm's New York branch, Dowd, Redfield & Johnstone Inc. . . . Maurice E. McMurray, ex-CBS, NBC & C. E. Hooper, named sales mgr., WJBK-TV, Detroit . . . Kal Ross, N. Y. sportsmaster, named director of operations and asst. to gen. mgr. Lou Poller at WCAN-TV & WCAN, Milwaukee . . . Paul A. Walker, ex-FCC chairman, has opened law office in 401 Warner Bldg., Washington; Metropolitan 8-1899.

New FCC personnel reporting for duty in last few weeks, mostly in Broadcast Bureau, include 5 attorneys and 6 engineers. Attorneys: Charles Finley, ex-Treasury Dept. and Govt. Employees Insurance Co., to renewal div.; John H. Bass, ex-FTC, to hearing div.; Arthur J. Schissel, ex-House Ways & Means Committee staff, to TV div.; Edward Brown, ex-private practice in Cody, Wyo. (previously also in San Diego, Pensacola & Wisconsin Dells, Wis.), to hearing div.; Earl Walck, ex-private practice in Washington, to hearing div. Engineers, all coming from FCC field offices and all assigned to TV div.: Robert Ochs, Detroit; Clarence F. Heister, Kansas City; Mark Greenblatt, New York. Coming to common carrier div. from New York field office is Sidney Kessler; to field headquarters from Norfolk, Hilary H. Hayes.

Jay Strong, ex-Maxon and Gibraltar agencies, one-time with WABD, New York, died Dec. 1 in N. Y. His widow, Mrs. Doris Strong, is secy. to E. M. Johnson, MBS vice president.

Edgar W. Hopf, killed recently in accident while climbing Mt. Shasta with group led by Jon Lindbergh, was color TV research engineer at Stanford Research Institute.

RED INK operators both, Spokane's KXLY-TV (Ch. 4) and Los Angeles' KLAC-TV (Ch. 13) fetched handsome prices in sale deals for which transfer papers were filed with FCC this week. Spokane outlet (CBS) which began operating last Jan. and shows deficit of \$81,296 for 9 months ended Sept. 30, was sold for \$1,750,000 along with profitable KXLY radio (5 kw on 920 kc, CBS). Los Angeles independent, a consistent loser since it was founded in 1948, with deficit of \$273,419 for 10 months ended Oct. 31, was sold for \$1,375,000 without its AM counterpart. Blackburn-Hamilton handled both deals.

Buyers of KXLY-TV & KXLY are Northern Pacific Television Corp., 57½%, and Northern Pacific Radio Corp., 42½%—both with same officers and stockholders: Joseph Harris, chairman, 45%, ex-N. Y. insurance man, one of major owners of Motion Pictures for Television Inc.; Norman Eisenstein, pres., 45%, N. Y. investor, who owns half of Kiddie Coat Inc. (clothing mfr.) and various other enterprises; Richard E. Jones, v.p. & gen. mgr., 10%, recently mgr. of DuMont's WABD, N. Y., and before that mgr. of Storer's WJBK-TV, Detroit; James B. Harris, secy.-treas., son of Joseph Harris and an MPTV v.p.; Alex Alexander, director, 50% owner of Kiddie Coat Inc., owner of Miami's Hyde Park Hotel and various other enterprises; C. D. Randall, director, Spokane attorney.

Sellers get \$50,000 down, then \$450,000 on FCC approval, remainder in installments over 7 years. They are Symons Bestg. Co., 50%; Bing Crosby, 47.6%; Dr. Joseph Lynch, Robert P. Porter & Mahlon Rucker, local friends of Crosby's, 2.4%. Symons Bestg. Co. is 49.6% owned by E. B. Craney, Montana broadcaster; 33.23% by Mrs. Burton K. Wheeler, wife of the ex-Senator from Montana; 16.37% by John L. Wheeler, son, now a Pasadena attorney; .8% by Wm. Marshall, Spokane. Combined capital investment in the stations was \$449,414.

Buyer of KLAC-TV is Copley Press Inc., which proposes to change its call letters to KCOP and to operate it in conjunction with its string of Los Angeles County dailies: *Alhambra Post-Advocate*, *Burbank Daily Review*, *Culver City Star-News*, *Glendale News-Press*, *Monrovia News-Post*, *Redondo Daily Breeze*, *Venice Evening Vanguard*. Company also owns 60% of *San Pedro (Cal.) News-Pilot* and half of KSDO, San Diego independent AM. It also owns Illinois dailies *Aurora Beacon-News*, *Elgin Courier-News*, *Joliet Herald News*, and publishes *Springfield (Ill.) State Register* under 15-year lease. Its pres. is A. W. Shipton.

Seller is Mrs. Dorothy Schiff Sonneborn, publisher of the *New York Post*, who has operated it at loss ever since it was founded—this year's loss said to be lowest of any year. Her son Mortimer W. Hall is mgr., presumably will continue to manage highly profitable KLAC radio (5 kw D, 1-kw N on 670 kc, independent). Payments include \$100,000 down, \$300,000 on FCC approval, \$975,000 in 29 notes of 4% payable quarterly.

More remote pickup channels for TV use were proposed by FCC this week, which revised its proposals of Nov. 1952 to meet industry objections. New proposal (Public Notice 98624) would make available for TV auxiliary use, assignable on case-to-case basis, 10 channels each in 1990-2110 mc & 2450-2500 mc bands, 8 in 10,500-10,700 mc and 20 in 12,700-13,200 mc bands. Channels would be available to broadcasters and common carriers providing auxiliary service to TV stations. Commission dropped its proposal to stipulate polarization for each channel. Also dropped was plan to set aside 3 of the channels exclusively for common carrier use. In separate notice (98625) FCC proposed separate allocation of exclusive channels to common carriers for TV pickup and other uses. Comments on both proposals due Feb. 15.

TELEMETER method of pay-as-you-look TV had its commercial bow Nov. 28 in Palm Springs, Cal., accompanied by appropriate Hollywood hoopla. Of 351 homes connected to community antenna closed-circuit system, 73 were equipped with coinboxes into which viewers could drop \$1.35 to watch premiere of *Forever Female*, starring Ginger Rogers, while exhibitor Earl Strebe charged moviegoers \$1.15 to see it in his theatre.

Viewers also had opportunity to pay \$1 to watch Notre Dame-USC game same day, microwaved from Los Angeles—only telecast of game permitted.

In addition to cost of specific programs, subscribers pay \$4-5 monthly for regular community antenna service supplying signals of Los Angeles stations, plus \$21.75 for lease of coinbox.

Next movie is *Moon Is Blue* (\$1.10 at home, 80¢ at theatre), then *Flight to Tangiers* and *All The Brothers Were Valiant*. All major movie producers are reported to have made their features available, except 20th Century-Fox which is said to be weakening.

Premiere was eminently successful, attracted heavy contingent of movie executives, stars and press. Included was patriarch Sam Goldwyn who reiterated his faith in fee-TV: "I've believed for years that paid TV must come—and this is a historic event. And if some exhibitors have to go out of business, well, that's as bad as some producers going out of business. Nobody has cried about that."

Telemeter's experience in Palm Springs in next 6-12 months or so should go long way toward proving or disproving subscription-TV proponents' claims of enormous potential for the service. International Telemeter Corp. officials feel they have good cross-section of public among their subscribers, though resort town itself is hardly an average community.

Telecasting Notes: "Gratuities Are a Growing Menace to TV Costs" headlines an editorial in Nov. 30 *Advertising Age*, which observes: "A danger flag is flying from the LaBrea tarpits to Radio City that threatens ultimately to bring an investigating committee to the TV industry. It is the bribe or payment to crews for a job they are already paid handsomely to perform. If you don't pay, there are diabolical slowdowns that add to the costs" . . . As all rackets do, this sort of thing started innocently enough when radio engineers or assistant directors were occasionally rewarded for an outstanding job, the producer personally paying anything from \$10 to \$50 a week. Then, when TV came: "First the technical director hit the producer for the kickback [and] for \$25 a week he would see that all went well. The networks didn't like this but they didn't do anything to discourage it, either. Most people paid off. There were stories about what happened to those who didn't—missed shots, bad cues, carelessness. If somebody had been tossed out right then and there into the cold cruel world, it might have stopped but, like all unclean acts, it spread. The stagehands, cameramen, lighting men, makeup girls and boys, dressers, pages, stage managers etc. *ad nauseam* heard about the handout and greed ran rampant" . . . In Hollywood, *Advertising Age* adds, this doesn't seem to go on in the making of films or in the commercial film studios—perhaps "because the dignity of the job there and the uniformly high salaries have had years to standardize the social status of the line workers." Advertisers and agencies are told *they* pay the bill, in final analysis—"a large client can be paying as much as \$500,000 a year for this luxury"—and warned: "If we don't fix it somebody else will" . . . Big, wealthy *Washington Star*, though its WMAL-TV isn't much of a money maker, is building a \$250,000 TV-radio workshop for American U, Washington, which offers credit courses

Telemeter exec. v.p. Carl Leserman made no mention of petitioning FCC to permit boxoffice TV on regular stations, stating that the 250 community systems in country, alone, can provide substantial market. He said he's considering wiring Glendale and Burbank, Cal.

Seeking to calm exhibitors, who have most to fear from fee-TV, officials of Telemeter and Paramount Pictures (which controls Telemeter) said they are considering system of franchising exhibitors to share in financing, operating and profit from pay-as-you-look. Commission now has petitions from 10 uhf grantees, asking approval of principle, but has given no indication when it will consider matter. Speculation is that it will come up next spring.

Coincident with premiere, film trade press buzzed with reports that other studios and exhibitor groups—such as Warners, 20th Century-Fox, Fabian—have become convinced they must get into the new field.

Since only 3 groups have promoted their particular systems—Telemeter, Skiatron, Zenith—word is that movie groups are going after Skiatron because other 2 are already amply financed. Such speculation ignores the certainty that many other systems and techniques will be brought out—if and when it appears that subscription TV will amount to something big.

It's inconceivable that CBS, RCA-NBC and ABC, for example, would fail to come forth with their own methods. In community antenna field alone, Telemeter has potential competitor in Jerrold Electronics Corp. Latter has supplied equipment to 80% of community systems, and pres. Milton Shapp says he has developed subscription system with many advantages over Telemeter. Shapp operates several conventional community setups himself, including Williamsport, Pa., which he says will reach total of 4000 subscribers in next few weeks.

in its dept. of communication headed by Willett Kempton; WMAL-TV transmitter is on campus . . . WFTV, Duluth, city's first TV outlet, has leased new building opposite Hotel Duluth, will shortly sever studio arrangements with WEBC . . . Denver's new KOA-TV (Ch. 4), due to start sometime this month, has made tieup with *Denver Post* whereby it gets exclusive TV use of newspaper's photos and will carry *Post* personalities on regular programs . . . Chicago Cubs' 77 home games for 7th season will be carried exclusively on WGN-TV, station paying reported \$100,000 for rights; Chesterfield & Hamm's Beer again expected to sponsor . . . New call letters of ABC's KECA-TV & KECA, Los Angeles, will be KABC-TV & KABC, after FCC approval, with Storer's KEYL-TV & KABC (AM), San Antonio, agreeing to become KGBS-TV & KGBS and present KGBS (AM), Harlingen, Tex., becoming KGVS . . . WAVE-TV & WAVE, Louisville, quit Free & Peters Jan. 1 to join NBC Spot Sales list; latter recently also added KSD-TV & KSD, St. Louis, but on Jan. 31 lose Westinghouse's WBZ-TV & WBZ, Boston, and WPTZ & KYW, Philadelphia, to Free & Peters . . . WTMJ-TV, Milwaukee, Rate Card No. 14, effective Jan. 1, raises Class A hour from \$960 to \$1050; \$180 min. rate remains same . . . KVTU, Sioux City, on Jan. 1 raises Class A hour from \$200 to \$260, min. from \$40 to \$52.

Sales of "Blab-Off," remote-control switch that enables viewers to turn off sound on objectionable TV commercials, went from 200 to 2000 a day since Nov. *Reader's Digest* devoted article to \$2.98 gadget, says Robert Grant, sales mgr. of Audio Controls Corp., 413 Race St., Cincinnati, manufacturer and distributor. Easily installed, gadget attached to sound wire on loudspeaker and extends by 20-ft. cord to remote control switch; picture remains undisturbed so viewer can see when commercial ends.

Station Accounts: Farm programs are currently carried on 60 TV stations, reports Dec. 5 *Tide*, listing them and quoting research firms as stating one out of 4 farm families already has a TV; that rate of TV set buying is now faster among farm than among other families; that sponsors like Allis-Chalmers, Ralston-Purina and Lederle Laboratories are already experimenting with farm TV . . . Charles Calkins, TV-radio director of Conklin Mann & Son, N. Y. agency, who recently toured farm TV stations, found chief handicap that their programs "ape aural radio" and concluded such shows might just as well air on radio at lower cost-per-thousand . . . Best farm shows, in Calkins' opinion: *Oklahoma Farmer*, 12:30-1 p.m. daily on WKY-TV, Oklahoma City; *Farmtime*, noon daily on WBNS-TV, Columbus; *Farm Furrows*, Wed. 5:15 p.m. on WSM-TV, Nashville; *RFD No. 4*, Sat. noon on WWJ-TV, Detroit; *Farm Reporter*, 12:30-12:45 p.m. daily on WOW-TV, Omaha; *Farm & Home Editor*, noon daily, on WBAP-TV, Ft. Worth . . . Heavy local spot buying in N. Y. by Ford and Buick indicate auto advertising via TV-radio "on strong up-beat," reports *Billboard*, with 1954 expected to be most competitive year for new car sales—Ford & Chevrolet "locked in a battle for the low-price car purchaser" and Nash, Kaiser, Hudson & Studebaker "in a struggle to recapture some of the customers they have lost to the majors" . . . Vaughan Motors, dealing in foreign cars, sponsoring *Wire Wheels*, first program devoted entirely to motor sports, Thu. 7:45-8 p.m. on WABD, N. Y. . . Heileman Brewing Co. (Old Style Lager), for 13 midwest markets, and Pure Oil Co., for 9 midwest & southern, have bought ABC film syndication div.'s *Racket Squad*, thru Leo Burnett, Chicago . . . Among other advertisers reported using or preparing to use TV: Armour & Co. (Suds detergent), thru John W. Shaw Adv., Chicago; Foremost Kosher Sausage Co., Philadelphia (meat products), thru Weightman Adv., Philadelphia; Sherrill Corp., Chicago (precision compasses), thru Robertson Potter Co., Chicago; Margo Wine Co., Philadelphia (Margo wines), thru J. M. Korn & Co., Philadelphia; Sta-Nu Corp., Chicago (dry cleaning system), thru Lester L. Jacobs, Chicago; Aluminum Goods Mfg. Co., Manitowoc, Wis. (Mirro cookie press), thru Cramer-Krasselt Co., Milwaukee; Toy Mfrs. of USA Inc. (American-made toys), thru Grey Adv., N. Y.; American Character Doll Co. (Rickey Jr. doll), thru Sterling Adv., N. Y.; Fanny Farmer Candy Shops Inc., Rochester, N. Y., thru Charles L. Rumrill & Co., Rochester; Caryn Gae Inc. (chlorophyll lipstick), thru Preiss & Brown, N. Y.; Comstock Canning Corp., Newark, N. Y. (canned fruits), thru Leo Burnett Co., Chicago; Grove Laboratories (Antamine cold remedy), thru Harry B. Cohen Adv., N. Y.; Block Drug Co. (Polident tooth powder), thru Cecil & Presbrey, N. Y.; Cristy Chemical Corp., Worcester, Mass. (Cristy Dry Gas anti-freeze for gas line), thru Humbert & Jones, N. Y.; Banner Candy Mfg. Co., thru H. L. Mihic & Co., N. Y.; Q & W Laboratories (Quettes face cloths), thru Gregory Ruffa Co., N. Y.; Dri-Zit Co., San Jose (Dri-Zit deodorizing products for garbage cans), thru Long Adv. Service, San Francisco; Jet-O-Mat Inc., Minneapolis (Duncan Hines automatic coffee maker), thru Addison Lewis Co., Minneapolis; Relaxacizor Sales Inc. (reducing aid), thru Wm. Warren, Jackson & Delaney, N. Y.

Motion Pictures for Television Inc. has formed MPTV (Canada) Ltd. with Paul Nathanson, Alf Perry and Alex Metcalf, of Sovereign Film Distributors, offering Canadian stations its services through offices in Toronto, Montreal & Winnipeg.

CBS-Columbia signs contract for TV receivers as standard built-in equipment for mobile home units of Pacemaker Trailer Co., Elkhart, Ind.

Network Accounts: Importance of advertising will be discussed by top ad executives in 2-min. films inserted on 3 NBC-TV sustaining programs each Sunday for 13 weeks starting Dec. 6, when leadoff speakers will be Foote, Cone & Belding's Fairfax M. Cone; J. Walter Thompson's James Webb Young, and Bristol-Myers' Lee Bristol. Conceived by Jacob A. Evans, NBC-TV adv. & promotion director, idea is to stress value and necessity of advertising in the American economy. Spots will be seen each week on *American Inventory* (2-2:30 p.m.) and *American Forum of the Air* (2:30-3 p.m.) and on alt. weeks on *Meet the Press* (6-6:30 p.m.) . . . Bucking top variety shows, ABC-TV launches unusual-format whodunit series, *The Mask*, starting Jan. 3, with central character as host narrator, Sun. 8-9 p.m., opposite NBC-TV's *Colgate Comedy Hour* and CBS-TV's *Toast of the Town*; no sponsor yet . . . Rybutol (vitamins) sponsors *Up for Adoption*, new human interest program on ABC-TV starting Jan. 16, Sat. 7-7:30 p.m., thru BBDO . . . Texaco buys *Cotton Bowl* game in Dallas New Year's Day on NBC-TV starting at 2:45 p.m., sandwiched between projected colorcast of *Tournament of Roses* (Woolworth's) and monochrome *Rose Bowl* game (Gillette) from Pasadena, thru Cunningham & Walsh . . . Anacin buys alt. wk. 10 min. of *Show of Shows-All Star Revue* on NBC-TV starting Dec. 5, Sat. 9-10:30 p.m., thru John F. Murray Adv. . . Gold Seal Co. (glass wax) sponsors *Jo Stafford Show* on CBS-TV starting Feb. 2, Tue. 7:45-8 p.m., thru Campbell-Mithun, Minneapolis . . . Sweets Co. of America (Tootsie Rolls) Dec. 13 shifts *Paul Whiteman TV Teen Club* on ABC-TV from Sat. 7-7:30 p.m. to Sun. 7:30-8 p.m.

Sylvania's annual awards, presented at New York's Hotel Pierre Dec. 1: comedy, *Make Room for Daddy* (ABC-TV); new series, *Person to Person* (CBS-TV); panel, *What's My Line?* (CBS-TV); public service, *American Forum of the Air* (NBC-TV); documentary melodrama, *Dragnet* (NBC-TV); children's series, *Ding Dong School* (NBC-TV); local education, *Shakespeare on TV* (KNXT, Los Angeles); creative technique, Ford Foundation's *Omnibus* (CBS-TV) & *Excursion* (NBC-TV); variety artist, Donald O'Connor; individual performance, Mary Martin, on Ford Motor Co.'s *The American Road*; actor, Rod Steiger, for *Marty*, on *Goodyear TV Playhouse*; writer, Irving Gaynor Neiman, for adaptation of John O'Hara's *Appointment in Samara*, on *Robert Montgomery Presents*. In addition, ABC, BBC & CBC were honored for coverage of Coronation. No grand prize was awarded by selection committee headed by Deems Taylor.

New York TV-radio stations reaped bonanza in heavy pre-Xmas advertising as result of strike which shut down city's 7 big daily newspapers — but they also took on greater responsibilities in keeping public informed via vastly increased schedules of newscasts. Some TV stations even read comics, newspaper editorial columnists, etc. While radio got greatest increase in advertising, most TV stations were sold out, or close to it—stores being biggest customers, but theaters and auto dealers also made heavy time purchases. Stations were hoping current test of TV's impact would sell dept. stores on continued heavy use of medium, even after newspapers are back in business.

Six grants-in-aid for educational TV programming were made this week by Ford Foundation's TV & Radio Center, Ann Arbor, Mich. Recipients: U of Nebraska, \$9000, for 39 programs explaining significance of Great Plains area in American history; U of Illinois, \$8500, for agricultural economics series; Stanford U, \$8000, for series on modern application of Constitution; New York U, \$6500 for series on archeology; St. Louis School Board, \$3500 for foreign language instruction. In addition, 8 colleges received grants for radio programming.

RCA SHIPPED 25-kw amplifier Nov. 30 to KID-TV, Idaho Falls, Ida. (Ch. 3), to be used in conjunction with GE 5-kw transmitter formerly used by KSL-TV, Salt Lake City, and station is aiming for early Dec. start. Its ownership interlocks with KSL-TV, and it's headed by C. N. Layne. RCA on Nov. 30 also shipped 10-kw transmitter to CBWT, Winnipeg, Man. (Ch. 4), being built by Canadian Broadcasting Corp.

There were no other shipment reports from the transmitter manufacturers this week, though at least one stated it has equipment ready to ship but has been asked by customers to hold it up while transmitter houses, towers, etc. were being built.

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

KARK-TV, Little Rock, Ark. (Ch. 4), is remodeling recently purchased 1001 Spring St. building for combined TV-AM offices & studios, now plans start next March or April with RCA equipment, reports v.p.-gen. mgr. T. K. Barton. It will be first vhf competitor for KRTV (Ch. 17), which started last April. Rep not yet chosen.

WPBN-TV, Traverse City, Mich. (Ch. 7), granted last week to Paul Bunyan Radio Network (operating 5 AM locals), has ordered RCA studio equipment only, will choose transmitter, antenna and tower makes later, according to WTCM pres.-gen. mgr. Lee Biederman. Construction of transmitter house and adjacent 6,000-sq. ft. studio is expected to require approximately 2 months during winter; tower construction is scheduled for April 15 start; tests patterns for May 15. Hal Holman will be rep.

KETC, St. Louis (Ch. 9, educational), didn't make previously promised fall start because of delays in RCA equipment deliveries and move of Ideco tower from main campus to site between St. Louis U High School and Oakland Stadium, now has target "at least 2 or 3 months off," according to gen. mgr. Richard J. Goggin. Charles Gugenheim named operations & production director; John F. White, business mgr.; Jack Chenoweth, chief engineer.

WMAM-TV, Marinette, Wis. (Ch. 11), has part of its equipment on order from RCA, has begun construction, plans start 6-9 months from now, according to pres. William E. Walker. Call letters may be changed before debut. Rep not yet chosen.

KPAR-TV, Sweetwater, Tex. (Ch. 12), has ordered DuMont equipment for mid-Jan. delivery, but hasn't set target date yet, according to pres. W. D. Rogers. Same owners also operate KDUB-TV, Lubbock. Rep will be Avery-Knodel.

WGAN-TV, Portland, Me. (Ch. 13), already has 5-kw GE transmitter and temporary 2-bay antenna, gets Dec. 20 shipment of 20-kw amplifier, plans first tests Feb. 1, goes on with full power May 1, reports gen. mgr. C. E. Gatchell. Owner Gannett Co. Inc. publishes *Portland Press-Herald* and *Express* and other Maine newspapers. Avery Knodel will be rep.

KCEB, Tulsa (Ch. 23), first scheduled for Oct. start, then Nov., now plans to turn on juice shortly after Dec. 15 with 1-kw RCA transmitter atop Lookout Mt., reports gen. mgr. N. Ray Kelly, ex-NBC. Backed by oilman Elfred Beck, it will be first competitor to pre-freeze KOTV (Ch. 6). Hourly rate will be \$200. Bolling will be rep.

WCOC-TV, Meridian, Miss. (Ch. 30), bucking up against local Ch. 11 WTOK-TV which went on air Sept. 25 (Vol. 9:40), has had 100-watt GE transmitter since Aug., has occasionally tried it out, but won't go on regular tests until its new GE 12-kw is ready; it's now being installed, looks like Jan. 1 starter. Owner Withers Gavin, who has 3 AM stations and publishes weekly religious *Clarke County Tribune* in Quitman, Miss., has announced CBS affiliation, no rep.

WCMB-TV, Harrisburg, Pa. (Ch. 27), awaits FCC approval of increase in tower height to 404 ft. at new location adjacent to WTPA installation, now plans March 1 start with 5-kw DuMont transmitter, according to gen. mgr. Ed K. Smith, who heads radio WCMB, Lemoyne, Pa. Building next to present downtown studio-office is being remodeled for TV. Rep will be Donald Cooke.

WKNY-TV, Kingston, N. Y. (Ch. 66), has its 1-kw RCA transmitter, is working on 600-ft. Stainless tower located 3 mi. from Kingston and 10 mi. from Poughkeepsie, now has tentative mid-Jan. target, weather permitting, according to TV operations mgr. Robert L. Sabin. Base rate will be \$100. Rep will be Meeker.

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CBUT, Vancouver, B. C. (Ch. 2), plans to start on or about Dec. 16 as CBC's fourth outlet, transmitting from 2700-ft. level of Mt. Seymour with old RCA antenna of CFBT, Montreal, permitting 2½-kw ERP pending installation of 12-bay Canadian Marconi antenna allowing for 100-kw. Unique construction feat was laying of 16,000 ft. of power cable in 2-ft. trench along rugged mountain side. Two-story chalet type transmitter house has living quarters because weather and remoteness render transportation difficult. Communication with downtown studio-office building will be by radiophone. Peter McDonald has been named director; Marce L. Munro, program director; Ross L. Whiteside, technical director; R. L. Elson, news-reel editor. Hour rate will be \$175, and CBC will be rep.

CFCM-TV, Quebec City (Ch. 4), recently got city council's approval of transmitter site near suburban Ste. Foye, where construction is now underway, according to technical director Ernest Miller. Its 500-watt DuMont transmitter is on hand and programming is scheduled for next April. Weed will be U. S. rep.

Amplifiers permitting transmitter power boosts directly from 5 to 50-kw are being produced and installed "right now," Standard Electronics Corp. reminds us, taking issue with item in last week's Newsletter (Vol. 9:48). Writes Standard sales engineering mgr. Edward W. Stone: "A Standard Electronics amplifier (operating at about 40 kw) enabled WABT [Birmingham] to go to the maximum 316-kw ERP on Ch. 13 in Sept. This amplifier is driven directly by [a 5-kw] transmitter. The Empire State installation of WOR-TV, presently under test, uses a Standard Electronics 50-kw transmitter. Here the final amplifier operates from a 5-kw driver. In Jan., Crosley's WLWA [Atlanta] will install a Standard Electronics 50-kw transmitter." Last week's item described new GE 25-kw vhf tetrodes making possible 50-kw transmitter driven directly by 5-kw driver.

Transatlantic telephone cable, announced this week by AT&T for completion in 3 years, cannot be used or equipped for TV because it won't be able to accommodate sufficiently wide band. Nor will it be equipped with the proper repeaters for TV. However, it's expected to be used to supplement overseas radio program service, currently carried by shortwave. Jointly owned by AT&T, British Postoffice and Canadian Overseas Telecommunication Corp., cable project will cost \$35,000,000, involves laying 2300 miles of cable and numerous electron tube repeaters on ocean floor, will be capable of handling 36 simultaneous conversations. Undersea cable from Britain will connect with 350-mi. overland microwave system from Nova Scotia to U. S. border. Although this microwave route could conceivably some day be converted for TV, AT&T says this move is "not contemplated."

FCC extended deadline for compliance with new regulation limiting TV stations' upper sideband radiation to July 1, 1954, because of unavailability of filters needed to do the job in some transmitters (Notice 53-1567).

INVENTORY DROP BUOYS HOPE OF TRADE: Those clogged TV pipelines were shaken loose somewhat during November -- preliminary estimates placing total between 2,000,000 and 2,100,000 at end of month, as against about 2,350,000 end of Oct. (Vol. 9:45).

Both factory and distributor inventories showed sizable reductions from the 520,000 and 825,000 levels, respectively, at end of Oct. Full report on stocks of dealers isn't in yet -- but first returns from key retailers indicate they'll show healthy decline from the 1,000,000 estimate reported last month.

Cutbacks in production, modest business pickup, flurry of retail activity generated by Westinghouse price slash (Vol. 9:46), were credited by trade sources as main reasons for decline in inventory. Planned cutbacks and short Thanksgiving week combined to limit TV output to 103,692 week ended Nov. 27, way down from 146,727 in preceding week and 161,337 first week of month. It brought TV production for RETMA statistical month to about 570,000, and for year to date to about 6,770,000 (with 5 weeks to go) -- compared to 6,096,279 for all of 1952.

How much further inventories will decline in December is moot question. In opinion of one highly-placed source, stocks probably won't show much additional drop, sending color-conscious industry into 1954 with about 2,000,000 sets in all pipelines, or about the same as midyear 1953. That's not too high, he opined, considering fact there are 1500 more dealers today than year ago.

Other sources disagree, say Christmas month should bring down inventories, especially if production remains at reduced levels as expected. Time will tell who's right, but as a guide it should be noted that factory inventories increased from 78,200 to 143,800 in Dec. 1950, declined from 287,000 to 216,710 in Dec. 1951, increased from 105,170 to 119,345 last year; distributor inventories increased from 287,900 to 363,500 in Dec. 1950, from 405,469 to 439,340 in 1951, and declined from 468,341 to 404,315 last year. Retail stocks have always declined in December.

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Picture tube price trend is definitely downward. Without fanfare, nearly all tube makers have put into effect price reductions on 21 & 24-in. CR tubes during last 6 weeks. No announcement accompanied actions, but when pressed by newsmen for reasons, companies cited lower costs of glass bulbs, cuts in production cost of aluminized tubes and normal seasonal reductions in orders by set manufacturers.

"Set makers usually stock up on tubes in September and October, then live off their 'fat' in November and December," said one major tube maker. "I expect business will pick up again after the first of the year. It usually does."

Price cuts averaged about 7% on selected tubes, few if any manufacturers making across-the-board slashes. All companies agreed oversupply of these tubes was a factor. And as further indication of sluggish movement of large-screen sets, RCA Victor revealed this week it's discontinuing 27-in. output.

Nearly all tube makers are now operating at reduced pace. For example: RCA Victor has laid off 300 workers at Cincinnati plant, National Video Corp. has furloughed 300, Rauland and DuMont are producing at about 80% of capacity. Receiving tubes, still in relatively short supply, apparently aren't affected -- reflecting continuing good radio output and military procurement.

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Belief that slowness of TV trade is part of national economic letdown is strengthened by release this week of Federal Reserve Board report showing industrial output registered third consecutive monthly decline in Nov., with consumer durables leading downturn. Board estimated that Nov. output was 228% of prewar base average, compared to 231% in October and 234% in November 1952.

Labor Dept.'s Bureau of Employment Security, in another report, revealed a number of areas among 149 recently surveyed reporting small to moderate declines in

employment, and many others did not show the usual employment upswing characteristic of the Christmas season. Hours worked showed declines in still other regions.

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Like TV, radio production also dropped week of Nov. 27, totaling 219,156, down from 280,244 preceding week and 276,657 week ended Nov. 13. It brought month's production to about 1,060,000 and for year to date to about 12,415,000, compared to 10,934,872 for all of 1952.

Topics & Trends of TV Trade: Full new TV lines will be rarities—and even additions to lines are spoken of only in whispers, as manufacturers prepare for annual winter exhibitions at American Furniture Mart and Merchandise Mart in Chicago, Jan. 4-15. Set makers are generally maintaining competitive silence on their plans.

Advent of color, of course, has accelerated industry's drift to one line a year. As one manufacturer put it: "With everybody's mind on color now, introducing a lot of black-&-white models is like swimming upstream. You're wasting your time." Only Westinghouse, in wake of big price cut on six 21-in. models (Vol. 9:46), has revealed plans for full new line.

Admiral will introduce a few supplementary models at national distributors' convention at Chicago's Conrad Hilton Hotel, Dec. 28-30. Philco plans to introduce additions via closed-circuit telecast shortly after first of year; its Jan. 4-8 Atlantic City convention is said to be for white goods only. RCA conducts quarterly field sales meeting at Atlantic City's Haddon Hall Hotel, Dec. 7-11, will introduce only one new set—a 24-in. console—at the Marts.

American Furniture Mart will have these TV-radio exhibitors: Admiral, Arvin, Bendix Radio, DuMont, Hallcrafters, Jackson Electronics, Motorola, Philco, RCA Victor, Sparton, Westinghouse, Zenith. At Merchandise Mart, permanent exhibitors include Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox.

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Applicable to TV, Federal Trade Commission this week approved new trade practice rule permitting use of word "free" in ads even though "receipt of article or service described is contingent on compliance with certain conditions," provided all conditions are "clearly and conspicuously disclosed at the outset" of the ad. Heretofore, FTC rules prohibited use of "free" if any conditions were attached. Rule forbids use of "free" to describe gift if increase in price of tie-in merchandise has been made to cover cost of gift. Rule is available on request of FTC.

Electronics industry prospects for 1954 look good to Sylvania chairman Don G. Mitchell, who told his salesmen at national conference in Rye, N. Y. that heavy expansion is contemplated next year. But he warned that 1954 will mark "the first year in entirely too many years that business will have to get back to selling" and that a salesman "will have to stop thinking about his product only—and concentrate instead on the customer's needs."

About 40,000 TVs will be sold in Puerto Rico first year after telecasting starts, according to Admiral's Joe Marty Jr., who planned this week end to hold big "sendoff" meeting with Admiral's distributor, Tartak Distributors Corp. New WAPA-TV (Ch. 4) is due to start in San Juan before end of month.

"Three-for-one" coin box is being offered its distributors by Raytheon in 1954 TV line. It permits 3 minutes of free viewing as come-on to hotel or motel guest to insert coin for 30 minutes.

RCA Victor tube dept., following recent reorganization (Vol. 9:44), will move headquarters of newly-created CR-power tube operations & marketing divs. from Harrison, N. J. to Lancaster, Pa.

NO DEARTH of color activity and talk this week. Examples from various fronts:

(1) GE announced "limited quantities" of color tubes will be offered first quarter 1954. Made in Syracuse, they'll be conventional 15-in. glass mask type, sell for "about 10 times" price of black-&-white tubes.

(2) RCA has scheduled 2 more color clinics in Camden for engineers from stations ordering color equipment. About 75 are expected at Dec. 7-8 and Dec. 14-15 sessions.

(3) Packard-Bell took nearly full-page ads in Los Angeles papers, much like recent ads of Magnavox (Vol. 9:44), designed to urge public to buy black-&-white instead of holding off for color. It stressed expected cost and size of color sets, compatibility of black-&-white, etc. Also in Los Angeles, Electric League sponsored dealer-servicemen meeting at which industry speakers expressed great hopes in future of color but stated that growth is bound to be gradual.

(4) DuMont network director Ted Bergmann, in Dec. 3 talk before Dayton Ad Club, dwelled particularly on fact that stations won't be able to telecast local commercials without substantial equipment investment and that advertisers won't shell out heavily for color until color set saturation is substantial—which will take time.

(5) RCA took occasion to deny reports, in *Time Magazine* and *Tide*, that it will guarantee current purchasers of black-&-white sets 80% of purchase price toward cost of color set bought next year. Though some RCA distributors are advertising such guarantees, RCA emphasized it has not adopted such policy nationally.

(6) Dec. 7 *Newsweek* included color roundup, nub of which was: "Color, for the average family, will be a long time coming" and "Black-&-white TV is here to stay for a while." Article shows considerable confusion over tube sizes. It tabulates size of color pictures to be offered by 18 manufacturers, showing range from 11½-in. on up. Fact is, of course, that 17 of the 18 will use exactly same size tube—15-in. envelope with 11½-in. picture. Crosley promises 17-in. on Lawrence tube. In same article, TV-radio editor Joan Walker comments on color quality, finds best "pure magic," poorest "tough on the eyes."

(7) Dec. 5 *Tide* polled manufacturers, found 150,000 color sets to be average estimate for 1954—with range between 50,000 for Seymour Mintz of Admiral to 200,000 for Frank Stanton of CBS.

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Radio shipments to dealers in first 9 months—exclusive of auto radios—totaled 4,807,332, compared with 4,599,083 in corresponding period year ago, reports RETMA (state-by-state and county-by-county tables available from RETMA on request). For third quarter ended Sept. 30, shipments totaled 1,593,308 vs. 1,614,697 for the same 1952 quarter.

Special 13-page article on color in December *Electronics Magazine* is devoted to "what design engineers need to know" about NTSC standards, by Donald G. Fink, ex-editor of *Electronics*, now Philco director of research for TV-radio-appliances.

Bell & Howell acquires Three Dimension Co., 4555 Addison St., Chicago, manufacturer of tape recorders, slide projectors & viewers.

Trade Personal: Frank Folsom, RCA pres., to be guest of honor at dinner given by chairman David Sarnoff Dec. 14 in Waldorf-Astoria, N. Y., celebrating Folsom's 10th anniversary with company; about 350 men have been invited to black-tie affair . . . George Laux, ex-Federal Telephone & Radio, named mfg. v.p., National Co., Malden, Mass.; E. MacDonald Nyhen, ex-NPA Electronics Div., now in charge of National's industrial sales; R. A. Van Valkenburgh, ex-DPA electronics office, in charge of govt. sales . . . Robert C. Sprague, chairman of Sprague Electric, North Adams, Mass., retires as pres., Associated Industries of Massachusetts, after 2 years in post . . . C. E. Burnett, ex-kinescope equipment sales mgr., promoted to new post of mgr. of CR & power tube operations div., RCA Victor . . . Daniel J. Webster, ex-Westinghouse, appointed marketing mgr., Raytheon equipment div., Waltham, Mass. . . . Kenneth G. Gillespie, Jenkins Music Co., Kansas City, elected chairman of TV-radio committee, National Assn. of Music Merchants; Ted Leyden, Hockett-Cowan Music Co., Fresno, elected vice-chairman . . . Erik Isgrig promoted to new post of adv. v.p., Zenith Radio . . . F. D. Pinotti, chief engineer, Kimble Glass Co., elected v.p. . . . John H. Hocter resigns as sales v.p. of Jewel Radio, now in bankruptcy (Vol. 9:48) . . . James A. Egan, ex-Bendix appliances, appointed Chicago district sales mgr., Magnavox . . . Justin R. (Ted) Sypher, former secy., DPA Electronics Production Board, now field engineer, Mica-mold Radio Corp., Brooklyn, with offices in Wyatt Bldg., Washington.

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Distributor Notes: Philco appoints Boyd Distributing Co., ex-Motorola Denver outlet, replacing Walter Slagle Co. . . . Allied Appliances Inc., Denver, relinquishes Admiral franchise . . . Arvin appoints D'Elia Distributors Inc., Bridgeport, Conn. (Charles A. D'Elia, pres.), replacing Capital Light & Supply Co., Hartford, now CBS-Columbia; Harris Supply Co., Mobile (M. T. Harris, pres.), replacing Moore-Handley Co., Birmingham; Ogilvie Hardware Co., Shreveport (R. S. Ogilvie, pres.) . . . CBS-Columbia appoints Roberts & Knapp, 210 Boone Ave., Spokane, replacing Love Electric Co. . . . Bendix Radio names Lynn Dickerson Co., Houston . . . Simon Distributing Co., Washington (Zenith), opens branch at 405 No. Warwick Ave., Baltimore (Thomas Scanlan, mgr.) . . . Stern & Co., Hartford (Zenith), announces retirement of pres. Francis E. Stern, succeeded by J. Donald Cohon . . . Pacific Mercury Sales Corp., Los Angeles, promotes Stanley Cohen to national sales mgr.; Daniel Pollack named adv. director & field sales mgr., replacing Ross Mason, now Philco-Los Angeles.

RETMA service committee, implementing its plans for public relations campaign on color for servicemen (Vol. 9:47), will meet at New York's Hotel Roosevelt, Tue. Dec. 15, to consider color service pamphlet drafted by 2 regional subcommittees. It's expected pamphlet will be used by manufacturers as basis for lectures to servicemen early next year.

Phono record industry's best year, with sales of \$225,000,000, up 12% from year ago, is certainty for 1953, reports Dec. 1 *Wall Street Journal*, which lists 3 big reasons for boom: low prices, product improvements, aggressive promotions. At least 15 records each will pass 1,000,000-unit sales mark this year, story adds.

July-Sept. excise tax collections on TVs, radios & phonos were \$17,765,000, compared with \$22,729,000 in corresponding 1952 period. On refrigerators, air conditioners, etc., Govt. collected \$17,637,000 vs. \$22,201,000 in July-Sept. 1952.

Dun & Bradstreet reports bankruptcies in appliance and TV-radio categories lead all others in retail business this year; third is furniture & home furnishings category.

Electronics Reports: New "surface-barrier" transistor, announced Dec. 3 by Philco, was hailed by engineering v.p. Leslie J. Woods as "the most important advance in electronics since discovery of the point-contact transistor." Based on entirely new method of processing germanium, these features are claimed for it:

(1) Operating characteristics make possible reliable operation in frequency ranges up to 70 mc—"frequencies 10 to 100 times as high as obtainable with older alloy junction transistors."

(2) Precision which can be attained in manufacture of surface-barrier transistor gives promise of real mass production of reliable transistors.

Development was announced at IRE-Defense Dept.-Franklin Institute meeting in Philadelphia. New production method consists of etching germanium crystals with electric current passed through tiny streams of liquid indium salt. Thickness of germanium can be controlled to tolerance of 10 millionths of an inch. Because transistor can operate reliably on 20-58 mc military vhf communication band, it now makes possible "a portable military communications receiver powered solely by 2 flashlight cells," said Woods.

Philco research v.p. David Smith predicted new type transistor is "the beginning of a whole family of transistors based on this principle." Philco statement added: "The patents on these important transistor developments will add additional strength to Philco's major patent position in the electronic industry."

* * * *

Printed circuits and automatic production of radios get thorough *Wall Street Journal* treatment in Dec. 4 lead article, which reports that Raytheon "is putting finishing touches on an automatic radio assembly line geared to produce 1000 radios a day, with only 2 workers needed to run the line." To maintain that production rate by hand assembly would require 200 workers. Hallicrafters has turned out nearly 70,000 home radios with printed circuits. Motorola, which brought out printed circuit radio in 1952 (Vol. 8:31,33), sold 75,000 last year, hopes to make total of 110,000 more by end of 1953, hasn't had single one returned as defective. Motorola plans to introduce printed circuit portables and auto radios next year.

Printed circuits occupy good part of December *Tele-Tech*. In addition to directory of printed-circuit manufacturers, there are articles on "Printed-Wiring Multiple Soldering Methods" by Methode Mfg. Corp's Alvin E. Stones, "Embossed Wiring" by Erie Resistor's O. I. Steigewalt, "Economics of Printed Wiring" by Photocircuits Corp.'s Robert L. Swiggett & James F. Carberry, "Protective Coatings for Etched Circuits" by PCA Electronics' Morris Weinberg & Hughes Aircraft's L. J. Martin.

"Automatic transistor machinery" capable of producing 900-1200 sealed-in-glass transistors an hour are being advertised in technical publications by Kahle Engineering Co., North Bergen, N. J., manufacturer of electron tube production equipment.

RCA dedicated new modern plant for engineering and development of radar techniques with ceremonies Dec. 5. Plant buildings, with 145,000 sq. ft. of floor space, are located on 420-acre tract in Moorestown, N. J. Plant already employs 600.

Collins Radio Co., Cedar Rapids, establishes wholly-owned subsidiary, Collins Radio Co. of Canada Ltd., Ottawa, to provide technical assistance to Canadian manufacturers of military equipment.

Superior Tube Co., Norristown, Pa. (tube parts) buys controlling interest in Fine Tube Ltd., Surbiton, Surrey, one of England's largest producers of seamless nickel cathodes (Malcolm A. Rowe, managing director).

Financial & Trade Notes: Television-Electronics Fund Inc. reports assets of \$27,835,082 (\$15.10 on 2,009,920 shares) as of Oct. 31 compared with \$26,301,767 (\$14.56 on 1,806,158) last Jan. 31 and \$22,503,516 (\$13.57) Oct. 30, 1952. It also recommended to stockholders an increase in authorized capital stock from 5,000,000 to 10,000,000 shares, providing for 2-for-1 split. Annual meeting is Dec. 21 in Chicago.

Following is portfolio as of Oct. 30: Admiral 32,500 shares, Aerovox 17,500, Aircraft Radio 9000, American Bosch 15,000 common & 1300 pfd., AB-PT 12,500, American Phenolic 20,300, AT&T 2000 (plus 2000 rts.), Beckman Instruments 10,000, Bendix Aviation 10,000, Boeing 10,000, George W. Borg 7000, Burroughs 20,000, Carborundum 5100, Clark Controller 21,000, Clevite 26,500, CBS "A" 9000, Conrac 9000, Consolidated Engineering 19,000, Consolidated Vultee 22,500, Cornell-Dubilier 9000, Cutler-Hammer 12,000, Disney 8000, Douglas Aircraft 7400, DuMont "A" 8000, Eastman 9000, Eaton Mfg. 1500, Electronic Associates 5000, Emerson Radio 15,000, Erie Resistor 8300, Federal Enterprises 10,000, Garrett Corp. 3500, General Controls 15,000, GE 10,000, General Railway Signal 13,500, Giannini & Co. 5000, Globe-Union 1300, Haloid 1500, Hammond Organ 15,000, Hazeltine 23,500, Indiana Steel 12,600, IBM 3300, International Resistance 26,000, IT&T 18,600, Mallory 4000, Minneapolis-Honeywell 3000, Minnesota Mining 15,000, Motorola 26,700, Muter 4000, National Cash Register 15,000, Northrop Aircraft 20,000, Oak Mfg. 12,000, Otis Elevator 13,700, Owens-Illinois 2000, Philco 18,400, Photon 7800, RCA 46,500, Raytheon 15,000 common & 2000 pfd., Remington Rand 10,000, Robertshaw-Fulton 20,000, San Diego Corp. 2000, Servomechanisms 20,000, Speer Carbon 7000, Sperry 10,000, Sprague Electric 3900, Sylvania 32,100, Technicolor 13,300, Telecomputing Corp. 15,000, Television Associates 2400, Thompson Products 16,500, Tung-Sol 11,000, United-Carr Fastener 15,000, Vitro Mfg. 3030, Western Union "A" 9500, Westinghouse 24,000, Westinghouse Air Brake 21,000, Weston Electrical 32,000, Zenith 9800.

* * * *

Teleprompter Corp., in Nov. 1 progress report to stockholders, states weekly gross income has grown to average of \$5500 first half of 1953 from \$5200 second half of 1952, \$4500 first half 1952. Week ended Oct. 18 (\$7500) represents more than 50 TV shows and about 1000 unit hours of Teleprompter use. Operations first 9 months of year have been profitable, states chairman Irving B. Kahn, and despite expansion expenses and equipment delay year's net profit should compare with the \$50,000 earned in 1952, or about 50¢ a share on 100,000 shares outstanding.

Among officers' and directors' stock transactions reported by SEC for Oct.: Victor Emanuel sold 2250 Avco pfd. (Sept. & Oct.), holds none; Morton P. Rome bought 100 Emerson, holds 100; Harvey Tullo bought 500 Emerson, holds 2678; Royal Firman Jr. bought 100 Gabriel Co., holds 700; Earle G. Hines bought 100 General Precision Equipment, holds 600; Harold W. Brown sold 1900 Muntz TV, holds 4100; Louise A. Woodward sold 325 Muntz TV.

Dividends: Webster-Chicago, 10% stock div. payable Dec. 21 to stockholders of record Dec. 10; Zenith Radio, 50¢ and \$1 extra Dec. 28 to holders Dec. 11; Hoffman Radio, 25¢ Dec. 30 to holders Dec. 16; General Instrument, 25¢ Jan. 15 to holders Jan. 4; Muter Co., 3% stock div. Dec. 31 to holders Dec. 15; Reeves Ely Lab, 10¢ Dec. 31 to holders Dec. 17; RCA, 25¢ quarterly and 20¢ extra, Jan. 25 to holders Jan. 5.

Sparks-Withington sales to Oct. 31, first 4 months of fiscal year, were \$9,480,000 compared with \$9,580,000 year ago, but pres. John J. Smith explained at annual meeting last week that plant was shut down by strike during first 5 weeks of the 1953 period.

WHEN WILL HOLLYWOOD open its feature film vaults to TV? Probably not in near future, in opinion of 3 top distributors of TV film. Hardly a week goes by without a rumor that one major producer or another is getting ready to turn some of his backlog of film over to TV—but those closest to film industry have learned to ignore these rumors. Principal reason for movie companies' reluctance, in unanimous opinion of film people who should know, is summed up in one word — economics.

Old features can still bring in much more money on theatre re-run basis than on TV. For example, recent re-release of RKO's *King Kong* grossed \$2,000,000 in theatres, whereas Peerless TV Productions' package of 26 top features grossed only about \$800,000 on TV last year.

E. H. Ezzes, v.p. & sales mgr. of Motion Pictures for TV Inc., points out that another factor involved in big producers' reluctance is unwillingness to risk disfavor of exhibitors and stockholders. With some \$75,000,000 worth of current film inventories (now in distribution or ready for release), producers obviously will think twice before angering exhibitors into boycotting their product.

Ralph M. Cohn, head of Columbia Pictures' TV film subsidiary Screen Gems Inc., expresses similar viewpoint, and adds that chances for early release of majors' backlog "get smaller as talk about subscription TV gets larger." With pay-as-you-see TV looming on horizon, as many producers believe it is, it would be folly to release good features to free TV. However, Cohn points out that widespread adoption of new widescreen techniques by theatres and producers would tend to depress residual theatrical value of film backlogs. And imminence of color TV, too, is certainly making movie companies re-assess advisability of selling to TV while there's still market for black-&-white films on TV (Vol. 9:46). Question of release to TV is known to be constantly under review by all major studios.

"No new evidence of any crack in the Hollywood dike," reported *Billboard* in recent interview with Arche Mayers, head of Unity TV Corp., one of biggest distributors of feature films to TV. Despite talk that color and TV tape recording will hasten release of Hollywood's old feature films to TV, Mayers also thinks film vaults will remain shut for some time because of (1) control of theatres by major studios, and (2) TV's inability to compete dollar-wise with theatres even for old features. Mayers says average good feature can barely return \$35,000 from TV showings, but can take in \$150,000-\$200,000 when re-released for theatre presentation. Meanwhile, Walt Disney Productions v.p.-gen. counsel Gunther Lessing is quoted in *Variety* as saying his company has no current plans to release any old films to TV, because (1) it doesn't pay enough, and (2) "there's no use competing against ourselves."

Films made especially for TV are getting more "respectable" every year, according to annual poll conducted by Hollywood consultant Gordon Levoy. His 1953 survey, released this week, indicates majority of agencies, stations and sponsors polled prefer filmed TV programming to live. Of agencies, 56% preferred film, as compared to 48% in 1952, 40% in 1951 and 35% in 1950. Of the stations queried, 51.5% preferred film this year, 40% last year, 47% in 1951 and 50% in 1950.

Sponsors, too, gave edge to film—55% preferring it in current survey, as against 45% last year, 10% in 1951. Even attitude of TV editors toward film was softening—40% preferred it this year, only 20% last year.

Wilcox-Gay, parent of Majestic & Garod, reports net profit of \$287,776 on sales of \$14,382,102 in 10 months ended Oct. 31 vs. \$327,440 on \$14,434,343 same 1952 period.

NBC's NEW PRESIDENT is Sylvester L. (Pat) Weaver, with Robert W. Sarnoff as executive v.p., both elected at board meeting Dec. 4, effective immediately. Selections weren't unexpected, may be followed by further shuffling of top staff—including probably separate executive heads in charge of TV and radio operations. Weaver continues to be vice chairman of NBC board, reports to Brig. Gen. David Sarnoff, RCA-NBC chairman, who stated he will continue to take an "active interest" in NBC. Gen. Sarnoff has been acting pres. since resignation of Frank White in July after serving only 6 months (Vol. 9:30).

Pat Weaver is 44, Bob Sarnoff 35—a team which Weaver, in closed-circuit broadcast to NBC affiliates, said aims to "make NBC the greatest social force and the greatest selling force in the nation." Weaver has been in charge of both TV and radio networks since summer of 1952, recently detailed to color. He has been responsible for many innovations, including the 7-9 a.m. *Today* with Dave Garroway, which he started 2 years ago in face of strong criticism both within and outside his company and which he saw grow into a participating show that not only is "changing the habits of America" but accounts for some \$5,000,000 in annual billings—the largest in TV.

Weaver is a native of Los Angeles, Phi Beta Kappa graduate of Dartmouth '30. He started in radio in 1932 as a writer for KHJ, Los Angeles, became N. Y. mgr. for Young & Rubicam in 1935, and in 1938 (at 30) adv. mgr. of big American Tobacco Co. He served in the Navy 2 years, commanding an escort vessel, rejoining American Tobacco after the war, returning to Y&R in 1947 as TV-radio v.p., joining NBC in 1949.

Young Sarnoff is eldest of 3 sons of Gen. Sarnoff, was graduated from Harvard in 1939, attended Columbia Law School for a year, was in the Navy 3 years, returned in 1945 to be asst. to Gardner Cowles Jr., publisher of *Look*. He joined NBC in 1948, was elected a v.p. in 1951, named head of film div. in 1952. He was prime mover in production of NBC-Navy documentary *Victory at Sea*, for which he received the Navy's distinguished service award. He's likely to be succeeded as head of film division by Carl L. Stanton, his right-hand man there.

Plane crash in which Michigan's ex-Gov. Kim Sigler and 3 companions were killed after hitting 550-ft. tower of upcoming WBCK-TV, Battle Creek (Ch. 58), was third such tragedy involving TV or radio tower in 4 months. CAA officials said ceiling was only 400 ft. at time of Michigan crash, allowing some 150 feet of tower to project into overcast. WBCK-TV tower was knocked down. It had Jan. 1 target date, hasn't yet estimated how long debut will be delayed. Two previous crashes this year were fatal for 30 persons: 2 were killed Aug. 8 when light plane struck guy wire of 1036-ft. tower of WHUM-TV, Reading, Pa. (Vol. 9:33); 28 died Sept. 16 when airliner hit two 346-ft. towers of radio WPTR, Albany. CAB this week released results of investigation of Aug. 8 crash, placing all blame on pilot. It said ceiling was only 200 ft., yet pilot attempted to fly by visual flight rules (without instruments). CAB staff analysis also blamed pilot for "failure to observe objects." CAB has completed public hearings on Albany crash, and has begun probe of Michigan disaster.

Besides "inventing" TV, these Soviet "firsts" as reported by AP from London monitor of Russian radio: "Soviet TV has outstripped American TV as regards clearness of reception. Color TV is being worked on. It is the aim of the designers to bring color TV out of the experimental stage in 1954-55." (Presumably that's time enough for Soviet agents to deliver the specifications on U. S. equipment.)

Three of the 5 applicants for Buffalo's Ch. 7 withdrew this week and formed new corporation, Great Lakes TV Inc., filing new application for the channel. New firm is equally owned by the 3 dropouts—*Buffalo Courier-Express* (WEBR), Copper City Bestg. Co. (WKTV, Utica & WKAL, Rome, N. Y.) and Cataract Theatre Corp. & WPIT, Pittsburgh (each of which had 50% of old Frontier TV Inc. application). Also filed this week was application for newly assigned Ch. 6 in Milwaukee (allocated to nearby Whitefish Bay) by WMIL, which also filed request to dismiss its CP for Milwaukee's Ch. 31 (see p. 4); application for Selma, Ala., Ch. 8, by group led by Wm. E. Benns Jr., half owner of Vulcan Tower Co. and Wm. J. Brennan, mgr. of WBAM, Montgomery; application for Indianapolis, Ch. 13, by Crosley Bestg. Co., whose application for Ch. 8 there was dismissed this week at applicant's request. These 4 applications, together with 10 dismissals and week's 10 grants, left total applications pending at 386, including 86 uhf. [For further details about these applications, see *TV Addenda 17-V* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Restoration of baseball TV-radio curbs, scrapped in 1951 under pressure from Justice Dept., was urged by minor leagues, meeting this week in Atlanta. Resolution by Sen. Johnson (D-Colo.), pres. of Western League, was passed unanimously, will be submitted next week to major league meeting. Principal points: (1) Commercial TV-radio broadcasts of big league games would be barred in minor league cities on dates when the minor league club is playing at home or away, unless minor league club gives its consent. (2) Sustaining TV-radio coverage would be permitted without restrictions. Major league meeting next week may consider proposal for NCAA-type "game of the week" TV series on Saturday afternoons, involving all 16 big league clubs, to be sold to sponsor for about \$2,000,000.

Chemical Bank & Trust Co., N. Y., reported to be planning to become active in TV picture financing, following announcement it's backing Telemount-Mutual Productions' series of 13 *Cowboy G-Men*. Bankers Trust Co. is bankrolling Mark VII Productions' *Dragnet*, and expansion of more big banks into TV films is regarded as certain.

Channel shifts & power increases: WXEL, Cleveland, Dec. 10 moves from Ch. 9 to 8, increases antenna height from 437 to 778 ft., changes from 6 to 12-bay antenna. KFOR-TV, Lincoln, Neb., has increased ERP from 11 to 59 kw. RCA Dec. 3 shipped 50-kw amplifier to WAAM, Baltimore.

Added to AT&T's TV network facilities this week were KFDA-TV, Amarillo, Tex. and WSIX-TV, Nashville, making total of 230 interconnected stations in 143 cities. Next on list to be interconnected are WWOR-TV, Worcester, Mass. and WTOV-TV, Norfolk.

KSTM-TV, St. Louis (Ch. 36) announces sale of 10% interest to *East St. Louis Journal*, one of Lindsay-Schaub newspaper group.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1953 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

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In this issue:

9 More Start Testing, Canada Adds One, page 1
The Blue Chip Business of Telecasting, page 2
Color Still 'Imminent'; CBS & NBC Plans, page 3
FCC Grants 6, Leery of Buffalo Deal, page 4

May Raise Ownership Limit to Grant UHF's, page 5
Antennas Blown Down; Upcoming Stations, page 7
Trade Marks Time, Gearing for Color, page 8
UHF-Equipped Sets Now 30% of Output, page 9

9 MORE START TESTING, CANADA ADDS ONE: Opening new TV areas mainly, 9 more stations went on air this week (5 of them vhf) along with another in Canada -- making total of 341 now in regular operation or on the air with test patterns, 223 vhf, 118 uhf. That makes 216 starters so far this year, 132 in the 134 days since Aug. 1 when we predicted one-a-day for rest of year -- still a good prediction. This week's:

KWTV, Oklahoma City (Ch. 9), first vhf competitor of Daily Oklahoman's pre-freeze WKY-TV (Ch. 4), was all ready to start testing Sat. Dec. 12 with RCA 10-kw transmitter telecasting from 6-bay antenna atop temporary 340-ft. Andrews tower pending construction of super-doooper 1572-ft. Ideco tower starting in Jan. Backed by John T. Griffin radio interests, oilmen Roy H. Turner (ex-Gov. of Okla.) and F. E. Harper, theatreman Henry S. Griffing, station is managed by ex-Oklahoman executive Edgar T. Bell, who owns all its Class B stock. Sales mgr. is Fred L. Vance, and chief engineer is Morris L. Thomas. It joins CBS-TV as basic outlet Dec. 20 when regular programming begins. Base rate is \$465. Rep is Avery-Knodel.

WWTW, Cadillac, Mich. (Ch. 13), opening up entirely new TV area more than 100 mi. from nearest other stations, put first test signals on air Dec. 11 and v.p.-gen. mgr. Lee T. Matthews wired: "Dealers reported generally excellent reception throughout predicted Grade A and Grade B coverage areas and usable picture from as far as 120 mi. away along the northeastern portion of the Michigan Lower Peninsula." Federal-equipped, station is owned by Sparks-Withington Co., Jackson, Mich., TV-radio manufacturer. It uses temporary 450-ft. tower pending 1200-ft. planned next spring. It becomes a primary affiliate of CBS, also will get ABC & DuMont programs. Regular programs start about Jan. 1. Base rate is \$200. Rep is Weed.

WSTV-TV, Steubenville, O. (Ch. 9), just 35 mi. due west of Pittsburgh and only 50 mi. south of Youngstown, began first test patterns Dec. 10, starts programs (CBS affiliation) Dec. 24. It's owned by group headed by exec. v.p. John J. Laux, which controls WFPG-TV, Atlantic City. It's RCA equipped with 12-section super-turnstile atop 800-ft. tower. Base rate is \$400. Rep is Avery-Knodel.

WNAM-TV, Neenah, Wis. (Ch. 42), on the shores of Lake Winnebago just 11 mi. north of Oshkosh, where uhf was opened up by WOSH-TV (Ch. 48) in June, began test patterns night of Dec. 10 and gen. mgr. Don C. Wirth wires: "Terrific response from viewers and dealers in Green Bay, Fond du Lac, Oshkosh and dealers in tri-city area of Neenah-Appleton and Menasha report solid signal in all locations." Station owner is Samuel N. Pickard, banker and paper mill owner. Station mgr. is Louis W. Pozgay, chief engineer Harry W. Hill. "We are having no trouble selling time here," states Wirth, "and we look to break-even point within 30 days after we are on the air." Equipment is RCA. Base rate is \$150. Rep is George W. Clarke Inc.

KFYR-TV, Bismarck, N.D. (Ch. 5), opening up brand new TV area in south central section of state, began test patterns Dec. 8 with RCA 10-kw transmitter and temporary 20-ft. single-bay antenna mounted atop 240-ft. State Capitol on edge of town, pending completion of new 12-bay superturnstile to go on 500-ft. Truscon tower

later. Gen. mgr. is F.E. Fitzsimmonds, with Alvin Anderson, sales mgr.; Cal Culver, program director; Ivar Nelson, chief engineer. Station will get NBC & CBS programs, starts with \$150 base rate. Blair is rep.

WAYS-TV, Charlotte, N.C. (Ch. 36), first competitor of pre-freeze vhf WBTV, began testing Dec. 7, expects to go commercial between Dec. 15-30, reports gen. mgr. James P. Poston, native of Durham and onetime Broadway actor. Roy Thomas is sales mgr., B.C. Stewart chief engineer. Same group (Geo. W. Dowdy, B.T. Whitmire, J.H. Doughton, Harold Thoms) also holds CP for WCOG-TV, Greensboro. RCA-equipped, new outlet will join ABC, has \$300 rate. Rep is Bolling.

WSIL-TV, Harrisburg, Ill. (Ch. 22), at extreme southern end of heavily uhf-populated state, began independent commercial operation Dec. 6. It's owned by partnership called Turner-Farrar Assn., with Oscar L. Turner as president, operating 17 theatres in 11 Illinois communities. Rate is \$150, no network or rep announced.

KOAM-TV, Pittsburg, Kan. (Ch. 7), located on Missouri border just 79 mi. west of Springfield, began operating Dec. 5, will get service from all 4 networks. Owned 20% by E.V. Baxter, it's 10% owned by Lester E. Cox, who recently sold interest in KCMO-TV & KCMO, Kansas City, and 10% by son Lester Lee Cox; former owns 49% of KWTO, Springfield, Mo. Joplin Globe Publishing Co. has option to buy 30%. Louis R. Martin is program mgr., Leo Stafford chief engineer. RCA-equipped, the station starts with \$200 base rate. Rep is Katz.

WAIM-TV, Anderson, S.C. (Ch. 40), located 28 mi. south of Greenville's new WGVL (Ch. 23) and 84 mi. northwest of Augusta's WJBF-TV (Ch. 6), has been testing intermittently since Dec. 1, begins programs Dec. 15. Gen. mgr. Glenn P. Warnock reports "response to coverage wonderful up to 50 miles," and adds, "41 days ago we were a mudhole." Owned by Wilton Hall's Anderson Independent, station uses Federal 1-kw transmitter, joins CBS, has \$200 base rate, is represented by Burn-Smith.

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CBUT, Vancouver, B.C. (Ch. 2), Canada's 6th station, began testing Dec. 7, starts 5-hours-a-day program operation Dec. 16 with official ceremonies attended by A.D. Dunton, Canadian Broadcasting Corp. chairman. It's CBC's 4th outlet, Marconi equipped with temporary 16-ft. wooden tower and RCA antenna (old temporary of Montreal's CBFT) atop 2-story chalet-type house at the 2700-ft. level of Mt. Seymour. Kenneth C. Caple has been assigned as CBC regional representative at Vancouver and Peter McDonald is CBUT director. Base rate is \$175.

Note: CBC has recommended 2 more CPs be granted in Canada -- to Ralph H. Parker, CFPA, Port Arthur, Ont., for Ch. 2, and to La Tribune Limitee, operator of CHLT, Sherbrooke, Que., for Ch. 7. Latter is headed by Senator J. Nicol. Stations presumably will simply add "TV" suffix to AM call letters. CBC recommendation is tantamount to grant since Canadian cabinet usually ratifies. With CBUT now on air, these make 17 CPs still outstanding (see list, p. 8, our Nov. 28 Special Report).

THE BLUE CHIP BUSINESS OF TELECASTING? It's been a rule-of-thumb, in contemplating the start of a TV station, that you have to figure on \$250,000 to \$1,000,000 to go into full-fledged operation -- the range depending on costliness of getting the CP, elaborateness of the preparations, cost of real estate, cost of transmitter, tower, studio equipment, etc. etc. Fact is, minimum figure for equipment alone is usually around \$200,000, not always including camera chain. And a TV station requires a bigger staff, costs more for programs (notably film rentals), burns out costlier tubes more rapidly than does a radio broadcasting station.

Hence the hesitancy of many enterprisers not in high income tax brackets to venture into telecasting. So far, we've heard of very few who got into the business on the cheap -- and of course there have been the examples of 2 who started but quit because they couldn't make a go of it (in Roanoke, Va. and Nampa, Ida.).

Our mail this week brings an astonishing report from a prospective telecaster, operator of 3 smalltown radio stations, who tells us he expects to increase the staff of his WJPB, Fairmont, W. Va. by only 6, is spending only \$117,565 for all the basic equipment for his new WJPB-TV (Ch. 35), has budgeted it for \$75,000 operating costs, expects gross revenues in excess of \$100,000 first year. At least:

"That is the picture as it looks from here just prior to going on the air Jan. 28, 1954," writes owner-mgr. J. Patrick Beacom. "We purchased a Continental 1-kw transmitter, RCA antenna, GPL image orthicon camera chain, GPL film equipment, General Radio Co. monitors and RCA audio equipment for a total cost of \$117,565. This is probably the lowest cost for a completely equipped station with camera chain, etc. By keeping costs down, we have every reason to believe we will be able to make WJPB-TV pay its way in the small Fairmont-Morgantown market."

Base rate will be \$200, network will be ABC but no interconnection promised before April and with some programs from DuMont & NBC. Rep will be Headley-Reed. Nearest stations are Wheeling's WTRF-TV (Ch. 7), 51 mi. away, and WTAP, Parkersburg (Ch. 15), 77 mi., so that for all practical purposes it opens up a new TV area.

Note: When he started KVOS-TV, Bellingham, Wash. (Ch. 12) last May, Rogan Jones boasted that with home-built transmitting equipment and no live camera he had added TV to his radio plant for only \$82,000, published \$90 Class A hour rate, still lowest of record. Next lowest rate seems to be the \$100 published by upcoming new WKNY-TV, Kingston, N.Y. (Ch. 66). If there are any lower, we haven't heard of them, though one respondent to our Factbook questionnaires, on the air since last spring, actually reported he publishes no rate card -- for whatever that connotes!

COLOR STILL 'IMMINENT'; CBS & NBC PLANS: Date of FCC color decision still can't be pin-pointed. The only thing sure is that "it's closer" through the mere passage of time -- and there's a fair possibility it won't come until after Christmas.

Commission has been sandwiching the color discussions in its huge agenda of business, some of which it obviously considers more urgent. Betimes, it has been subjected to considerable urging from both the "fast" and "slow" color schools.

Remember NARDA's frank letter to FCC about month ago? On behalf of heavily stocked retail dealers, it expressed hope decision would be delayed until as close to Christmas as possible so as not to disrupt normal trade (Vol. 9:45).

None other than Sen. Johnson (D-Colo.), who has long been needling FCC and the industry for speed on color, wrote NARDA from Denver Nov. 30 that he hopes the decision comes Dec. 31 or shortly thereafter.

Commission may well have eye out for trade, therefore, in belief that the healthier the industry the better able it will be to introduce color -- that a few weeks more or less can mean little as far as the long-term growth of color is concerned. It's a far cry from the hell-in-a-hack demand for color of recent memory.

* * * *

Game of "who's first" in color among stations, meanwhile, has become quite frenetic last week or two. Even more close-mouthed than NBC on color plans, CBS has been quietly colorcasting in New York only 5:30-6 p.m. Fridays, is now aiming for Mon.-Wed.-Fri. 5:30-6 series to start Jan. 15, including only New York and Baltimore at first, then on Feb. 1 extending to Chicago and Los Angeles.

Though AT&T promised to bring Jan. 1 Tournament of Roses to only 13 NBC-TV affiliates (Vol. 9:49), the irrepressible Walter Damm, WTMJ-TV, Milwaukee, finally wangled a regular color hookup. Not to be outdone by his northern colleague, the manager of another old-line NBC affiliate, George Burbach, KSD-TV, St. Louis, went into action and got guarantee he wouldn't be left out in the monochrome cold. Then Alvin Schrott, WJAC-TV, Johnstown, Pa., reported: "We will be the first TV station in the country to be fully converted for the transmission of network color" -- though he does say AT&T will be able to supply a "90%" signal instead of 100%.

But AT&T isn't guaranteeing signal to WJAC-TV, so station is in same position as many others with only microwave between them and color origination point. At the moment, only 15 stations (Vol. 9:49) are guaranteed by AT&T, though other NBC-TV affiliates are still in there pitching -- notably Stanley Hubbard's KSTP-TV, St. Paul, whose chances appear slim at this late date.

Another change affects Denver, where KOA-TV is due on air Dec. 24. It will replace KFEL-TV as NBC affiliate and take color Jan. 1. As example of color promotion among stations, KOA-TV has invited 1500 guests to see program, closed circuit, on 3 color sets in Cosmopolitan Hotel. [For color's impact on trade, see p. 8.]

FCC GRANTS 6, LEERY OF BUFFALO DEAL: Six CPs, 3 initial decisions, 3 CPs dropped -- FCC score this week might have included Ch. 2 grant in Buffalo too except that it smelled "strike" application there and set case for hearing. The week's grants:

Miami, Miami Biscayne TV Corp., Ch. 33; Baltimore, WSID (Essex, Md.), Ch. 18; Duluth, Minn., KDAL, Ch. 3; Asheville, N.C., WLOS, Ch. 13; Amarillo, Tex., KLYN, Ch. 7; Corpus Christi, Tex., H.L. Hunt, Ch. 43.

Initial decisions proposed grants to: Indianapolis, WISH, Ch. 8; Erie, Pa., WLEU, Ch. 66; Corpus Christi, Coastal Bend TV Co., Ch. 22.

The applicant which came close to grant was Niagara Frontier Amusement Corp., Buffalo. As result of merger agreement, competitors WGR, WHLD, Victory TV Corp. and Enterprise Transmission Inc. dismissed -- but Commission questioned whether Enterprise had filed in good faith and whether it received "additional consideration" for dropping out. As part of agreement, Niagara Frontier was to buy WGR for \$1,450,000. Reportedly, WBES-TV (Ch. 59) was to discontinue operations, sell part of equipment to new vhf grantee. Hearing was set for Jan. 8.

Miami grant resulted from FCC's dismissal of competitor for lack of prosecution. Duluth and Amarillo CPs were final decisions after opponents dropped out. Asheville grant stemmed from merger with WWNC and dismissal of application by Wm. W. Orr, who received \$5000. WWNC has option to buy 31.25%, gets \$5558 from WLOS for expenses, sells WLOS parcel of land for \$10,000.

Oilman H.L. Hunt received Corpus Christi CP after amending to newly assigned Ch. 43 from Ch. 22, then Ch. 22 was proposed to be granted to Coastal Bend. Indianapolis and Erie initial decisions followed dismissals by opponents.

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Among other actions, the FCC: (1) Officially cancelled CP of KIRV, Denver (Ch. 20) for failure to build. (2) Proposed assignment of Ch. 18 to Zanesville, O., at request of uhf grantee WHIZ-TV (Ch. 50); station had asserted that high channel was unsuited to terrain, and there's good chance FCC will waive rules to permit it to operate on old channel while applying for new. (3) Set Jan. 8 for start of hearing on Ch. 10 for 3 competing Norfolk area applicants.

Two more grantees dropped their CPs this week -- WJON-TV, St. Cloud, Minn. (Ch. 7) and WFMD-TV, Frederick, Md. (Ch. 62). Since freeze, 32 CPs have been cancelled, including 7 for vhf channels.

Telecasting Notes: "Is TV over-commercialized?" asked *Sponsor Magazine* in postcard survey of admen and station executives, with these results: 59.5% said yes, 12.3% said maybe, 28.2% said no. Critic John Crosby, calling *Sponsor* "the conscience of the industry" and deeply impressed by this reaction from the folks who earn their living by the commercialism of TV, draws these conclusions: "The principal offenders, though, are not networks but individual stations which are wallowing in income from these malpractices. When 6 out of 10 admen and station executives feel that TV is over-commercialized, something is clearly wrong. Eventually, there will be an outcry from the public of even greater dimension. Then some Congressman will start a crusade to determine just how much advertising is good for the public [which] ought to drive the more responsible members of the industry—of whom there are quite a lot—to clean their own houses before someone else does it for them" . . . MPAA-ABC half-hour film series glorifying Hollywood and presenting clips from new movies (Vol. 9:25) "appears dodo-dead," reports Dec. 9 *Variety*, principally because of lack of enthusiasm by movie producers and inability to arrange personal appearances by stars featured in the film clips now available . . . New NBC-TV studio 5-H in Radio City, designed for "the new horizons of tomorrow's TV" at cost of \$375,000, boasts ability to assemble and coordinate multiple originations from as many as 10 outside sources simultaneously as well as 2 new-type vidicon film camera chains and 2 iconoscope chains . . . *Variety* Dec. 9 surveys

"bylines and cushy sidelines" of newspaper folk on TV programs in roundup from N. Y., Hollywood, Chicago, Boston, Philadelphia, Pittsburgh, Detroit, Minneapolis correspondents detailing surprising number of editorial staffers earning extra money on all kinds of shows, sponsored and unsponsored . . . Historical TV series of 13 programs produced by U of Utah library and underwritten by \$3900 grant from American Library Assn. will be presented by KDYL-TV, Salt Lake City, beginning late in Jan. . . . Ed Murrow, with reporters Ed Scott & Bob Pierpoint, will again do a "Christmas in Korea" on CBS-TV *See It Now* Dec. 29, repeating assignment that won so much great acclaim last year . . . All 7 N. Y. stations slated to be telecasting from Empire State Bldg. antennas by Dec. 12, when WOR-TV begins transmission from new antenna there.

For "insulting" sponsor's product with a cute nose-thumbing on WOR-TV's *Broadway TV Theatre*, actor Ian Keith has been suspended by AFTRA for 3 months, union holding his action was "detrimental to the welfare of the acting profession" and "endangered the livelihood of fellow members of the cast." Charges were brought by producer Warren Wade and players Sylvia Sidney, James Blaine, Edward Peck, Christopher Plummer. Keith failed to appear at hearing, replied to charges in writing. Union board stated: "Such conduct cannot be countenanced and the union cannot condone Mr. Keith's conduct toward his fellow actors, his producer and his sponsor."

PRESENT LIMIT of 5 TV stations under common ownership (Vol. 9:48) is expected to be changed by FCC within 2 weeks to permit any single group to acquire 2 uhf stations for total of 7 holdings. Commission debate on subject has been vigorous; vote is likely to be 5-2—Comrs. Bartley and Hennock dissenting. Decision may come in form of proposed rule-making, though it may be a full-fledged final action.

Commission's thinking, in planning move, is that there's everything to gain, nothing to lose. Actually, there are very few groups with full complement of 5 stations now, but several are extremely influential and FCC reasons that the more direct their stake in uhf the better. Networks have long maintained that their real profits come from station ownership, rather than network operations, so Commission figures that networks may see long-term advantages in uhf ownership.

Five groups had asked Commission to up limit from 5—all of them in Jan.-Feb. 1952, before freeze was lifted: NBC, ABC, DuMont, Storer and group in northwest which includes Grant Wrathall. All asked for limit of 7, except DuMont which requested 8. Some said vhf holdings should be limited to 5; others asked that no distinction be made between vhf & uhf.

Commission doesn't delude itself that multiple owners will push uhf where economic cards are stacked against uhf, nor does it ignore possible psychological adverse reaction if multiple owners ignore uhf opportunities. However, it does hope that well-heeled groups can get uhf over the hump in cities where small fry would be unable to weather temporary red-ink period.

Commission is also aware of fact that networks control the most powerful factor for uhf success—programs—and over long haul could put uhf across in heavily saturated vhf cities if they choose to take affiliations away from vhf.

An additional factor impelling FCC to raise limit is that such organizations as NBC, CBS and DuMont also make TV sets, so may be inclined to put greater stress on uhf if they have a direct interest in uhf stations.

Network Accounts: CBS-TV's answer to Dave Garrow's successful 7-9 a.m. *Today* on NBC-TV probably will be forthcoming in Jan., with kine expected to be cut next week. Format is almost identical, will use same hours, same partic. sponsorship setup. Talent lined up so far includes Walt Kelly and Baird puppets, with possibility Edith Adams will be starred as female disc jockey. Unnamed as yet, it's under direction of special events director Paul Levitan . . . Tums buys two 15-min. segments, Gillette another, on *Season's Greetings*, special Xmas all-star variety show on NBC-TV Dec. 22, 8-9 p.m., former thru Dancer-Fitzgerald-Sample, latter thru Maxon . . . Nestle's to be alt.-week sponsor (with Ralston cereals) of *Space Patrol* on ABC-TV starting Jan. 16, Sat. 11-11:30 a.m., thru Cecil & Presbrey . . . See's Candy Shoppes Inc., Los Angeles, sponsors monochrome Tournament of Roses Parade New Year's Day on ABC-TV western regional network only, thru Geoffrey Wade Adv., L. A. . . U. S. Envelope Co. buys 7½ min. of alt. Wed. 3:15-3:30 p.m. segment of *Kate Smith Hour* on NBC-TV, starting March 3, Mon.-thru-Fri. 3-4 p.m., thru S. R. Leon Co. . . Seeman Bros. (White Rose tea) sponsors Thu. 2-2:15 p.m. segment of *Garry Moore Show* on CBS-TV starting Dec. 17, Mon.-Wed.-Fri. 1:30-2, Tue. & Thu. 1:30-2:30, thru Wm. Weintraub Co. . . Add bowl lineup: ABC-TV airs Sugar Bowl game from New Orleans New Year's Day, starting at 1:45 p.m.; no sponsor yet . . . Capital Airlines buys 39 partic. on NBC-TV's 7-9 a.m. *Today* starting Jan. 18 thru Lewis Edward Ryan Adv., Washington . . . With regional sponsors, Sat. basketball game of week—chiefly Army & Navy games—starts Dec. 12 at 2:30 p.m. on ABC-TV.

NBC's new president Pat Weaver has stirred some extraordinary loyalties among N. Y. trade newsmen, judging from their reports on his selection (Vol. 9:49). *Billboard's* Sam Chase sees Weaver's election, along with Robert W. Sarnoff as exec. v.p., as portending "drive to regain the initiative for the web in its battle for primacy with CBS, an initiative largely lost since the period of Niles Trammell's presidency." He sees Weaver as "a new, youthful Trammell" in capturing the respect and affection of affiliates, talent, clients, ad agencies and other broadcasters. *Billboard* predicts network TV program chief Tom McAvity will now become a v.p., with Wm. Fineshriber continuing as v.p. in charge of radio and a chief of TV operations to be chosen. *Variety's* George Rosen, who predicted the "Pat & Bob package command" week before it was announced, and who has publicized the "Weaver for prexy boom" ever since the Chicago affiliates' meeting in Nov., said that at Chicago Weaver "not only won a complete vote of confidence, but the majority of the affiliate body took a fancy to the Weaver-type leadership as an imaginative creator in his envisionment of future vistas." Selection was also a popular one with NBC executive staff generally; one v.p. observed: "It's time we had a production man running things. You'll notice that General Motors always has had a production man as president, and he chooses his operating executives on the basis of his own practical experience and know-how."

Many commercials are too long—but in other respects most NARTB TV code subscribers "are abiding by the standards which they have adopted." That was verdict of TV Code Review Board after special meeting Dec. 9-10 which reviewed reports on 2-month off-the-air monitoring project to check whether subscribers are living up to the Code (Vol. 9:37). Board voted to send full report on its findings directly to stations and networks monitored, to extend monitoring operation to include more stations and areas and to send all subscribers "monitoring logs" and urge "self-examination." Reporting on meeting, board chairman John E. Fetzer (WKZO-TV, Kalamazoo, Mich.) said: "We find that the majority of the subscribers [are] abiding by the standards . . . There is every evidence that a sincere effort is being made to program [in] conformance with the general provisions governing good taste in the Code. There is too much commercialism—our findings indicate—in the sense that advertising messages in too many instances are exceeding the maximum length contained in the code. [The] main task we face as TV broadcasters at the network and local level is to clean up bad commercials and restore length of copy to the sensible limits contained in the Code."

More rate increases as of Jan. 1: KNBH, Los Angeles, new Class AA rate of \$2000 per hour, \$450 for 20 sec., Class A \$1215 & \$350; WNBW, Washington, new Class AA of \$900 & \$200, Class A remaining \$725 but 1-min. dropped in favor of 20-sec. at \$175; KSD-TV, St. Louis, Class A hour from \$950 to \$1000, min. remains \$175; WSAZ-TV, Huntington, W. Va., Class A hour from \$500 to \$600, min. from \$100 to \$120; new WITV, Ft. Lauderdale, Fla., Class A hour from \$150 to \$250.

Ralph Hess, ex-Al Paul Lefton Co., Philadelphia, has purchased radio WFAI, Fayetteville, N. C. (250 watts on 1230 kc, CBS) for \$125,000 from Rollins Bestg. Co., recently purchasers of WNJR, Newark; he plans to run it, will reapply for TV Ch. 18.

NBC and sponsor Gillette each signed 3-year contract to continue exclusive TV-radio coverage of Rose Bowl football games from Pasadena New Year's Day. Contract with Pasadena Tournament of Roses Assn. runs through Jan. 1, 1957.

Personal Notes: John H. Bachem, DuMont Network national sales mgr., named network gen. mgr. to succeed Ted Bergmann, who becomes managing director Jan. 1 when Chris Witting leaves to head Westinghouse Radio Stations Inc. . . . Jack Heintz, mgr. of radio KSDO, San Diego, will become mgr. of KLAC-TV, Los Angeles, succeeding Mortimer W. Hall, who remains as mgr. of radio KLAC, when FCC approves transfer of ownership to Copley Press Inc. (Vol. 9:49); plan is to change call letters to KCOP . . . Kevin B. Sweeney upped to BAB exec. v.p., assuming duties of resigned pres. Wm. B. Ryan Jan. 1; John F. Hardesty resigns Dec. 31 as director of local promotion to become N. Y. sales mgr. of Westinghouse Stations, succeeding Eldon Campbell, being promoted to new post . . . Carl M. Stanton, promoted to chief of NBC-TV film div. succeeding new exec. v.p. Robert W. Sarnoff, has appointed Edgar G. (Ted) Sisson, ex-N. W. Ayer and one-time Pedlar & Ryan TV-radio v.p., as associate director of the div. . . . Frederic Wm. Wile Jr., NBC-TV production v.p., shifts to Hollywood to take over similar duties, with Earl Rettig, Hollywood program business mgr., assuming N. Y. duties . . . Les Dana, ex-WSPD-TV, Toledo, becomes gen. administrator for Storer's new CMTV, Havana, Cuba (Ch. 11) which began Nov. 11; Al Ruhfel takes his place as program director . . . Vicente Ramos named gen. mgr. of new Caribbean Networks Inc., 200 W. 57th St., N. Y., rep firm set up by Jose Ramon Quinones, pres. of WAPA & upcoming WAPA-TV, San Juan, Puerto Rico . . . Barry Keit named TV sales supervisor, Headley-Reed Co. . . . Steve Beard, ex-Dallas office of Blair TV, joins N. Y. staff, succeeded at Dallas by Frank Carter . . . Wm. E. Ellwell, ex-WTIX, New Orleans, named mgr. of Headley-Reed New Orleans office . . . Yale Roe, continuity director

of WABC-TV, N. Y., appointed film director . . . James Beach, ex-BBDO & Biow, named program mgr., ABC-TV, Hollywood, reporting to Donn Tatum, TV director of western div. . . . Norman H. Sloane named TV sales service mgr., ABC-TV western div. & KECA-TV (now KABC-TV), Los Angeles . . . Dupuy G. Warrick, counsel & board member, elected v.p. of Midland Bestg. Co., licensee of KMBC-TV, Kansas City (Ch. 9); Arthur B. Church Jr., 4.37% owner and son of president, elected secy. & director; J. Noland Franz, controller, elected treas.; George J. Higgins, v.p. & managing director, elected to board . . . John E. Scott named sales mgr. of WKLO-TV & WKLO, Louisville . . . Wm. P. Geary, ex-El Paso chamber of commerce, named sales mgr. of upcoming WMGTV, Adams, Mass. . . . John Fitzgerald, sportscaster, named promotion mgr. of WXEL, Cleveland . . . John Burr, ex-KGO-TV, San Francisco, named national adv. mgr. of Smullin stations KIEM-TV, Eureka, Cal., & KBES-TV, Medford, Ore. . . . Robert Martin appointed program director, KPHO-TV, Phoenix, replacing Arthur Sprinkle, resigned . . . Maurice Wynne, ex-WAFB-TV, Baton Rouge, named chief engineer of KTAG-TV, Lake Charles, La. . . . John Pindell, ex-KING-TV, Seattle, becomes commercial mgr. of KHQ-TV, Spokane . . . Sid Grayson, ex-KWFT-TV, Wichita Falls, named gen. mgr. of upcoming KMID-TV, Midland, Tex. (Ch. 2) . . . E. C. Cheviot, commercial mgr., WOAI-TV, San Antonio, elected pres. of San Antonio Ad Club . . . Linnea Nelson, ex-J. Walter Thompson, named TV analyst, Kudner Agency . . . Neil M. Morrison promoted to director of new audience research bureau, Canadian Broadcasting Corp. . . . Frank Amy named sales service mgr., WPIX, N. Y. . . . David Lasly, ex-DuMont Chicago div. sales mgr., joins CBS Radio spot sales, San Francisco.

After testing satellite transmitter at Clinton, Md. (Vol. 9:45), Jerrold Electronics Corp. delivered it to Mexico's Emilio Azcarraga, who plans to install many in small towns. During Clinton tests, Ch. 9 signals of WTOP-TV, Washington, were received then retransmitted on Ch. 3 with 5 watts ERP. Transmissions from antenna 255 ft. above sea level were received at several points 234 ft. above sea level. Following are signal strengths at various distances, with signal generally traveling through wet woods: 1.6 mi., 660 uv/m; 2.25 mi., 200 uv/m; 4.25 mi., 48 uv/m; 5.1 mi., 20 uv/m. Though tests showed signal dropping off rapidly, Jerrold engineers expect that coverage will be satisfactory under planned line-of-sight operations.

Reporting on community antenna system in Vancouver, B. C. (Vol. 9:47), pres. G. C. Chandler, of operator TruVu TV Ltd. and CJOR, says sales of sets in "shadow" area served by system are substantially higher than in parts of city where good "free" signals can be received. He says that ultimate plans call for receiving antenna on 1100-ft. mountain and institution of a pay-as-you-look service for movies, etc. when number of subscribers justifies it.

NARTB takes battle for more extensive TV football coverage (Vol. 9:48) to NCAA conference of coaches and athletic directors at Cincinnati's Netherland-Plaza Hotel Jan. 5, accepting invitation to present panel on its viewpoint. Panelists: George J. Higgins, KMBC-TV, Kansas City, chairman of NARTB sports committee; Thad H. Brown Jr., NARTB v.p. in charge of TV; Robert K. Richards, NARTB administrative v.p.; Richard Larkins, Ohio State U athletic director.

New low-loss coaxial transmission lines and fittings for uhf stations are described and illustrated, together with information on layout and installation, in 28-p. catalog now available from Broadcast Equipment Sales, RCA Victor, Camden 2, N. J.

Supreme Court upheld firing of 9 TV station technicians for passing out handbills disparaging station's programming during labor dispute. In case involving IBEW engineers fired in 1949 by Jefferson Standard Life Insurance Co.'s WBTV, Charlotte, N. C., court split 6-3 this week, Justice Burton asserting in majority opinion that technicians' attack on WBTV's programs "related itself to no labor practice of the company [and] made no reference to wages, hours and working conditions." Justices Frankfurter, Black & Douglas dissented. NLRB had upheld firings, was overruled by Appeals Court.

An ex-POW has sued WHAM-TV, Rochester, N. Y. for \$100,000, alleging libel in newscast which he says stated he had admitted Communist germ warfare charges. Former Air Force Capt. Wm. Preston, of nearby Batavia, N. Y., filed suit in county court and it's calendared for Feb. 1 term. WHAM-TV mgr. Wm. Fay says case has no merit since newscast was highly commendatory of Capt. Preston.

Chunk of Citizens Radio Service band (40 channels of the 100 in 460-470 mc) was requested by NAM's Committee on Mfrs. Radio Use in petition filed with FCC this week (Vol. 9:47). No FM spectrum was requested, though petition says: "The frequencies deleted from the Citizens Radio Service could very possibly be redeemed if the Commission were to undertake a re-examination into the amount of spectrum space assigned for the use of gov't. stations and the FM Broadcast Service." Petition, supported by 56 manufacturers, cites value of point-to-point radio in manufacturing processes, gives Detroit as prime example of area where need is greatest. Among petitioners are such giants as General Motors, Ford, Alcoa, the aircraft companies, etc. Included are 3 TV-radio manufacturers—GE, Motorola, Philco. Chairman of committee is Herbert E. Markley, Timken Roller Bearing Co.; counsel is Jeremiah Courtney; engineering consultants, Jansky & Bailey.

TWO TV ANTENNA towers blew down this week—both belonging to stations shooting for Xmas debuts—as high winds lashed Rocky Mountain area. Denver's KOA-TV (Ch. 4), whose 300-ft. structure atop Lookout Mt. was flattened Dec. 7 by 80-mph wind, promises it nevertheless “will definitely be on the air as scheduled Xmas Eve,” with tests before Dec. 20. Temporary tower is being built to accommodate 6-bay antenna, and “work will proceed around the clock to repair the damage to our building, with the expectation of installing our 25-kw amplifier to give us our full power of 100-kw as of our debut,” writes exec. v.p. Don Searle. KOA-TV will become basic NBC outlet.

Day after the Denver catastrophe, partially erected tower of KFBC-TV, Cheyenne, Wyo. (Ch. 5), 100 mi. away, bit the dust. It had been built up to height of 100 ft. of a planned 500 ft. on promontory 7000 ft. above sea level 10 mi. west of city. Mgr. Wm. C. Grove wired: “Transmitter building and 10,000-sq. ft. studio building completed and technical installations nearly completed for scheduled Xmas starting date. Tower will be rebuilt quickly as possible so as to reduce delay in starting date.” Station will carry CBS & ABC programs. Nobody was reported injured in either tower accident.

Neither GE nor RCA reported any new orders or shipments this week, but DuMont reported 5-kw and associated equipment ready to leave Dec. 15 for KFBB-TV, Great Falls, Mont. (Ch. 5) and order for 5-kw with studio equipment for WQED, Pittsburgh educational station (Ch. 13) due for Dec. 27 delivery.

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

WKAQ-TV, San Juan, Puerto Rico (Ch. 2) expects to begin interim operation with already-installed GE 5-kw transmitter Jan. 15 or immediately thereafter. Owned by *El Mundo* publisher Angel Ramos, its gen. mgr. is R. Delgado Marquez and commercial mgr. is David Polinger, formerly with No. Carolina stations. San Juan's WAPA-TV (Ch. 4), managed by Charles E. Bell, ex-WBTV, Charlotte, is also due on air sometime during first quarter 1954, probably about mid-Feb. WAPA-TV, with \$200 rate, will be represented by newly formed Caribbean Networks Inc., 200 W. 57th St., N. Y., established by WAPA owner Jose Ramon Quinones with Vicente Ramos as gen. mgr.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, has its 5-kw GE transmitter, hopes to get going before Jan. 1, but bad weather is holding up installation of antenna atop 700-ft. tower, reports mgr. George J. Kapel. It will be primary NBC affiliate, but will feed from other 3 networks. Hour rate will be \$200. Rep will be H-R Television.

WIRY-TV, Bloomingdale, N. Y. (Ch. 5), last week's grant to Great Northern Television Inc., which interlocks with radio WIRY, Plattsburg, hasn't begun construction or ordered equipment, has “summer of 1954” as earliest target date, according to pres.-gen. mgr. Joel Scheier. Call letters may be changed to WGNT. Rep not yet chosen.

WINK-TV, Ft. Myers, Fla. (Ch. 11), oft delayed, now plans Feb. start with 2-kw RCA transmitter, according to gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland (Daniel Sherby, pres.). It will be ABC affiliate. Hour rate will be \$150. Weed will be rep.

KBID, Fresno, Cal. (Ch. 53) now plans Jan. 16 start with 12-kw GE transmitter. It will be city's third uhf, will share KMJ-TV tower on Bear Mt. Hour rate will be \$225. Rep will be Meeker. It's first of 3 John Poole CPs to begin operation—KBIC-TV, Los Angeles (Ch. 22) being due in spring of 1954 and plans still indefinite for KBIK-TV, Sacramento (Ch. 46).

WQED, Pittsburgh, Pa. (Ch. 13, educational) has transmitter house ready for 5-kw DuMont transmitter due by Jan. 15, has begun work on studios, plans start before Feb. 1, according to newly appointed gen. mgr. William A. Wood, ex-CBS-TV Washington director of public affairs.

WINT, Waterloo, Ind. (Ch. 15) won't get started this Dec., as originally scheduled, now plans early March tests with 12-kw GE transmitter due in Jan., according to pres. R. Morris Pierce, who operates radio WDOK, Cleveland. Last week, request was filed to change to 800-ft. tower 7 mi. closer to Ft. Wayne. Rep not yet chosen.

WSID-TV, Baltimore (Ch. 18), granted this week to operator of suburban radio WSID, Essex, Md. (Richard Eaton), has tentative order for Federal equipment, will use present AM studio and Truscon AM tower, aims to get on air in summer of 1954, said company spokesman. It will be represented by United Bestg. Co., N. Y., also owned by Mr. Eaton, who also operates radio WOOK, Washington; WINX, Rockville, Md.; WARK, Hagerstown, Md.; WANT, Richmond, Va.; WJMO, Cleveland, O. This is second Baltimore uhf grant, other having been in Dec. 1952 for Tom Tinsley's WITH-TV (Ch. 60).

WMAC-TV, Massillon, O. (Ch. 23), last reporting Dec. 7 debut with 1-kw GE transmitter (Vol. 9:42), still awaits FCC approval of changed site and lower power, now plans April 15 start, according to mgr. Jim Bushman. Ed Lamb station has set \$200 hour rate and signed DuMont affiliation. Rep will be Petry.

WDAN-TV, Danville, Ill. (Ch. 24) hopes to test RCA 1-kw transmitter before Jan. 1, reports gen. mgr. Robert J. Burow. It's owned by *Danville Commercial-News* of Frank Gannett chain, which also owns WHEC-TV, Rochester, and party of WECT-TV, Elmira, N. Y. Hour rate will be \$150. Everett-McKinney will be rep.

WNLC-TV, New London, Conn. (Ch. 26), oft delayed, again changes target from early 1954 to “sometime in 1954.” Mgr. Gerald J. Morey reports RCA equipment has been ordered, studios ready, transmitter site purchased. Class A hour will be \$150. Headley-Reed will be rep.

WTRI, Schenectady, N. Y. (Ch. 35), with 12-kw GE transmitter ready for shipment, has transmitter house on 1200-ft. Bald Mt. near Troy nearly ready, awaits shipment of 500-ft. Blaw-Knox tower, expects to meet Jan. target date, reports asst. gen. mgr. Paul L. Jacobson. Richard B. Wheeler is gen. mgr.; Albert Chismark, chief engineer. Owners are Fabian theatre interests and Col. Harry C. Wilder, founder and ex-owner of WSYR-TV, Syracuse, who operates WTRY, Troy. Rep not yet chosen.

WQXI-TV, Atlanta (Ch. 36) hasn't reported on equipment, construction plans or sales rep, but hopes to get going by June, 1954, according to owner Robert W. Rounsaville who also holds CP for WLOU-TV, Louisville (Ch. 41) due in 1954 and 50% of WCIN-TV, Cincinnati (Ch. 54) scheduled for next Jan.

WFMZ-TV, Allentown, Pa. (Ch. 67), with 5-kw DuMont transmitter due March-April, 1954, and construction underway, plans tests late next spring, programming in early summer, according to pres. Raymond F. Kohn. Rep will be Avery-Knodel.

Channel shifts & power boosts: WNHC-TV, New Haven, has begun test pattern on Ch. 8 with RCA 10-kw transmitter while continuing operation on Ch. 6 in accordance with permission from FCC to operate simultaneously on both channels up to 30 days (Vol. 9:46). WCSH-TV, Portland, Me. (Ch. 6), which began test pattern Dec. 1 with 60-kw ERP, installs 25-kw amplifier this week end, plans 100-kw by start of programming Dec. 20. RCA this week shipped 25-kw amplifier to WBAP-TV, Ft. Worth (Ch. 5); GE shipped 20-kw to share-time WVET & WHEC-TV, Rochester, N. Y. (Ch. 10).

TRADE MARKS TIME, GEARING FOR COLOR: TV business continued to follow the general trade trends, getting nice pre-Xmas shot-in-arm and hoping expected downturn early part of next year will be no more than seasonal.

Excellent in some parts of the country, especially winter-bound areas, the movement of new TV sets into homes was spotty over the nation as whole, without any definite pattern. There were plenty of sets, output continued fairly high, people shopped "bargains" under the stimulus of inventory sales, best sellers were the low-priced units, larger and costlier models weren't moving too well.

While the holidays will put a nice dent into unit inventories, the glut of larger models led to the remark, "We're badly constipated and need a dose of salts."

Overshadowing all forward considerations was the color situation, everybody asking when FCC will give color the go-ahead. The trade generally seemed gratified that FCC did not muddy holiday waters with flashing headlines (see p. 3), holding off its decision -- for whatever reasons.

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Nearly all set and tube makers were preparing for color production and demonstrations, if not already at it. At same time, combined manufacturers, distributors and dealers were working on ways and means of keeping black-&-white markets reasonably stable until the supply of color receivers is sufficient to amount to something in a sales way. This week's developments:

(1) Foreshadowing closer liaison at all levels of the trade in putting over the industry's "color facts" campaign, RETMA is setting up panel on subject at NARDA convention in Chicago's Conrad Hilton Hotel, Jan. 12. Basically, the story is that there will be miniscule number of small-screen sets (certainly no more than 200,000) during 1954; that costs will be very high (\$800 to \$1000 minimum); that color programs will be few and far between for long while. Meanwhile, Better Business Bureau booklet on color for public (Vol. 9:47) awaits release after FCC decision.

(2) Prime color protagonist RCA, refusing to say how many sets and tubes it has turned out beyond the sampling to all its tube customers -- scuttlebutt has its Bloomington plant alone now assembling 10 receivers a day -- prepared to pop a big ad campaign to tell the public it can safely buy today's monochrome without fear of obsolescence from tomorrow's color sets. Other manufacturers were getting ready to follow same line, meanwhile gearing down their black-&-white output to what one said would be "very modest levels" next year.

(3) Admiral pushed for 100 color sets by Jan., will start color school for distributor servicemen Feb. 1, said it would offer service policy with color sets.

(4) Dr. Allen B. DuMont asked and answered 11 questions on color, in letter to distributors -- all pointing to thesis: "Buy black-&-white now, color later." He reiterated plans to deliver small number of color receivers for "demonstration purposes" next year, said 97½% of DuMont monochrome output in 1954 will be table models and open-face consoles, at \$200-\$400. (For DuMont's 4 new models, see p. 10.)

(5) Picture tube maker Thomas Electronics Inc., Passaic, N.J., took license from Chromatic TV Labs to make Lawrence color tube -- second to sign. Crosley was first (Vol. 9:45). Robert E. Burrows, gen. sales mgr., says Thomas is now sampling 22-in. Lawrence round tube, comments: "It has terrific possibilities. We have a great deal of faith in it. It lends itself to mass production more than any other tube." But he said Thomas will also continue to make RCA-type color tubes.

(6) First color tube delivery by National Union Radio Corp. went to an unnamed customer this week, and quantity production was promised "as soon as we can obtain bulbs and other materials from suppliers." Also announced were promotions of research chief A. Melvin Skellett to v.p. in charge of manufacturing & engineer-

ing, and Lawrence L. Hardin Jr. to director of research div., Orange, N.J., as moves "to meet the competitive challenge of color TV and other industry developments."

(7) Raytheon disclosed it too was making color tubes, said 4 sets would be on floor of its Los Angeles distributor James Kerwin Co. for Jan. 1 Tournament of Roses parade colorcast, to be carried locally on KNBH.

Most major set manufacturers were silent about plans, but a few smaller ones spoke out in various ways. Muntz TV demonstrated color set using Lawrence tube at Chicago, and pres. Earl Muntz told us he plans to sell, starting in Jan., 27-in. black-&-white set for \$500 which can be converted to color later simply by replacing monochrome tube with color tube; his current 27-in. sells for \$300.

Accenting the high cost of color, Scott Radio pres. John Meck announced he plans to start production of color set costing \$1485 retail, with gradual reduction to \$1285 in first 6 months. It utilizes standard 14-in. tri-color tube, giving a 12-in. picture, and will be used for display purposes only.

* * * *

TV production moved inexorably toward 7,000,000 mark, with slim possibility that total 1953 output will break 1950's record 7,463,800. Output week of Dec. 4 totaled 126,443, up from Thanksgiving week of 103,692, but down from 146,729 week ended Nov. 20. With 4 weeks to go, total output for year to date is about 6,900,000. RETMA's final figures for first 10 months show record 6,204,803 for that period, of which 1,222,507 were uhf-equipped. (For analysis of uhf production & markets, see below.) For Oct. alone, output was 680,433, of which 202,605 were uhf-equipped.

Radio production for week ended Dec. 4 totaled 241,549, up from 219,156 in preceding week and down from 280,244 week before. It brought total radio production to date to about 12,250,000. Revised 10-month radio output was 11,201,656.

UHF-EQUIPPED SETS NOW 30% OF OUTPUT: With some 11,000,000 families now within range of good uhf reception, industry's output of vhf-uhf sets continues to accelerate.

Just 15% of TV receivers produced first 7 months of this year had uhf tuners built-in at factory. For August, figure was 15.6%. Then in September, it jumped to slightly over 25% (Vol. 9:45). And in October, according to just-released RETMA figures, some 30% of TV sets produced had uhf tuners in them.

Industry production of vhf-uhf sets increased from September to October, despite a drop in total number of TV sets produced. Of 770,212 TV sets built in September, 193,212 had uhf. In October, 680,433 sets were made, of which 202,605 had uhf. For the first 10 months of 1953, uhf tuners were built into 1,122,507 of the 6,204,803 TVs produced -- or about 18%.

Adding uhf-equipped sets to an estimated 1,733,800 uhf "conversion units" (converters and sets of uhf strips) produced so far this year -- plus about 100,000 uhf sets and units made last year -- we estimate that very close to 3,000,000 uhf receivers and conversion units have been turned out to date. By year's end, figure should be at least 3,730,000.

How many of these uhf sets and converters are now in use, is a matter of educated guessing; we'd say something more than 2,000,000.

Potential market for uhf sets and converters grew from zero a little over a year ago to at least 11,000,000 families today. This is our estimate based on the number of households within the 93 primary market areas or counties of the 118 uhf stations now on air. Population figures are from 1950 Census as brought up to date by Sales Management's "Survey of Buying Power." We consider these estimates conservative, since many uhf stations reach out beyond their immediate trading areas.

Some 2,000,000 or more of these 11,000,000 families already own sets with uhf tuners, converters or uhf strips. About 80% still remain as prospects for sales of all-channel sets or uhf converters. Therefore, the sales potential for uhf sets and conversions is about 9,000,000 families, as of now. As uhf stations go on air in new communities, this potential continues to increase.

About 38,000,000 families are now within range of at least one TV station (vhf or uhf) -- some 85% of nation's 45,640,000 families. Saturation of all U.S. TV areas is about 67%. Some 12,000,000 families within range of TV have no sets at all.

Topics & Trends of TV Trade: Flat ban on "bait" ads—particularly those which proclaim "no down payment" merely as lure to increase store traffic—looms as at least one concrete result of series of fair practice rules meetings concluded by Federal Trade Commission Dec. 7.

Though industry representatives differed on other rules in the proposed code, remarkable chorus of agreement followed suggestion by NARDA's Mort Farr to ban such ads as deceptive trade practice. And FTC attorney Paul Butz, who has conducted drawn-out hearings dating back to 1951 (Vol. 7:25, 8:19, 9:41), told us the ban will surely be written into the code he'll submit for final FTC approval in month or so.

If commissioners approve, rules could be effective by mid-1954. Rules aren't legally binding, depend on voluntary compliance. Violators can be prosecuted only if FTC believes trade laws have been broken.

FTC plan is to make rules so general and all-inclusive that color and other subsequent electronic developments could fit into the framework with few, if any, amendments. RETMA's Glen McDaniel said he had considered asking further postponement to cover future developments but deemed it wiser to allow the rules to take effect, then amend them later if necessary.

One of biggest FTC headaches will be to determine how many times a demonstrator model can be played and still called "new". Kenneth Wilson, representing National Assn. of Better Business Bureaus, suggested FTC ban use of "new" to describe any demonstrator; NARDA's Fred Walker objected, saying mere fact sets were played a few times didn't make them used, added hundreds of dealers would be forced out of business if forced to sell demonstrators as low-priced used sets.

* * * *

Philco entered home laundry field this week, disclosing purchase of Dexter Co., Fairfield, Ia., manufacturers of washing machines & dryers (Tom B. Hunt, president) for undisclosed sum. Philco announcement said that "in exchange for plant facilities, patents and other assets of Dexter, Philco will tender 70,000 shares of its authorized but unissued common stock, or 1.05 shares of Philco stock for 3 shares of Dexter stock, of which there are 200,000 shares outstanding." Agreement is subject to approval of Dexter stockholders. Philco will operate Dexter as wholly-owned subsidiary under present management, with equipment marketed under Dexter brand. With 59-year experience in laundry equipment production, Dexter has plants in Fairfield, Ia. and Alliance, O. Last year, when it produced 125,471 washing machines, its profit was \$68,849 on sales of \$12,152,212.

Westinghouse's reduction of \$80-\$200 in prices of six 21-in. models in early Nov. (Vol. 9:46), along with larger promotion allowances to dealers on all other sets, resulted in threefold increase in sales over Oct., reports TV-radio div. sales mgr. R. L. Sandefur. Factory stocks have been reduced considerably, he added, though he said Westinghouse "never was overloaded."

Muntz TVs likely will be sold by independent dealers in newer TV markets after first of year, according to pres. Earl Muntz, who says his own retail distribution system hasn't proved adequate to meet market expansion. His statement followed disclosure that Muntz sets were being sold on "test basis" by Western Tire Auto Stores chain in Rockford, Ill. and by East TV in Peoria.

Federal Trade Commission this week approved consent order ending complaint 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, 32). NEDA consented to issuance of order without admitting or denying any violation of anti-trust laws.

Mass-production of printed-circuit TV sets is promised within 3-4 months by Kaye-Halbert TV Corp., Culver City, Cal. First showing of set will be at Chicago's Conrad Hilton Hotel, Jan. 4. Kaye-Halbert officials describe new chassis thus: It's divided into 9 major sections, printed by silk screen etched method on copper lined phenolic plates. Standard components are used, with dip-soldering for connections. The sections snap into phenolic frame which is mounted vertically behind picture tube for easy accessibility from rear of cabinet. Company estimates 95% of all servicing can be done in the home, the serviceman snapping out the ailing section of the circuit for repair or replacement. While initial materials costs will be higher than for conventional wiring, officials say they expect substantial savings in labor costs from the start, with other benefits expected to be complete standardization and freedom from many of the ailments common to hand-wired sets. No price has been established. TV sets have used printed circuits in the past, but no production model set has had completely printed circuitry. RCA is manufacturing and selling to the trade a printed IF circuit for TV.

DuMont introduced four 21-in. additions to 1954 line at convention of regional and factory branch salesmen at Waldorf-Astoria this week, at same time raising list prices on 2 models in current line. New models: Benton, walnut-finish table \$260, mahogany \$270, blonde \$280; Preston, mahogany-finish table \$290, blonde \$300; Garfield, open-face walnut console \$330, mahogany \$340, blonde \$350; Newport, full-door mahogany console \$450, blonde \$470. Those raised were Summit, 17-in. table model, from \$210 to \$220 in mahogany & blonde, remaining at \$200 in walnut, and New Yorker, 24-in. open-face console, from \$500 to \$550 in mahogany and from \$530 to \$580 in maple & blonde. Sales mgr. Dan Halpin said increases were made to give dealer greater discounts.

New 12-channel turret tuner has been announced by Anchor Radio Corp., 2215 St. Louis Ave., Chicago, for production in mid-Jan. Anchor claims tuner is first with RF amplifier operating for both uhf & vhf channels, and that no adjustments are required when strips are installed. Tuner is expected to list for \$20-\$24, strips about \$3 each. Anchor is said to be negotiating with Muter Co. to manufacture the tuner, Anchor to handle jobber sales.

* * * *

Picture tube sales in first 10 months of year totaled 8,501,455 valued at \$203,127,855, compared to 4,954,031 worth \$108,866,565 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 79% of sales. Oct. picture tube sales totaled 948,593 worth \$23,994,184, compared to 875,712 at \$20,524,677 in Sept. and 1,045,286 at \$23,340,340 in Oct. 1952.

Receiving tube sales in first 10 months totaled 382,080,588 valued at \$263,328,699, compared to 287,569,947 worth \$205,318,181 in same 1952 period. Of sales, 258,224,844 went for new sets, 97,333,270 replacement, 17,469,046 export, 9,053,398 Govt. For Oct., receiving tube sales totaled 34,928,108 worth \$25,393,879, compared to 38,929,539 at \$27,401,566 in Sept. and 41,880,318 at \$28,379,281 in Oct. 1952.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1953 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

Trade Personals: Wm. H. Martin, Bell Labs v.p., Jan. 1 becomes Deputy Asst. Defense Secy. for applications engineering . . . Harry W. McCullough resigns as Crosley TV-radio gen. sales mgr. after 5 years in top-level Crosley sales posts . . . John C. Marshall elected Arvin v.p. & TV-radio sales director; Herbert A. Holmes promoted to sales mgr. of special products div. . . Ralph R. Stubbe named chief engineer, General Instrument Corp. . . Douglas Day, recently adv. mgr. of DuMont, onetime Buchanan account executive, is now Chrysler-Plymouth dealer in his home town of Carmel, N. Y. . . Arthur T. Baxter resigns as Hoffman Radio purchasing director to join S. L. Spraggins Co., Beverly Hills manufacturers' rep . . . H. Leslie Hoffman, pres. of Hoffman Radio, awarded engraved hour glass Dec. 1 by Los Angeles business magazine *Minute* in recognition of "technological leadership in TV and electronics" . . . George W. Fenimore, ex-Hughes Aircraft, named special asst. to Packard-Bell pres. H. A. Bell . . . Dean W. Phillips, southern California district sales mgr., Packard-Bell, named sales mgr. of its new Bellair room air conditioner div. . . Kenneth Irwin, Los Angeles factory rep, named San Joaquin Valley district sales mgr., Kaye-Halbert, headquartering in Fresno . . . John C. Bibbs named mgr. of Westinghouse Ft. Worth sales office, replacing W. R. Dixon, now mgr. of Little Rock branch . . . Ray Turner succeeds R. Race as chief engineer, Motorola Canada . . . Charles P. Lloyd named Motorola regional mgr. out of Chattanooga, succeeding Verne May, resigned . . . Dr. Leslie Hill joins Pentron Corp., Chicago, as research director . . . Clayton Ryder promoted to Boston district mgr., GE replacement tube sales, replacing Paul P. Wickman, now at tube dept., Syracuse . . . Donald H. Rogers, ex-Western Electric, named chief engineer, Blonder-Tongue Labs, Westfield, N. J. . . Robert Caswell resigns as central zone mgr., CBS-Columbia . . . Murray Platt, pres. of Platt Mfg. Corp., elected pres. of Link Radio Corp. in merger of the companies . . . Robert E. Ricketts, ex-DuMont, named chief engineer, Radio City Products, N. Y. . . Wm. H. Kelley, recently resigned Motorola v.p. who becomes DuMont sales v.p. Jan. 1, was presented with certificate for a 1954 Cadillac by Motorola distributors as farewell gift at N. Y. party . . . Wm. C. Cothron, ex-DuMont & RCA, recently supervisory engineer for JOAX-TV, Tokyo, joins Graybar as TV equipment sales rep in Washington . . . Stanley Adams, mgr. of Bangor plant, promoted to gen. mgr. of Standard Coil Products Co. Chicago plants.

* * * *

Distributor Notes: Philco appoints Electro-Pliance Inc., ex-Motorola Milwaukee outlet, replacing Radio Specialties Inc.; Philco Distributors Inc., Philadelphia, names David McGuckin, ex-sales promotion director, mgr. of air conditioning div. . . Motorola appoints Allied Appliances, ex-Admiral Denver outlet (Wm. J. Lujan, pres.), replacing Boyd Distributing Co., now Philco; Motorola-Baltimore appoints Arthur E. Selnick TV-radio sales mgr. . . Bendix Radio appoints Breece Distributing Co., Kansas City (W. E. Breece Sr., pres.) . . . Westinghouse appoints Home Equipment Co., Memphis (George B. Bates, pres.) . . . Trav-Ler Radio names Fresno TV Supply Co., Fresno, Cal. . . Kinney & Faust, Fresno (Hoffman Radio) appoints Frank P. Fern TV-radio sales mgr., replacing V. E. Lehman, resigned . . . Radio Distributing Co., Detroit (Zenith) elects John W. Miltgen v.p.; he's gen. mgr. of Grand Rapids branch . . . Peninsular Distributing Co., Detroit (CBS-Columbia) names J. L. Leeson gen. mgr. . . GE Supply Co. elects R. C. Hawley, ex-St. Paul district mgr., as national treas., headquartering in Bridgeport, Conn.; he replaces R. L. Johnson, now finance mgr. of GE lamp div., Cleveland.

Financial & Trade Notes: Packard-Bell reports net profit of \$1,139,642 (\$1.65 a share) after taxes of \$2,345,000 on record sales of \$32,152,750 in fiscal year ended Sept. 30, compared to \$968,051 (\$1.40) after \$2,103,720 taxes on \$22,724,273 sales during preceding fiscal year. Profit was second only to 1950's record \$1,308,510 (\$2.61). In annual statement, pres. H. A. Bell said company will begin deliveries of own "Bellair" room air conditioners in Feb. as "our first step in the direction of entering the air conditioning and refrigerating field, which appears from all statistical and economic studies to be the most promising growth field in hard goods for home use." Company makes own furniture in Los Angeles plant, and recently began manufacturing hollow core doors for the building industry in plant at Santa Ana as part of program of diversification. In last year, it has doubled manufacturing space, with 116,000-sq. ft. more for new mill & cabinet plant, 30,000-sq. ft. for research & development facilities.

Hoffman Radio reports net income of \$1,115,533 (\$1.92 a share on 574,726 common shares outstanding) after taxes of \$1,901,741 on sales of \$38,153,871 in first 9 months of 1953, compared to \$994,282 (\$1.73) after taxes of \$1,242,527 on sales of \$25,728,140 in same 1952 period. Earnings in third quarter ended Sept. 30 were \$418,213 (73¢) on sales of \$13,465,636.

Davega Stores reports net loss of \$108,093 on sales of \$11,830,531 in 6 months ended Sept. 30, compared to loss of \$601 on \$12,260,573 in corresponding 1952 period and profit of \$12,712 (22¢ a share) on \$13,074,000 same 1951 period.

Dividends: Admiral, 25¢ Dec. 31 to stockholders of record Dec. 17; Audio Devices Inc., 3¢ Jan. 4 to holders Dec. 21; Electronic Associates, 20¢ Dec. 31 to holders Dec. 21; Capitol Records, 15¢ quarterly Jan. 1 to holders Dec. 15 and 20¢ extra Dec. 24 to holders Dec. 15; IT&T, 25¢ Jan. 15 to holders Dec. 18; Technicolor, 10¢ year-end Dec. 30 to holders Dec. 18; Paramount Pictures, 50¢ Dec. 26 to holders Dec. 18.

"The little lady who wasn't there" isn't there any more. After providing 2 days of fascinating mystery and newspaper headlines, she vanished as suddenly as she appeared, just as WNBT's publicity dept. was about to cash in on her—proving that even ion burns don't like to be exploited. The ghostly face which appeared on the TV screen of Mr. & Mrs. Jerry Travers, Blue Point, L. I. Dec. 9 and wouldn't disappear even with set turned off and wall plug pulled out, was identified Dec. 11 as belonging to pretty singer Francey Lane, who doesn't look the least bit ghostly. But while studio press agents—and Miss Lane in the flesh—were heading for Blue Point to observe the phenomenon (and get Miss Lane's name in the papers), the "ghost" revolted and disappeared after a 51-hour stand. Engineers explained phenomenon was rare, apparently caused by electronic "explosion" in set, during Miss Lane's show 2 days earlier, which fixed her image on screen.

Retail showmanship: To demonstrate vhf-uhf reception, Carroll Miller Appliances, Modesto, Cal., set up 9 Raytheon TV sets in show window, each connected to different antenna and showing picture from different channel. On top of each set was display card showing channel number and city where picture originated. Pictures shown on window demonstrator sets were from: San Francisco's KRON-TV (Ch. 4), KPIX (Ch. 5) & KGO-TV (Ch. 7); Bakersfield's KERO-TV (Ch. 10); Chico's KHSL-TV (Ch. 12); Fresno's KJEO (Ch. 47) & KMJ-TV (Ch. 24); Stockton's KTVU (Ch. 36); Monterey's KMBY-TV (Ch. 8). Modesto itself has no TV station, but there are 3 applicants for Ch. 14 there.

Last week's sale of Cleveland's WGAR for approximately \$1,000,000 (announced purchase price of \$1,750,000 included about \$750,000 in quick assets) does not mean Detroit's WJR is also likely to go on the block, too—even though third radio station controlled by G. A. Richards estate, KMPC in Hollywood, was recently disposed of to Gene Autry and associates. WJR is publicly owned by WJR The Goodwill Station Inc., with Mrs. Francis S. Parker, recently remarried widow of the late Mr. Richards, as chief stockholder. WGAR pres. John F. Patt, who sells his 35% in WGAR along with Mrs. Parker's 52½% and other executives' 12½%, will devote his attention mainly to WJR but will continue as a consultant for WGAR. Peoples Broadcasting Co., purchaser, subsidiary of Farm Bureau Mutual Insurance Co., Columbus, is retaining gen. mgr. Carl George, reporting to its pres. Herbert E. Evans. Peoples also owns radio WTTM, Trenton, N. J., where it holds uhf CP; WMMN, Fairmont, W. Va.; WRFD, Worthington, O.; recently sold WOL, Washington.

As N. Y. newspaper strike ended this week, telecasters and broadcasters wondered whether dept. stores and theatres had been won over to TV-radio as ad medium. Most reports indicated theatre business about normal for this time of year, retail traffic off perhaps a little during strike when TV & radio were virtually only available major advertising media. As for TV-radio's stepped-up news coverage during strike, *N. Y. Times'* Jack Gould summed up: "If ever there were doubts over the complementary rather than competitive nature of the major news media, they were put at rest during the suspension of newspaper publication. TV & radio filled a real public need with their news schedules, but necessarily they fell far short of meeting the public's hunger for information. The lesson is that broadcasting and the press perform different services, but both are needed in modern life."

Connected to AT&T network circuits this week: KFOR-TV, Lincoln, Neb.; WWOR-TV, Worcester, Mass.; WTOV-TV, Norfolk, Va. Scheduled to be added this week-end: KOMO-TV, Seattle; WJHP-TV, Jacksonville, Fla. Meanwhile, CBC announced it had signed joint contract with Canadian National and Canadian Pacific Railways for construction of TV network routes connecting Toronto, Kitchener, Hamilton, London & Windsor, Ont., and Montreal & Quebec City, Que. Temporary link between Toronto's CBLT and London's CFPL-TV is slated to be operating by Xmas, with permanent facilities ready by time Hamilton and Kitchener stations go on air next year. Montreal-Quebec link is also scheduled for completion in 1954, to coincide with debut of CFCM-TV, Quebec.

Transfer of KAFY-TV, Bakersfield, Cal. (Ch. 29) with KAFY from control by Sheldon Anderson family was approved by FCC Dec. 11. Mr. Anderson, new operating KCOK-TV, Tulare, Cal. (Ch. 27), and family sell 51½% for \$85,000. New stockholders: *San Francisco Chronicle*, 49%; Charles Thieriot, gen. mgr. of *Chronicle's* KRON-TV, 16.67%; John Hearne, attorney, 25%; Mr. Anderson, 8.3%; Harold See, mgr. of KRON-TV, 1%.

W. D. (Dub) Rogers' KDUB-TV, Lubbock, Tex., which has just placed contract with Gates for 250-watt AM transmitter, is believed to be first TV station that started first, then applied for and got CP for radio adjunct.

Gross of \$1,250,000 by New York's WNBT (NBC-owned) in November is said by *Television Age* to be highest monthly figure ever recorded by any TV station.

American Assn. of Advertising Agencies, 420 Lexington Ave., N. Y., has reissued its Standards of Practice in new booklet, available to advertisers and media on request.

Newly allocated Ch. 6 in Milwaukee suburb, Whitefish Bay, Wis., this week got its second applicant in Hearst Corp., on whose petition channel was added. At same time, Hearst filed motion with Appeals Court to dismiss its appeal from FCC's action reserving Milwaukee's Ch. 10 for educational use. Hearst owns Baltimore's WBAL-TV & WBAL, Milwaukee's WISN and Pittsburgh's WCAE. Only other application filed this week was for Lexington, Ky., Ch. 18, by WLEX (J. D. Gay Jr., pres. & chief owner). Twelve applications were dismissed this week. On file with FCC at week's end were 368 applications, including 79 for uhf. [For further details about these applications, see *TV Addenda 17-W* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with *Addenda* to date.]

Northeast Television Network, 3-station off-the-air hookup to begin program exchange in Massachusetts Mon., Dec. 14 (Vol. 9:38), will carry programs from New York's WPIX as well as from network "member" stations. WPIX already is beaming its sports programs to 2 Pennsylvania uhf stations. Northeast's guiding lights are Ansel Gridley of WWOR-TV, Worcester (Ch. 14), Charles DeRose of WHYN-TV, Springfield-Holyoke (Ch. 55), Frank Lyman of WTAO-TV, Cambridge-Boston (Ch. 56). Network is expected to be joined later by WATR-TV, Waterbury, Conn. (Ch. 53) and upcoming WMGT, Adams, Mass. (Ch. 74) and WNET, Providence, R. I. (Ch. 16).

Long-sought excess profits tax relief for telecasters has been granted in new ruling adopted by Internal Revenue Service. Washington attorney Lovell Parker, special tax counsel to NARTB, said effect and application of complex new rules will vary from case to case. He is preparing interpretation of new ruling for NARTB TV members. Text of amendment was published in Dec. 3 *Federal Register*, available for 15¢ a copy from Supt. of Documents, Govt. Printing Office, Washington.

FCC approved call letter changes of ABC's KECA (TV-AM-FM) to KABC (TV-AM-FM) this week, at same time changing George B. Storer's KABC, San Antonio, to KGBS, his TV there from KEYL to KGBS-TV, and switching KGBS-TV & KGBS, Harlingen, Tex., to KGBT-TV & KGBT.

FCC budget of about \$6,700,000 for next year, compared with \$7,400,000 for current year, will be recommended to Congress by President Eisenhower. FCC had pared its request to \$7,100,000, but Budget Bureau lopped off \$400,000 more.

Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 18* will be off the presses shortly after Jan. 15, 1954—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly *Addenda*); list of all new-station grantees (with reported starting dates); directories of station representatives and major advertising agencies; directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, electronics laboratories; plus many other reference features. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

Television Digest

with ELECTRONICS REPORTS

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In this issue:

FCC Wishes Industry 'Godspeed' with Color, page 1
Buffalo UHF Station Quits, 4 CPs Issued, page 3
Commission's Survey of UHF Economics, page 4
7 More Starters, Mostly Small Towns, page 4

World's Tallest TV Tower—WMCT's 1088-ft., page 6
Transmitter Shipments & Upcoming Stations, page 8
There's Plenty of Life in TV Trade—for 1954, page 9
Color & 1954—Whot Trade Leaders Think, pp. 10-12

[With This Issue: Complete Text of FCC Color Decision, Including New Technical Standards Amended to Incorporate Color]

FCC WISHES INDUSTRY 'GODSPEED' WITH COLOR: FCC's color decision on Thursday, Dec. 17, approving compatible system endorsed by entire industry, has been so long anticipated and pre-digested that its historic significance may be obscured.

There can be little doubt the industry is beginning a new era, just as it did when it began TV itself in 1945-46. True, there will be a period of transition and dislocation -- the extent of which is industry's greatest concern -- but there's every indication that color TV will generate a brand new boom reminiscent of TV's inceptive years. Industry's major effort, at the moment, is to make the transition as smooth as possible. We have asked the leaders to forecast position and prospects of the industry during coming year; their responses are reported on pp. 10-12.

The wraps are really off. Though decision isn't "effective", in a strictly legal sense, until 30 days after publication in Federal Register -- meaning Jan. 23 or thereabouts -- FCC on Dec. 18 decided to permit commercial colorcasting starting immediately. Stations need merely notify Commission in advance by wire.

Sale, advertising and promotion of color sets can also begin immediately -- though this could have been done anyway, because FCC has no jurisdiction over the manufacture or sale of TV-radio receivers.

* * * *

Commission certainly didn't go overboard for system in its decision. Here's the impression FCC gave -- whether it meant precisely to do so or not:

It's a fine system, a miracle of ingenuity -- but it's kinda complicated. We once adopted the field-sequential system and got nowhere. Now, the whole industry tells us this compatible system will work -- and we believe it will. But if anything happens and this system doesn't get off the ground, we want the record to show that we gave clear warning of its shortcomings. We adopted it because it provides the sole possibility of bringing color into the home.

Here's what FCC actually said: "The accomplishment of a compatible color TV system within a 6-mc bandwidth is a tribute to the skill and ingenuity of the electronics industry. The proposed [specifications] produce a reasonably satisfactory picture with a good overall picture quality." But NTSC system currently requires some "extremely complicated and intricate equipment," said Commission. It went on:

"Although the color reproduction is not completely faithful, it is sufficiently accurate to be a pleasing reproduction. The loss in resolution, as compared with monochrome, is offset by the greater realism resulting from the addition of color information. The brightness level on present color equipment, while lower than on monochrome receivers, is nevertheless within the range of acceptability..."

Commission found black-&-white pictures received on monochrome sets from color transmissions to be poorer than straight black-&-white. And it said black-&-

white pictures on color sets are degraded. Furthermore, it found the system to be more susceptible to interference than black-&-white. On top of all that, it said, system definitely requires very expensive receivers and transmission equipment that will require more expert and more frequent attention than monochrome. Notwithstanding the drawbacks, FCC concluded that the following factors impelled approval:

- (1) There's "overwhelming" industry support for system.
- (2) "History has demonstrated that American industry is capable of devising practical and economical equipment on a mass production basis."
- (3) Standards "are broad enough to permit considerable latitude to competing companies in the future development of more economical and efficient equipment without obsoleting equipment in the hands of the public."
- (4) System is compatible, giving public choice of buying or not buying a color set and assuring public its present sets will receive all programs in black-&-white -- regardless whether they're transmitted in black-&-white or color.

* * * *

Decision was approved by all commissioners except Hennock after long Dec. 16-17 discussions. She declined to vote. Comrs. Webster, Sterling and Lee issued separate concurring statements.

Comr. Webster reiterated concern about disadvantages FCC found in system, but concluded that problems are temporary "equipment limitations" rather than permanent "system limitations."

Comr. Sterling expressed confidence standards will provide a "fine compatible system" and cited automobile as example of an initially expensive and complex product now in mass use. He said he's certain good, inexpensive color sets will be out in 2-3 years. "In the meantime," he added, "the public can buy black-&-white TV receivers now on the market, and which will continue for the next 3 or 4 years to represent the greatest percent of production of TV receivers, confident that when programs are broadcast in color they may view them in black-&-white." He laid great stress on need for proper suppression of interference.

Newest commissioner, Robert E. Lee, said: "I concur completely with the Commission's decision...The defects and imperfections [are] carefully pointed out and this is as it should be. [It is apparent] that color TV will not be available to most of us for some time to come but this was also true in the early days of black-&-white TV...The defects and shortcomings that may now exist will evaporate in the coming months as industry takes on mass production."

The ever-erratic Miss Hennock didn't disclose why she chose not to vote.

* * * *

FCC's decision was distinguished by its final and complete recognition of the basic importance of compatibility, and the air of finality with which it buried the field-sequential system. In press release accompanying decision, the Commission pointedly noted that it will take time to produce receivers and equip stations; that "meanwhile, existing TV sets, in addition to continuing to receive monochrome transmissions, will be able to receive color programs in black-&-white without change or other adjustment to the receivers."

Decision was also a milestone in restoration of good relations with industry. The whole calm, efficient deliberation was in striking contrast to Commission's outright hostility and distrust when it tried unsuccessfully to cram the incompatible system down throat of industry in 1950.

Whole affair was handled on paper, i.e., through written comments, and it avoided the delays and exhibitionism usually produced by oral hearings.

Major credit for staff work should go to Arthur Scheiner, chief of rules & standards div., and his very small group of assistants, under general supervision of Curtis Plummer, chief of broadcast bureau.

* * * *

Reaction from all segments of industry is yet to come. RCA was jubilant, of course, chairman David Sarnoff viewing decision as final vindication of his consistent and adamant stand on compatibility. CBS pres. Frank Stanton hailed decision as

an end to controversy and uncertainty, looked forward to bringing color to fruition. Both NBC and CBS raced to be first to colorcast bulletins and special programs, and both played the news up heavily in their Dec. 17 radio newscasts.

NBC will step up its program of giving all sponsors opportunity to colorcast at least once during "introductory year." Opera "Amahl and the Night Visitors" goes on Dec. 20, special all-star "Season's Greetings" Dec. 22, color film of "Dragnet" Dec. 24, mobile unit pickups of "Tournament of Roses" from Pasadena Jan. 1. CBS will introduce similar rotating system for its sponsors in addition to regular daytime color series (Vol. 9:50); it has leased RKO 81st St. Theatre, will convert it to color within about 4 months.

First 2 stations to ask permission to colorcast were WPTZ, Philadelphia (NBC) and WMAR-TV, Baltimore (CBS). Both are equipped to rebroadcast network color, originate slides, with Telechrome gear. FCC granted both, along with NBC's requests.

AT&T has added 3 more cities for NBC-TV's Jan. 1 colorcast from Pasadena -- Detroit (WWJ-TV), Cincinnati (WLWT), St. Paul (KSTP-TV). That makes total of 18 (Vol. 9:49-50). NBC had also asked for Columbus, Dayton & Wheeling, but AT&T said it couldn't make it. New Haven's WNHC-TV and Wilkes-Barre's WBRE-TV are reportedly planning to rebroadcast signals picked out of air from New York's WNBT.

BUFFALO UHF STATION QUILTS, 4 CPs ISSUED: WBES-TV, Buffalo (Ch. 59) turned off juice this week, becoming third station to throw in the sponge -- even as FCC was granting 4 more CPs and prodding 5 old grantees for failure to build. Commission also started ball rolling to issue proposed rule-making next week permitting owners of 5 stations to acquire 2 uhf (Vol. 9:50). It decided against making action a final decision.

Buffalo station follows WROV-TV, Roanoke (Ch. 27) and KFXD-TV, Nampa, Ida. (Ch. 11) in suspending operations permanently. KONA, Honolulu (Ch. 11) got into fiscal trouble and suspended, but was resuscitated by new owners (Vol. 9:11,23).

WBES-TV told Commission: "We recently concluded that [a network affiliation] is not possible, and two things became apparent to us: firstly, that this operation could not succeed without a basic major network; and secondly, that the major networks were awaiting the outcome of the contests for vhf channels in Buffalo, so as to make an arrangement with the successful applicant."

In big merger deal last week, 4 Buffalo applicants dismissed and Niagara Frontier Amusement Corp. stood alone awaiting Ch. 2 grant. But FCC suspected that one applicant, Enterprise Transmission Inc., had not filed "in good faith," ordered Niagara to hearing. WBES-TV was to sell Niagara its equipment for reported \$500,000.

Station took to air only 3½ months ago, Sept. 5, was owned by banker Chas. Diebold, heating-refrigeration contractor Joseph Davis and attorney Vincent Gaughan. There were reports they plan to file for Ch. 7.

New CPs went to: Kirksville, Mo., KBIZ, Ch. 3; Ada, Okla., KADA, Ch. 10; Enid, Okla., Streets Electronics, Ch. 5; La Crosse, Wis., La Crosse TV Corp., Ch. 38.

Enid grant was merger, KCRC dropping application under option to buy 20% of grant held by Streets (appliances). La Crosse CP is one of many in which New York attorney George Becker holds interest; he must reduce holdings to 5 stations or CPs. Biggest stockholder of La Crosse CP is Wm. Zeckendorf, noted New York realtor.

* * * *

FCC called 5 more grantees on the carpet this week -- 4 of them uhf -- telling them their requests for more time to build can't be granted on basis of current evidence: WPAQ-TV, Mt. Airy, N.C. (Ch. 55); WMSL-TV, Decatur, Ala. (Ch. 23); WCRS-TV, Greenwood, S.C. (Ch. 21); WCOW-TV, St. Paul (Ch. 17); KNEH, Clovis, N.M. (Ch. 12).

Recent petition by KIT-TV, which gave up Yakima, Wash. Ch. 23 grant -- saying area wasn't suited for uhf and asking for assignment of Ch. 2 or 3 there (Vol. 9:48) -- drew objection this week from uhf station now operating in Yakima. KIMA-TV (Ch. 29) told FCC it spent \$350,000 on station, now is successfully serving 95% of trading area's population. If Commission should allocate vhf channel to Yakima, KIMA-TV asked permission to apply while still telecasting on Ch. 29. Meanwhile, FCC again rejected similar request by KSTM-TV, St. Louis (Ch. 36), for permission to file for Ch. 11 in East St. Louis, returned its Ch. 11 application.

COMMISSION'S SURVEY OF UHF ECONOMICS: First documented figures on the economics of post-freeze telecasting show uhf & vhf stations faring equally well -- within the framework of a rather limited study.

Highlights of FCC's recent survey of post-freeze stations (Vol. 9:31, 33-34) were revealed by Comr. John C. Doerfer in address to Maryland-D.C. broadcasters. He said 83 of the 101 post-freeze stations operating Aug. 1 returned Commission questionnaire, and their replies showed post-freeze uhf & vhf stations evenly matched from standpoint of profitability, average revenues and revenues from network shows.

More data on survey is expected from FCC next week, presumably including breakdowns of such factors as size of markets, number of stations in markets, etc.

Majority of vhf & uhf stations surveyed had reached or were well on way to profitable operation, Doerfer said. Responding stations were evenly divided -- 42 vhf, 41 uhf. Already operating at a profit were 8 vhf, 8 uhf.

Cautioning against drawing quick conclusions from survey, Doerfer pointed out that figures aren't necessarily typical. Lending credence to optimistic interpretation: (1) Average station surveyed was only 5 months old. (2) Survey period included traditionally poor summer months of June, July and August.

There are these caution signals, on other hand: (1) Stations covered were only about one-fourth of the total post-freeze CPs. (2) Only 2 respondents were in markets which have pre-freeze stations.

Real problem for both vhf & uhf post-freeze stations -- on which this report sheds little light -- is in old TV markets. Today, about one-fourth of uhf grantees are in such markets, and FCC can be expected to make further surveys to check particularly on economic health of new stations in such competitive situations.

Comparing current situation with vhf's early days, Doerfer pointed out that the 40 stations which operated for full year of 1948 lost \$8,500,000. Commission's records show that no TV station made profit in 1948, only 6 of 98 stations operating in 1949 were in the black, and in 1950 -- first year TV stations showed aggregate profit -- 53 of the 107 stations were still running in the red. Even now, Doerfer noted, some pre-freeze stations in highly competitive markets such as New York and Los Angeles are on a loss basis.

Obviously directing his remarks to the uhf operators who have been asking FCC to protect them from further vhf competition or let them switch to vhf channels, Doerfer declared: "We can't be concerned with individual inequities. The only time you can invoke the regulating function is where the whole industry is threatened and the public interest is involved."

To both vhf & uhf aspirants, Doerfer had words of advice. He said, in essence: It's common sense not to expect quick profitable operation in markets already heavily served by pre-freeze stations. Principal factors making for success in long run will be "programming and intelligent managerial operation."

7 MORE NEW STARTERS, MOSTLY SMALL TOWNS: Taking into account dropout of Buffalo's WBES-TV (p. 3), on-air total rose to exactly 347 this week (227 vhf, 120 uhf) as 7 more began testing. Four of the new starters were vhf and most are in relatively small communities but with populous service areas. Most significant about the new starters was fact that a state university grantee goes into full-fledged commercial operation, while a new uhf owned by theatre interests undertakes operation right "under the gun" of New York & Philadelphia stations. The newest starters:

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial station, is all set for a few hours of preliminary testing on air of GE transmitter, Sun., Dec. 20, definitely begins program operation Dec. 21. Getting service from all 4 networks, it starts with 25 network shows and imposing array of other sponsorships. It opens new TV area in center of state, 123 mi. west of St. Louis, 131 east of Kansas City. University's TV director is Dr. Edward C. Lambert. George J. Kapel is station mgr.; Wm. A. Vaughn, program mgr.; Duane Weise, chief engineer. Base rate is \$200. Rep is H-R Television. Note: Not in the slightest abashed that it has elected to operate commercially (as does Iowa State's WOI-TV, too) rather than go along with the non-

commercial educational protagonists, KOMU-TV emblazons across its news releases, in capital letters: "The Commercial Television Station of the University of Missouri."

WRTV, Asbury Park, N.J. (Ch. 58) began test patterns Dec. 14, is continuing on daily 10 a.m.-5 p.m. schedule until commercial programming starts Jan. 9. Only 37 mi. from New York City, its area getting vhf service from all N.Y. and some Philadelphia stations, RCA transmitter and 465-ft. tower are located in Eatontown, N.J. drive-in theatre owned by licensee Walter Reade. Station's debut is being preceded by enormous promotion campaign, via theatres and local newspapers largely, accenting fact that WRTV will feature community service rather than try to compete with big-city and network stations. All commercials thus far sold are local, reports v.p.-gen. mgr. Harold C. Burke, onetime mgr. of WBAL-TV, Baltimore, whose staff includes Allen Preville, sales mgr.; Richard Behrman, production mgr.; Donald Volkman, technical director. Base rate is \$150. No national rep.

KATV, Pine Bluff, Ark. (Ch. 7) got on the air with test patterns night of Dec. 18, was to go commercial next day. With GE transmitter only 25 mi. from Little Rock, that community (now uhf-served) is being covered, and mgr. James A. Walker reports "wonderful signal" all the way to Houma, La., 125 mi. Area also gets some service from Memphis and Monroe, La. Ownership interlocks with John Griffin Tulsa interests, which recently started KWTW, Oklahoma City (Ch. 9). Pine Bluff outlet's sales mgr. is Bruce Compton, program mgr. Roy Pickett, chief engineer Louis Brown. Base rate is \$300. Rep is Avery-Knodel.

WDAN-TV, Danville, Ill. (Ch. 24) began first tests Dec. 13, is due on air with programs Dec. 27 -- second outlet owned by the Gannett newspaper interests, who publish Danville Commercial-News and operate WHEC-TV in home city Rochester, N.Y. It's RCA-equipped, has newspaper's Robert J. Burow as gen. mgr., Max Shaffer as station mgr., John Eckert, sales mgr. It's directly on AT&T's Chicago-Terre Haute-St. Louis circuit, joins ABC. Base rate is \$150. Rep is Everett-McKinney.

WEAU-TV, Eau Claire, Wis. (Ch. 13) began testing Dec. 17 with 10-kw RCA transmitter, first outlet in western Wisconsin, about 75 mi. from Twin Cities. It's owned by Morgan Murphy-Walter Bridges group, who recently started KGTW, Des Moines (Ch. 17). Harry S. Hyett is gen. mgr.; Dick Kepler, program mgr.; Mervin Greeley, chief engineer. Base rate is \$150. Rep is Hollingbery.

KID-TV, Idaho Falls, Ida. (Ch. 3), in southeastern corner of state, several hundred miles from Boise and about 150 mi. north of Salt Lake City, started testing Dec. 17, goes commercial Dec. 20 with kine service from all networks. Its ownership interlocks with KSL-TV, Salt Lake, whose old 5-kw transmitter it's using along with 25-kw RCA amplifier. C.N. Layne is gen. mgr.; Claude Cain, commercial mgr.; Carroll Secrist, chief engineer. Base rate is \$150. Rep is Gill-Perna.

WJHP-TV, Jacksonville, Fla. (Ch. 36), which was one of the 3 local radio stations which held pre-freeze vhf CPs but turned them in, began operating Dec. 13 with 12-kw GE transmitter, 5-bay antenna. It gets service from ABC, DuMont, NBC, since pre-freeze WMBR-TV (Ch. 4) is basic CBS. Owned by Perry newspaper interests (Jacksonville Journal), its gen. mgr. is T.S. Gilchrist Jr., sales mgr. Bill Fraker. Base rate is \$200. Rep is John H. Perry Associates (newspaper rep).

"Aware Inc.," taking up where *Red Channels* left off, is new group formed to "combat the Communist conspiracy in the entertainment world." Its president, attorney Godfrey P. Schmidt, says organization's functions will include dissemination of "facts on the organizations and individuals [in TV-radio, films, stage, etc.] employing Communists and fellow travelers and denying employment to non-Communists." Group, which has not yet set up permanent offices, will be financed by contributions and \$10 annual membership dues. Other officers: Ned Weaver, actor, 1st v.p.; Paul R. Milton, writer, 2nd v.p.; Richard Keith, actor, secy.; Jeanne Somerville, treas. Member of board is Vincent W. Hartnett, who assisted in preparation of *Red Channels*.

Use of "passive antenna systems" to deflect TV signals into valleys and behind obstructions is permissible without FCC licensing, provided they don't cause "harmful interference" to TV-radio stations, according to FCC Public Notice 53-1591 issued recently. FCC said it had received inquiries about use of such devices, apparently was referring to antenna arrays such as the rhombic developed by Dr. Richard C. Webb of Denver U to pick up signals on mountaintop, re-radiate them into valley without any amplification (Vol. 9:35). Commission emphasized that its ruling was tentative, that it was "not in any way passing judgment on the effectiveness of the systems," and it cautioned against use of any apparatus which would amplify signal.

Personal Notes: Thomas McAvity, NBC-TV national program director, placed in charge of TV network programs div., taking over new pres. Pat Weaver's former operational functions; he will soon be named v.p., and reporting to him will be new Hollywood program v.p. Frederic Wm. Wile Jr., talent v.p. Gus Margraf, et al. . . . Harmon O. Nelson resigns as program mgr. of KNBH, Los Angeles . . . Andrew W. Smith, ex-20th Century-Fox v.p. and veteran of 40 years in motion picture industry, named chief of motion picture service, U. S. Information Agency, replacing Herbert Edwards and reporting to USIA director Theodore C. Streibert . . . John Byram, ex-Paramount Pictures, appointed ABC-TV story editor, reporting to program v.p. Charles M. Underhill . . . Henry Howard named director of network program business affairs, CBS Radio, with Kenneth Craig holding same title in Hollywood . . . Edgar Rosenberg, ex-NBC, joins Box Office Television Inc. to handle negotiations with theatrical craft unions for theatre-TV presentation of Broadway plays . . . John A. Shay promoted to v.p. in charge of operations, WTVJ, Miami . . . Richard H. Mason elected pres. & gen. mgr. of WPTF Radio Co., subsidiary of Durham Life Insurance Co.; Graham B. Poyner, v.p. & asst. gen. mgr. It's applicant for Ch. 5 in Raleigh . . . Harold Singleton has resigned as chief engineer of KGW, Portland, Ore., to devote full time to his consulting practice; Earl Peterson succeeds him . . . George T. Shupert, ABC-TV film div. v.p., elected pres., N. Y. Radio & Television Executives Society, succeeding James M. Gaines, WOR-TV, who leaves Jan. 1 to head WOAI-TV & WOAI, San Antonio . . . Dr. Kenneth Christianson, on leave as chairman of TV-radio education dept., Stephens College, Columbia, Mo. and ex-U of So. Dakota faculty member, returns to Vermillion, S. D. to head S. D. Regional Education Board's project for educational TV . . . Ralph B. Austrian is now on leave from Periera & Luckman, Los Angeles architects, where he handled TV-radio accounts, to be v.p. of Paco Inc., 745 Fifth Ave., N. Y. formed to design, build and finance office buildings, factories, dept. stores, etc. . . . Harold (Hap) Anderson, mgr. of KOLN-TV & KOLN, resigns to join WDEF, Chattanooga, Tenn., in pursuit of its Ch. 12 application . . . George X. Smith has resigned as v.p.-gen. mgr. of KFOR-TV & KFOR, Lincoln . . . W. G. McLaren, ex-KLAC-TV, CBS & NBC, named program mgr. of upcoming KCEB, Tulsa (Ch. 23) . . . Adolph Schneider, ex-chief of NBC-TV news & special events, joins Hack Swain Productions, Sarasota, Fla., TV film producer, as v.p. . . . Hank Davis, ex-KFDX-TV, Wichita Falls, named program director of upcoming KSLA, Shreveport, La. (Ch. 12) . . . Richard E. Goebel has resigned from KOY-TV, Phoenix, to rejoin Advertising Counselors of Arizona, Phoenix . . . L. C. Smith, ex-WBAP-TV, Fort Worth, named chief engineer of KARK-TV, Little Rock (Ch. 4) due next March . . . Robert T. Richardson named film production supervisor, TV-radio dept., Leo Burnett Co., Chicago . . . Ralph Kanna, ex-WRWB, named program director, WKNB-TV, New Britain, Conn.

Richard C. (Dick) Patterson Jr., 67, who was NBC exec. v.p. 1932-36, later ambassador to Yugoslavia, Guatemala & Switzerland, will become New York City's official "greeter" as chairman of the Mayor's Reception Committee, succeeding famed Grover Whalen, when mayor-elect Robert F. Wagner Jr. assumes office.

Edward J. Noble, ex-chairman of ABC, now head of AB-PT finance committee and chairman of Life Savers Corp., has gifted \$2,000,000 more to the Edward J. Noble Foundation, established for charities and education in 1940.

Stephen Slesinger, 53, head of the N. Y. & Hollywood TV film production firm bearing his name, died in Los Angeles Dec. 17.

TALLEST TV TOWER in the land, at this writing, is that of WMCT, Memphis (Ch. 5), whose 82-ft. 6-bay antenna atop 1095-ft. Blaw-Knox tower gives it an overall height of 1088 ft. above ground, 1013 ft. above average terrain, 1325 ft. above sea level. It went into operation Dec. 11, mgr. Henry Slavick reporting outer fringe coverage to 135 mi. (including favorable response from Little Rock, Ark.) as RCA transmitter power was also increased to 100 kw ERP from 60 kw. Old 750-ft. Blaw-Knox tower was dismantled, sent to WEWS, Cleveland, WMCT swapping it for used 5-kw DuMont transmitter which it has installed with 360-ft. 3-bay antenna as an auxiliary standby.

New tower cost \$200,000. is located 11 mi. northeast of city, is also used by AM counterpart WMC (5 kw on 790 kc) and by FM station WMCF (300 kw ERP on 99.7 kc).

World's tallest tower is Air Force's 1212-ft. Ioran near Rome, N. Y. (Vol. 9:32) and of course there are 7 TV stations now operating from 1465-ft. Empire State Bldg. mast. Next highest TV towers in use are those of WSB-TV, Atlanta (1059 ft. above ground); WBEN-TV, Buffalo (1057); WHUM-TV, Reading (1034); WTMJ-TV, Milwaukee (1032). Miami's WTVJ is now building 1000-ft. Lehigh tower having Otis building-type elevator. Oklahoma City's new KWTW plans to get started on 1572-ft. Ideco shortly after Jan. 1. Tallest ever proposed was for WFAA-TV, Dallas—1747 ft.—but Airspace Subcommittee turned it down (Vol. 9:32).

More new FCC attorneys reporting for duty in last 2 weeks: Rules & Standards Div.—Jerome S. Boros, ex-CAB; Richard E. Ely, ex-FTC; Lynne A. Kaufman, ex-private practice with Bert B. Rand & Hans Nathan, Washington. Aural Facilities Div.—Wm. J. Huff, ex-War Claims Commission; Ray R. Paul, ex-private practice, Troy, Ala.; Warren D. Quenstedt, ex-private practice with Blair & Blair, Washington. Hearing Div.—George M. Martin, ex-FTC; John M. Webster, ex-Govt. of Guam. Renewal & Transfer Div.—James H. Murphy, ex-private practice and OPS, Charleston, W. Va. Most of new attorneys will work in TV Div. from time to time.

Annual TV awards of *Look Magazine*: news & public affairs, *See It Now* (CBS-TV); variety, *Toast of the Town* (CBS-TV); panel, *What's My Line?* (CBS-TV); educational, *Omnibus* (CBS-TV); sports, Pabst Beer, boxing (CBS-TV); comedy, *Show of Shows* (NBC-TV); children's, *Ding Dong School* (NBC-TV); religious, *Life Is Worth Living* (DuMont); director, Jack Webb, *Dragnet* (NBC-TV); producer, Fred Coe, *Mr. Peepers, I Bonino*. TV Playhouse (NBC-TV); m.c., John Daly, *What's My Line?* (CBS-TV), *It's News to Me* (ABC-TV).

"Uhf information center" is being set up by Ultra High Frequency TV Assn. in De Sales Bldg., Washington. "to provide advertisers, agencies, network executives and others with the factual information they need to plan sound use of the selling power of [uhf] outlets." Association is sending questionnaires to all uhf stations, asking data covering equipment and facilities, TV set circulation and station coverage. Exec. secy. Melvin A. Goldberg said center's function will be to "service inquirers with specific information desired."

First CPs for 540 kc, new AM frequency, granted by FCC this week: Clarksville, Tenn., Clarksville, Bestg. Co. 250-w, daytime; San Diego, KFMB, shift from 550 kc and power increase from 1 kw to 5 kw; Richlands, Va., WRIC, shift from 1050 kc, using same 1-kw power, daytime. Twelve other applicants, mutually exclusive, were notified that hearings are required.

Station Accounis: How about "repeats" of TV film series—will they antagonize large number of viewers who have already seen same show? A. C. Nielsen Co. describes survey made for client who had run 21 episodes of film show, was considering re-run on 13 or 26-week basis: 77% of homes in all markets reached had seen at least one of the telecasts; but 64% of viewing homes saw average of only 2.2 broadcasts, 24% saw 7.7, 10% saw 12.5, only 2% saw 16 to 21. Since 88% of viewing homes were reached by average of only 3.7 of the programs, advertiser concluded he could safely re-run . . . General Tire & Rubber Co., for 38 markets, buys *The Greatest Drama*, 15-min. documentary, thru General Teleradio, which has made tieup with Fox Movietone News to produce 26-week series reviewing lives of famous news personalities and events based on newsreel footage; General Teleradio will make shows available to other sponsors in other markets . . . Ziv's *Favorite Story*, starring Adolph Menjou, is claimed as No. 1 syndicated non-network film show as it enters second year with renewals for 59 markets by Schaefer, Genessee, Drewrys, Blatz, Gunther, Olympic beers among the 116 markets carrying it . . . Philadelphia Gas Works, already sponsoring *Dione Lucas* cooking school Thu. 2:30-3 p.m. on WPTZ, Philadelphia, has taken another 52-week show starting Dec. 20, Sun. 7-7:30 p.m., featuring film dramas, thru John Falkner Arndt Adv. . . TV-film star Wendy Barrie has been "imported" to Dayton to handle Mon.-thru-Fri. 4-5 p.m. partic. show on WHIO-TV, to be piped also to WKRC-TV, Cincinnati, and WTVN, Columbus . . . Universal-International's v.p. David A. Lipton, announcing \$1,500,000 ad budget for major film releases during first 4 months of 1954, says TV-radio will be included . . . Allied Artists will use saturation TV-radio

spots in Jan. to promote local releases of Walter Wanger's *Riot in Cell Block 11* . . . Chevrolet preparing big campaign, supported by TV-radio, for new cars, thru Campbell-Ewald . . . Among other advertisers reported using or preparing to use TV: CVA Corp., San Francisco (Cresta Blanca wines), thru J. J. Weiner Co., San Francisco; Dell Publishing Co. Inc. (*Modern Romances*), thru Michael Roshking Co., N. Y.; Liggett & Myers (L & M filter cigarettes), thru Cunningham & Walsh, N. Y.; Maybelline Co., Chicago (toilet products), thru Gordon Best Co., Chicago; Personal Products Corp., Milltown, N. J. (Yes tissues), thru Compton Adv., N. Y.; Keebler Weyl Baking Co., thru McKee & Albright, Philadelphia; Alamont Labs. Inc., Montgomery, Ala. (Diximint disinfectant & Diximaid cleaner), thru Philip E. Lindsay Agency, Kansas City; Buckfield Packing Co., Buckfield, Me. (Bessey's cider, preserves, fruit juices), thru Daniel F. Sullivan Co., Boston; Holiday Delight Baking Co., Chicago (confection roll, cheese & coffee cakes), thru Marvin Gordon & Assoc., Chicago; Locks Labs Inc., Mt. Vernon, N. Y. (Robert Curley hair conditioning shampoos), thru Don Harrington Assoc., N. Y.; Rigident Products Co., Los Angeles (denture retainer), thru Harry G. Willis & Assoc., Glendale, Cal. . . . Among other advertisers reported using or preparing to use TV: Cigar Institute of America, thru Benton & Bowles, N. Y.; Durkee Famous Food Div., Glidden Co., thru Meldrum & Fewsmith, Cleveland; Van Munching & Co. Inc. (Heineken's Holland beer), thru Hirshon-Garfield, N. Y.; Monarch Wine Co. (Manischewitz kosher wine), thru Emil Mogul Co., N. Y. (formerly Donahue & Coe); Trico Products Corp. (auto accessories), thru Baldwin, Bowers & Strachan, Buffalo; Orkin Exterminating Co., Atlanta (termite & pest control), thru Bearden-Thompson-Frankel Adv., Atlanta.

Network Accounts: All NBC-TV sustaining programs will carry 1-min. filmed promotions plugging network's shows & stars, effective Dec. 20. It's idea of adv. & promotion director Jacob A. Evans, who says: "If a show isn't working for an advertiser, we'll put it to work for us." Promotion material consists of clips from other NBC-TV shows, appearances of stars, talks by NBC executives on value of TV advertising, etc. . . . Tums buys full-hour sponsorship of colorcast of *Season's Greetings*, special Xmas all-star variety show on NBC-TV Dec. 22, 8-9 p.m., thru Dancer-Fitzgerald-Sample; Gillette had signed for 15-min. segment (Vol. 9:50) but dropped out this week . . . Rybutol (vitamins) sponsors *Up for Adoption*, starring Arthur Godfrey's sister Kathy, on ABC-TV starting Jan. 16, Sat. 7-7:30 p.m., thru BBDO . . . Geritol (drugs) to be co-sponsor, with American Chicle Co., of *Rocky King, Detective*, on DuMont starting Jan. 3, Sun. 9-9:30 p.m., thru Edward Kletter Assoc. . . S.O.S. Co. (scouring pads) buys alt. Mon. of *Hawkins Falls* on NBC-TV starting Jan. 4, 11-11:15 a.m.; one partic. a week for 52 weeks on *Today* starting Jan. 7, 7-9 a.m.; alt. Wed. 7½ min. of *Kate Smith Show* starting Jan. 13, 3-4 p.m., thru McCann-Erickson . . . General Motors paying \$100,000 in time & talent to put on annual Motorama show starring Arthur Godfrey on CBS-TV Jan. 20, 10-10:45 p.m., thru Kudner . . . GE eliminates all commercials on Bing Crosby's first TV show on CBS-TV Jan. 3, 9-9:30 p.m. . . . Esso sponsors annual East-West Shrine football game from San Francisco on DuMont Jan. 2 thru McCann-Erickson.

Televised Presidential news conferences moved step closer this week with release of tape recording of President's full conference Dec. 16 to TV-radio networks. Said White House press secy. James C. Hagerty: "I think this is the first step in opening the news conference up to other media." He added "from time to time we'll probably do the same thing" though no advance notice would be given. Army Signal Corps unit has been taping conferences for several years and has made excerpts available to media when direct quotation was authorized. Under plan this week, President could be quoted directly by newspapers only after 6 p.m., when networks began to put tape on air. Though no pictures were permitted at conference, several TV stations embellished tape recordings with still pictures.

1954 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1954 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 5, cost \$5.00 each; single copies \$7.50.

More rate increases: KGO-TV, San Francisco, from \$900 to \$1100 per Class A hour, \$90 to \$100 for 10 sec.; WDAF-TV, Kansas City, from \$785 to \$860 Class A hour, \$157 to \$172 per min.; WFAA-TV, Dallas, from \$650 to \$800 & \$130 to \$160; WEWS, Cleveland, from \$950 to \$1200 & \$200 to \$300; KDUB-TV, Lubbock, Tex., from \$200 to \$250 & \$20 to \$35.

SHIPMENTS OF UHF transmitters have all but halted in recent weeks, nor have many new orders been reported by the manufacturers. One reason given is that grantees are inclined to wait for promised higher powers before placing orders. Another is that winter has set in, and CP holders in the colder climes at least are not inclined to push construction until spring.

This week GE reported order for 1-kw unit from KSAN-TV, San Francisco (Ch. 32) for delivery before Jan. 15, but neither RCA nor DuMont reported any uhf orders or shipments. GE also stated that it shipped 5-kw vhf transmitters for CKCO-TV, Kitchener, Ont. (Ch. 13) and WTOG-TV, Savannah, Ga. (Ch. 11). GE also sent out 6-bay antenna to KRGV-TV, Weslaco, Tex. (Ch. 5), which got its 5-kw transmitter Oct. 24.

DuMont shipped 5-kw this week to WNEM-TV, Bay City, Mich. (Ch. 5) and KFBB-TV, Great Falls, Mont. (Ch. 5), and week of Dec. 22 is due to send one to WQED, Pittsburgh (Ch. 13). RCA reported only one shipment—25-kw transmitter to KARK-TV, Little Rock, Ark. (Ch. 4), due on air next March.

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

WNEM-TV, Bay City, Mich. (Ch. 5), with DuMont 5-kw transmitter shipped Dec. 14, plans tests later this month, goes commercial in Jan., reports commercial mgr. Harley M. West Jr. Headley-Reed will be rep.

WHK-TV, Cleveland (Ch. 19), granted Dec. 2, hasn't ordered equipment or begun construction, may take until next summer to get going, reports exec. v.p. H. K. Carpenter. Grantee United Bcstg. Co., owned by Forest City Publishing Co. (*Cleveland Plain Dealer and News*), also owns 40% of highly successful uhf WKBN-TV & WKBN, Youngstown. Rep not yet chosen.

KBAY-TV, San Francisco (Ch. 20) and KPIC, Salem, Ore. (Ch. 24), both with 12-kw GE transmitters ordered for early delivery, now plan Feb. start, according to v.p. Joseph Brenner, onetime FCC attorney now practicing in Los Angeles. Lawrence A. Harvey, attorney & grantee of both stations and Ch. 34 applicant in Los Angeles, is son of Leo Harvey, pres. of Harvey Machine Co., Torrance, Cal. (aluminum & brass products). Rep not yet chosen for either station, but both will have \$250 base rate.

WLAP-TV, Lexington, Ky. (Ch. 27), granted Dec. 3, already has 500-ft. Stainless tower en route, has GE 12-kw transmitter and antenna scheduled for shipment in "immediate future," plans March 15 tests, programming around April 1, according to pres. Gilmore N. Nunn. Construction has begun of new transmitter-studio-office to house TV-AM-FM operations. Nunn family also owns WCMI, Ashland, Ky., and 30% of WBIR, Knoxville, Tenn., both TV applicants. Pearson will be rep.

KLIF-TV, Dallas (Ch. 29) plans to get going next Aug. 1, with 12-kw GE transmitter located between Dallas & Ft. Worth, reports v.p. Gordon McLendon. It's headed by theatreman Barton R. McLendon, pres. of old Liberty Bcstg. System.

WCIN-TV, Cincinnati (Ch. 54), 50% owned by broadcaster Robert W. Rounsaville and first of his 3 CPs scheduled to get going, won't make Jan. target—in fact, none of the 3 will start before "latter part of Feb. or after," he reports. Others are WQXI-TV, Atlanta (Ch. 36), last reporting June target, and WLOU-TV, Louisville (Ch. 41). WCIN-TV rep will be Forjoe.

WBCK-TV, Battle Creek, Mich. (Ch. 58), delayed by the plane crash into its tower resulting in death of ex-Gov. Kim Sigler (Vol. 9:49), now plans start next summer with DuMont equipment, according to pres. Robert H. Holmes. Headley-Reed will be rep.

Financial & Trade Notes: RCA's march toward "billion dollar" stature was recounted by chairman David Sarnoff to N. Y. Society of Security Analysts Dec. 14, and again before Waldorf-Astoria dinner he gave same evening for 350 friends and associates of RCA pres. Frank Folsom on occasion of latter's 10th anniversary with company. Gen. Sarnoff disclosed that RCA's gross earnings for 1953 will approximate \$830,000,000, compared with \$690,641,130 last year, and that net earnings will be about \$34,700,000 (\$2.25 a share) compared with \$32,425,299 (\$2.10) in 1952.

In the electronics fields, you "ain't seen nothing yet," Gen. Sarnoff in effect told both audiences, forecasting that everything now electrified will in one way or another be "electronified" in future and that great growth will come in things that do not even exist now. He estimated annual volume of whole electronics industry at \$8 billion now, of which TV-radio account for \$3 billion, TV alone representing some 80% of that amount.

The important growth in the future, he said, will be in color TV, transistors, magnetic tape recording, industrial TV, electronic household products (such as an all-electronic air conditioner), microwave radio relay communications, transportation controls, business machines, war materiel, atomic energy applications.

Industrial applications of TV, Gen. Sarnoff predicted, within a few years will be more important in RCA's business than entertainment TV today.

Of RCA's income, 70% of gross and net came from manufacturing, TV accounting for 55%; 20% of gross and 15% of net from broadcasting (TV & radio); 5% of gross and 5% of net from communications (international, maritime, etc.); 5% of gross and 10% of net from other operations. Backlog of govt. business, which was \$160,000,000, or 19% of this year's volume, is about \$500,000,00.

There has been a misconception, he said, about amounts RCA derives from patent royalties. From 1947-53, they averaged about \$3.5 million a year, and for 1953 they will be about \$2.5 million, he said. By end of 1954, he added, RCA will have spent more than \$30,000,000 on color TV alone without "making a dime on its investment up until then." But he foresees color TV becoming a commercial factor within 6 months, and the industry selling more color than black-&-white sets 7 years from now.

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Indiana Steel Products Co. reports net income of \$355,541 (\$2.50 a share) after Federal taxes of \$831,000 for 10 months ended Oct. 31, with \$243,276 increase in working capital since end of 1952. No comparison with same 1952 period is available, but for 9 months ended Sept. 30, 1952, net income was \$197,575 (\$1.39).

International Resistance Co., for 9 months ended Sept. 30, reports sales of \$8,989,819, net income of \$315,199 (23¢ a share). No direct comparison is available, but for all of 1952 sales were \$11,778,836, profit \$577,877 (44¢).

Raytheon has borrowed \$7,500,000 from group of insurance companies at 4½%, to be amortized in not more than 12 years, proceeds to be used for working capital and to pay existing insurance loans of about \$3,300,000.

DuMont has established revolving credit of \$6,000,000 with 4 banks, headed by Bank of New York, borrowing on 4% notes expiring Dec. 1, 1954.

Dividends: Motorola, 37½¢ payable Jan. 5 to stockholders of record Dec. 30; Packard-Bell, 25¢ Jan. 25 to holders Jan. 11; Emerson Radio, 10¢ quarterly and extra 5¢ year-end Jan. 15 to holders Jan. 5; Trav-Ler, 10¢ Dec. 31 to holders Dec. 24 (first div. since March 1951); Clarostat, 15¢ Jan. 8 to holders Dec. 28.

THERE'S PLENTY OF LIFE IN TV TRADE—FOR 1954: "Pay no heed to the prophets of gloom. This industry's not going to hell in a hand basket." This rather colorful comment on the current and upcoming TV market by a manufacturing research expert for whose judgment we have the highest regard on basis of past observations. He's a man who has charted ups and downs of the TV industry from inception. He buttressed his conclusion with the following reasoning:

"Our inventories today are not in bad shape at all. They totaled between 2,000,000 and 2,100,000 in all pipelines on Dec. 4, and I'm willing to bet we leave the year with less than 2,000,000. I believe that's very good.

"Remember, we went into this year with about 1,200,000 sets in all pipelines and that was far too few. We had people standing in line to buy a TV set and that shouldn't happen in our industry or any other industry. Remember, too, that we have about 100,000 dealers handling TV now, as compared to about 85,000 a year ago."

He cited need to keep inventory in balance as reason for recent wave of TV production cutbacks -- "the manufacturers are just now catching up with their sins for making too many sets." He said nobody is overloaded now -- especially not the dealers, citing fact that 185,000 sets were sold by distributors to dealers in week ended Dec. 4 -- "and, brother, dealers aren't buying more than they're selling. So wouldn't you say that business was pretty good now?"

Turning to next year: "I fail to see why we shouldn't sell 6,000,000 to 6,500,000 sets at retail. In other words, just about what we're doing this year." He declined to make any forecast on production, saying "10 top set makers really make the decision on how many receivers will be produced in this industry -- but 150,000,000 consumers decide how many will be sold."

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Even while FCC was approving compatible color system this week, that school of trade which believes antidote to color's impact on black-&-white sales is larger sets at lower prices seemed to be asserting itself. There was scuttlebutt, unverifiable but probably with some substance, that several of the big manufacturers may shortly introduce 21-in. table models as low as \$200.

Move would follow logically in wake of recent tube price declines, growing popularity of 21-in. and reluctance of consumers to sink a lot of money into expensive black-&-white models with color in offering -- to say nothing of sluggish performance, saleswise, of 24 & 27-in. Attesting to popularity of 21-in., Motorola this week said it was short on that size models. Several other majors say the same thing, and there's no secret about fact that all have been producing progressively fewer 24 & 27-in. over last few months.

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TV production passed 7,000,000 mark week ended Dec. 11, totaling 131,893, up from 126,443 preceding week and 103,692 Thanksgiving week. It brought unofficial tally for year's production to date to about 7,030,000. With 3 weeks to go -- 2 of them short holiday weeks -- 1950's record 7,463,800 seems certain to stand. Radio production in week totaled 278,815, up from 241,549 week ended Dec. 4 and 219,156 week before. It brought year's radio production to date to about 12,525,000.

Retail TV sales in the first 10 months topped radio sales -- excluding auto radios -- for first time over such a period, according to RETMA report released this week. It tallied 4,922,128 TVs at retail, compared to 4,911,415 radios. They compared with 4,291,893 TVs, 4,877,059 radios, sold in corresponding 1952 period. For Oct. alone, TV sales were 621,768, down from 753,953 in Sept. Radio sales in Oct. totaled 385,299, way down from 650,898 in Sept.

COLOR & 1954—WHAT TRADE LEADERS THINK: Cautious restraint marked reaction of those most immediately and directly affected by FCC color decision -- the manufacturers and their distributors and dealers. Few were willing to go out on a limb with predictions and miscalculations that might rise to haunt them later. No one wanted to rock the trade boat, currently quite steady; not even the FCC, judging from the careful wording of its release -- a far cry from its former attitude.

Best example of studied restraint was the statement by RETMA's TV committee chairman Dr. W.R.G. Baker, who is also chairman of the NTSC. It noted with well-worded gratification that FCC "wisely has emphasized that the public's \$7 billion investment in black-&-white receivers has been fully protected," thanks to a single set of standards -- and compatibility. It added:

"The millions who now own black-&-white receivers, together with those who are interested in purchasing black-&-white receivers, now have official assurance that they will lose nothing by the Commission's action on color. Their sets will continue to receive all the transmissions now available. Even more important, when color transmissions are made by these stations, the quality of black-&-white reception of these sets will actually be improved.

"It should be understood that while the Commission has approved basic color standards today, it will take manufacturers of color transmitting equipment and home receivers considerable time to develop, field test and mass produce color equipment. It will be some time before more than a few hours weekly are devoted to color broadcasts. For a long time to come, most TV programs will continue in black-&-white.

"Color TV is one more stage in the orderly evolution of the TV industry. It will not destroy or impair the value of TV receivers now in use. Only a trickle of color TV receivers will be manufactured during 1954. It may be years before quantity production can be reached. Likewise, early color TV receivers will be expensive; most manufacturers estimate that small screen sets giving a 12½-in. picture will cost in the neighborhood of \$1000.

"Meanwhile, the entertainment and cultural advantages which TV offers now will continue to be available on large-screen, high quality black-&-white receivers at values never before offered."

There you have the basic industry thinking. The simple fact of a tube bottleneck that means 200,000 sets at the most in 1954, the removal of stupid political pressures, the obvious understanding now of compatibility by press and public alike -- all point to a rational, sensible and orderly approach to the most fabulous of the amazing series of "TV revolutions."

Considering the complexity of the color tube and its production, some of the best-informed opinion sees only 500,000 to 1,500,000 of them available in 1955. That might indicate repetition of the same cycle as black-&-white TV, originally also dependent largely on the CR tube.

TV's first year, 1947, saw only 178,571 sets produced; 1948, only 975,000; 1949, 3,000,000. Then came 1950 with its record of 7,000,000-plus. Production has continued at 5-7,000,000 since then, which some think will be range again next year.

We asked the leading manufacturers to comment on the outlook, particularly as related to the advent of color. Digests of their observations are on next page.

NOVEL TECHNIQUE for making sure color signal and equipment are "right" was suggested to FCC this week by Telechrome Inc., Amityville, N. Y., makers of color equipment. Pres. Ray Clurman proposed that networks and stations be permitted to transmit 10-12 lines at top of picture in color bars, bottom 10-12 lines in other components of color picture (I, R-Y, black-&-white)—simultaneously with regular color or black-&-white programs.

Purpose of such transmission, he said, is to give everyone—from origination point, through interconnecting facilities and stations, to servicemen and the viewer—the same standard of comparison to check performance. He said that this would not only assure accurate transmission

of color but would eliminate much complex and expensive checking instruments by all "links" in the color chain.

Transmissions could be continuous, he said, without affecting programming or distracting viewer. Clurman noted that on 21-in. tube, 10-12 lines would take mere ⅛-in. or so at top and bottom in areas generally covered by mask. He says that serviceman can stretch those lines out of picture, if need be, after adjusting picture with aid of the special signals.

One criticism that may be raised, Clurman stated, is that new transmissions won't be "locked" to a crystal. But he says his tests indicate this isn't necessary. He believes that both NBC and CBS could readily adapt their present equipment for transmission of the signals.

OPINIONS VARY on the impact of color on the TV trade—but everyone is agreed the few sets available next year will be expensive and most think it will be several years before color becomes an important factor in public demand and dollar volume. We asked the leading manufacturers for year-end comments on the trade generally, which we were preparing to publish this week and next. When the FCC color decision broke, we decided simply to excerpt their observations on color, about which nearly all had something to say. Here's essence of what they said, plus some statements released this week:

Ross Siragusa, Admiral Corp.: "My guess is that the industry will turn out more nearly 200,000 than the outside 150,000 others have predicted. Admiral will make its share; in fact, we've gotten a good start already, and have made about 100 sets. I'm not one of those who is worried about the impact on black-&-white sales. If there has been any damage, it has already been done—yet our markets are still doing nicely." Admiral's exec. v.p. John Huarisa added Dec. 18 that Admiral plans to introduce its pilot sets (15-in. tube, 12-in. picture) to distributors at sales convention in Chicago's Conrad Hilton, Dec. 30. Price will be announced then, is expected to be "over \$1000," he stated. By second quarter 1954, Huarisa promises a "sample for every dealer in cities that will be on the color cable." He also predicted approximately 200,000 color sets in 1954 "barring shortages of picture tubes and color components" and said Admiral's production goal is more than 30,000 color sets next 12 months.

David H. Cogan, CBS-Columbia: "The industry will be able to make over 100,000 color receivers within one year [of FCC approval date]. The important problems facing the industry are engineering, testing and efficient production techniques. Once color receivers get out into the field, servicemen will need extensive equipment and considerable re-training to service them properly. There will be a temporary dropoff in black-&-white sales when color appears on the dealer's floor. However, once the novelty of color has worn off, monochrome sales will go back to their regular levels. In 1954 the industry will be able to sell some 5,000,000 receivers; 21-in. sets will account for 70% and 17-in. for 20%." CBS pres. Frank Stanton revealed, during a Dec. 17 colorcast, that CBS-Hytron will start "mass production" of color tubes next March, CBS-Columbia of color sets by mid-1954.

Leonard F. Cramer, Avco (Crosley): "It will be at least 5 years before color broadcasting makes sufficient progress in programming to stimulate receiver sales in the volumes of black-&-white." He predicted 5,500,000 black-&-white sales in 1954, with "a consumer move toward merchandise priced at the low end of the line."

Dr. Allen B. DuMont: "The FCC decision is ahead of the industry's ability to deliver commercially practical color TV equipment and programs in any appreciable quantities for several years . . . We believe that the public will demand large-screen color TV [and we] shall go into production and introduce a large-screen color TV receiver in 1954. However, the public should recognize that neither DuMont nor the rest of the industry will be able to deliver any substantial number of color receivers of any sizes at prices which the general public can afford for several years. Nor will there be enough color programs broadcast to justify a large receiver investment until they're available in quantity."

Benjamin Abrams, Emerson Radio: "It [the 1954 market] will not be a pink tea party. Instead, it will take all the sales and business ingenuity the industry can muster to come within 10% of 1953 sales. Beyond 1954, the prospects are much brighter." In telegram to distributors Dec. 18, Abrams said color decision "marks

a new era of prosperity for our industry never before equalled." He added: "The immediate effect of this announcement must result in increased sales of table model black-&-white receivers [at] \$150 & \$250 for 17-&-21-in. sets. By contrast, color receivers will sell for \$700-\$1000 . . . Color receivers will be available within a few weeks for demonstration purposes only. Mass production may not be reached for at least a year. Total production for industry may not exceed 50,000, which is equivalent to not more than one set per dealer for all of 1954, and the major part of this will be produced within the last months of the year."

Herbert Riegelman, GE TV-radio gen. mgr.: "In attempting to evaluate 1954 monochrome sales, it is necessary to gauge the effect of the introduction of color TV on saturated markets, at the same time realizing there will be opportunities in new markets where color will not have the same effect as in old markets." He estimated close to 5,500,000 black-&-white sets will be sold in 1954 and "minimum sales" of 100,000 color sets.

Hallcrafters spokesman: "The production of color sets hinges to a great extent, if not entirely, on the tube manufacturers' ability to supply us with color picture tubes. The consensus among manufacturers is that only a token quantity of color sets will be manufactured next year—in the neighborhood of 150,000, with which figure we concur. We do not believe that 1954 black-&-white receiver manufacturing will exceed 4,000,000 to 4,500,000, with the emphasis on 17-in. and 21-in. tubes."

H. L. Hoffman, Hoffman Radio: "It certainly is a challenge to the industry to harness the interest in color in a constructive way and sell more black-&-white. I think it can be done because certainly the display of color sets in the store will start people talking about TV and will create traffic at the dealer level."

Paul V. Galvin, Motorola: "The public's initial curiosity about color TV will be answered. But the purchase of a color receiver within the limits of the family budget will be years away." His son, exec. v.p. Robert W. Galvin, added: "Color will principally influence the mix of sets. Lower list price merchandise will represent a considerably higher percentage of the TV volume. Sales of black-&-white should approximate 3,000,000; of color receivers, over 100,000."

Philco Corp.: Official company attitude was that the color decision must be studied before any formal comment would be made, but a spokesman told *Wall Street Journal*: "It will take us 9 months to tool up and then we'll only be producing a trickle for several months." Exec. v.p. James H. Carmine told *Retailing Daily* a few days earlier that "8 to 9 months will be required for broadcasting changeovers even after the FCC finally approves color standards" and added his opinion that the effect of color talk on current sales has been greatly exaggerated.

Frank Folsom, RCA: "Color TV sets will begin to come off the production lines in small quantities in approximately 6 months from today [and] it will probably be at least an additional year until mass production is reached. First color sets manufactured by RCA will have a 14-in. picture size and will be priced between \$800 & \$1000. Considering the relative values of the dollar, this compares favorably with the price of the first 12-in. sets introduced in 1939. When mass production of receivers and tri-color tubes gets under way, the prices will come down as they did with black-&-white receivers [but] it will take several years to reach this goal."

H. G. Baker, RCA Victor home instruments v.p.: "There is little doubt that 1954 will be a black-&-white year . . . It has been estimated the industry during 1954

will be able to produce only about 50,000 to 75,000 color sets, and initial sets will be costly, probably between \$800 to \$1000. Beyond 1954, production will increase and color broadcasting will expand, of course, but it can be expected that it will take considerable time before color TV develops into mass market proportions . . . Today's black-&-white receivers, particularly in the large-screen sizes, represent greater value for less money."

C. F. Adams Jr., Raytheon: "While early color sets may be expensive and not altogether attractive, and may continue at least for a brief period to affect black-&-white sales, the company believes that in the long run color will add a substantial increment to the TV industry."

Sylvania spokesman: "[Color] certainly will depress black-&-white sales early in the year, but I believe that as people realize the size picture they will get and the cost of initial color sets there will be a revival of interest in black-&-white so that the overall sales for the year will reach 5,000,000. Certainly there is no question about the fact that people who are willing to pay something in excess of \$500 for sets will be substantially out of the market during the entire year and such sets as will be sold will be almost entirely in the medium and low-price category."

Robert Tait, Stromberg-Carlson: "I believe that the FCC approval of compatible color, the start of color broadcasting in a few markets, and the introduction of high priced small screen color receivers, with limited distribution late in the year, will do much to eliminate the present confusion and revitalize the black-&-white TV business. The first 6 or 8 months of 1954 will probably prove a hectic period for our industry as color TV makes its bow to the public. However, my 'guesstimate' for industry unit production in 1954 is 5,000,000 black-&-white receivers, and approximately 100,000 color sets."

Trade Personals: James T. Buckley, chairman of Philco board, appointed to President's Committee on Employment of the Physically Handicapped; he's also national chairman of Goodwill Industries of America Inc. . . . Charles G. Sherwood, ex-purchasing director, named v.p. of Federal Telephone & Radio Co. . . . Richard A. Graver, sales v.p., and David P. Higgins, v.p. in charge of govt. work, elected directors of Hallicrafters Co. . . . R. B. Sayre, 32 years with Graybar, elected v.p. . . . E. R. Glauber, ex-Admiral-N. Y., director of Emerson distributing companies since Oct. 5, adds duties of national sales mgr. for Emerson's new air-conditioning to be introduced in Jan. . . . Robert E. Peterson resigns Dec. 31 as exec. v.p. of Standard Coil Products Inc. due to ill health, continues as a principal stockholder and member of board . . . Harold P. Gilpin, gen. mgr. of Sylvania electronic sales div., retires Dec. 31 after 21 years with company . . . S. Roy Chilton, ex-pres. of Key Co., Seattle TV-radio distributor, named gen. merchandising mgr., Pacific Mercury . . . Phil Stone resigns as Philco Milwaukee district mgr. . . . John F. Mehr resigns as gen. sales mgr. of Simon Distributing Co., Washington (Zenith Radio) to become Zenith regional sales mgr., headquartering in Washington . . . Dick Klein, v.p. & gen. mgr. of Raytheon distributing div., appointed director of marketing, TV-radio div., and named asst. v.p. of parent company supervising all Raytheon TV national sales, advertising & servicing activities . . . Herman Kaye, ex-Kaye-Halbert secy., forms Caltech Electronics Corp., 8930 Lindblade St., Culver City, Cal. (high-fidelity equipment).

Glenn M. Nutter, 54, pres. of G. M. Nutter Inc., Cleveland DuMont distributor, died Dec. 15 in Lakewood Hospital.

Topics & Trends of TV Trade: What does 1954 hold in store for the TV-radio-appliance dealer? Without breaking down estimate by products, Richard E. Snyder, economic marketing specialist, director of Snyder Business Research Reports and economic consultant to NARDA, this week released forecast in report, *Estimated 1954 Sales Potentials for Appliance-Radio-TV Dealers in 170 Metropolitan Areas*, available for \$10 from his office, 11 So. La Salle St., Chicago. Though it's based on data from 170 markets, report projects findings for retailers everywhere. Major predictions:

(1) Sales will total \$3.806 billion, or 6.5% below 1953's estimated \$4.069 billion. This will represent 2.28% of the total national retail sales estimate of \$167 billion for all items in the economy.

(2) The 170 metropolitan markets will account for 64.1% of all TV-radio-appliance sales, compared with 62.1% this year. Continued growth of suburban communities may boost total to 70-75% by 1960.

(3) Middle Atlantic states will lead all regions in sales, with 25.37% of total; east north central area second, 20.25%; Pacific coast, 11.53%.

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Two new 21-in. picture tube types—about 3-in. shorter than corresponding types because of 90-degree deflection angles—were disclosed this week by GE, which announced they'll enable set manufacturers to design narrower cabinets in future. Labeled 21ACP4 and 21ACP4-A (aluminized), tubes are 4th & 5th GE types to incorporate 90-degree deflection feature, according to marketing mgr. Grady L. Roark, who said production of both will begin shortly.

Xmas bonus of up to 5% of individual earnings for year is again being paid by Andrea Radio Corp. to all employees.

Exuding optimism about TV's future growth, Sylvania chairman Don. G. Mitchell writes in Dec. *The Exchange*, official magazine of N. Y. Stock Exchange: "By 1961, we think there will be nearly twice as many sets in use—about 48,000,000. Even though 8 years from now there probably will be about 22,000,000 more TV sets in use than there are today, we are not at all sure that sales will be reaching a saturation point for a number of reasons. The entire concept of home TV installations may be entirely different by that time, and you may well find, for example, entire TV systems in the home, with several screens throughout the house, not only for entertainment but communications." Other reasons cited for TV's development: color, uhf, improved programming, better merchandising techniques.

More layoffs and cutbacks: (1) GE furloughs 4000 employes from Dec. 23 to Jan. 4 at tube and TV-radio receiver depts. in Syracuse because of holidays and cutbacks in orders. (2) Raytheon announced that since fall 400 have been laid off at Chicago TV-radio div., 650 at Newton, Mass. receiving tube plant. (3) CBS-Hytron puts 4-day work week into effect for 1400 receiving tube employes at Danvers & Salem, Mass.

Jacob Friedus, ex-Starrett Television Corp., was convicted by a jury of Federal district court of the District of Columbia last week of filing a false financial statement with the RFC in proceedings for purchase of Aireon Mfg. Corp., Kansas City, which the govt. agency had taken over for non-payment of a \$1,500,000 loan. Larry Knohl, co-defendant, was acquitted.

National Assn. of Electrical Distributors' annual committee meeting schedule: TV-radio, at NAED headquarters, 290 Madison Ave., N. Y., Feb. 2; major appliances, Jan. 12, and electric housewares, Jan. 15, both days at Chicago's Conrad Hilton Hotel.

Distributor Notes: Hoffman Radio establishes factory branch at 450 Ninth St., San Francisco (John N. Barker, mgr.), replacing McCormack & Co.; Hoffman also appoints Broyles-Milner Co., Knoxville (A. C. Broyles Jr. and Orvis Milner, owners) . . . Harper-Meggee Inc., Seattle, discontinues RCA Victor line . . . Motorola appoints Kenrow-Georgia Inc., Atlanta . . . Stromberg-Carlson names Garfield Distributors, Enid, Okla. (Walter A. Norman, owner) . . . Pacific Mercury establishes factory branches in Portland, Ore. (Kenneth Chilton, mgr.), Seattle (Dean Hillbum, mgr.) and Spokane (Wm. Ferguson, mgr.) . . . Simon Distributing Co., Washington (Zenith Radio) appoints Saul Greber, ex-pres. of Greber Bros. (Motorola), as gen. sales mgr., succeeding John F. Mehr, now Zenith Washington regional sales mgr. . . GE Appliances Co., Louisville, names John H. O'Toole gen. sales mgr.

TV set sales by Canadian factories totaled 258,445 in first 10 months, at average price of \$411, compared to production of 302,725, reports Canadian RTMA. Projected production estimate is that 168,951 more sets will be turned out next 3 months. For Oct. alone, sales were 59,069, production 49,399, inventory 50,634 at month's end. Quebec led in sales with 24,170; Toronto second, 13,637; Hamilton-Niagara, 6249; Ottawa & eastern Ontario, 6015; other Ontario, 3592; Windsor, 3029; British Columbia, 1958; Prairies, 281; Maritime Provinces, 138.

Old-timer Frank A. D. Andrea, head of Andrea Radio Corp., once owned "Fada" trademark based on his initials—but it wasn't until Dec. 14 Waldorf-Astoria banquet in honor of RCA pres. Frank Folsom that he met the rival TV-radio set manufacturer who now owns and uses it—Jack Marks, pres. of Fada Radio & Electric Co. They happened to be assigned to same table, were "formally" introduced by fellow old-timer Jack Binns, Hazeltine, and industry youngster Joe Elliott, RCA, also at same table.

Better Business Bureaus Assn. released handy 10-p. consumer information booklet, *The Facts About Color TV*, available free from local BBB offices or from national headquarters, Chrysler Bldg., New York 17. About 800,000 copies were printed in first run. Based on survey of manufacturers, it answers many basic questions about color, stresses "it will not obsolete the black-&-white receiving set you now own or contemplate purchasing."

Uhf on installment plan: Public Loan Corp., St. Louis, takes half-page newspaper ads to boost sales of uhf converters and antennas on time payment plan—"gives you 4 stations for as little as \$12 a month." Financing, including installation cost, is handled through local TV dealers. Stations cited are uhf KSTM-TV (Ch. 36), WTVI (Ch. 54), KACY (Ch. 14), in addition to vhf KSD-TV (Ch. 5).

Construction of new RCA administration and laboratory headquarters for Victor home instrument dept. and RCA Service Co. has been started on 58-acre tract in suburban Cherry Hill section of Camden, N.J. Five ultra-modern buildings with 325,000-sq. ft. of floor space will be completed in fall of 1954, housing 1400 workers.

Dun & Bradstreet, on basis of first 9 months, reports 104 out of every 10,000 TV-appliance retailers will have failed this year, compared with 70 out of 10,000 in 1952 (not counting voluntarily liquidations or changes of ownership involving no losses to creditors).

Trav-Ler Radio to take 200 guests via special train to French Lick Springs, Ind., Jan. 4-7, for 4-day preview of new 1954 line of TVs, radios, phonographs, with side trip to its plant at nearby Orleans, Ind.

Workshop Associates Div., The Gabriel Co., Norwood, Mass. (transmitting & receiving antennas) changes name Jan. 1 to Gabriel Electronics Div.

Electronics Reports: Military electronics procurement shows no sign of slackening, though further cutbacks and economies are expected in other phases of defense buying. Those in position to know say dollar volume of electronics procurement in budget recommendations to President Eisenhower for coming fiscal year won't be less than this year's, possibly will be greater. Electronic research and development, too, is expected to stay at current high level.

As for actual military electronics production, it has finally hit its stride, is either at all-time high or very close to it. It's expected to level off soon and reach a plateau—but the decline, if any, will be very slight.

This outlook applies generally to all phases of defense electronics—including guided missiles, atomic, etc.—although procurement of certain isolated expendable items, such as handie-talkies, is obviously being curtailed as result of Korea truce.

Hitherto secret data on Army's deadly "Nike" ground-to-air target-tracking missile were released this week, along with the information that first Nike operational unit will be installed soon at Ft. Meade, Md. to guard approaches to Washington and Baltimore. Missile is about 20 ft. long and 1 ft. in diameter, carries 2 sets of fins for guidance and steering. It's launched vertically, can "out-manuever bombers, fighters or transport planes" and functions regardless of weather conditions and visibility. Research for missile was begun by Bell Labs in 1945; missile itself was designed and is now mass produced by Douglas Aircraft Co. Western Electric makes most of Nike's control equipment.

Brush Electronics Co. president W. Russell Burwell announces these top management promotions, effective Jan. 1: Douglas C. Lynch, from sales v.p. to exec. v.p.; C. J. Mayers, from treasurer-controller to v.p.-treas.; B. H. VanHouten, director of employe relations, employe relations v.p.; A. J. W. Novak, from asst. sales mgr. to gen. sales mgr.; W. C. Hall, from budget director to controller. Brush is subsidiary of Clevite Corp.

Emerson Research Laboratories will be established Jan. 1 at 701 Lamont St., Washington, by Emerson Radio for research and development in electronics. Dr. Harold Goldberg and Dr. Donald Burcham, both of whom formerly directed ordnance electronics div. (guided missiles) of National Bureau of Standards, will be director and asst. director, respectively.

Manual on electronic circuits for commercial and military personnel, latest volume in RCA Electronic Training Series, contains more than 100 pages of text, diagrams and analyses of 77 basic circuits. It's available for \$1.60 from RCA Service Co.'s govt. service div., Camden, N.J.

Philco's surface-barrier transistor (Vol. 9:49) is described in 5-part article in Dec. *Proceedings of the IRE*.

Vice Adm. Walter S. Anderson, director of Automatic Electric Co., elected pres., N. Y. chapter, Armed Forces Communications Assn., succeeding Donald F. McClure, asst. v.p., N. Y. Telephone Co. Emmett R. Shute, Western Union v.p., was named a v.p., all other officers reelected.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1953 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price \$25 per volume

Telecasting Notes: Importance of TV film industry to Hollywood emphasized this week in announcements that 2 big movie studios have changed hands and will be used exclusively to make films for TV. Eagle Lion Studios, 6 stages, was bought from Chesapeake Industries for \$1,100,000 by newly formed First National Studios Inc., whose pres. is TV producer Bernard Prockter, owner of several network TV shows, including *The Big Story* and *Treasure Men in Action*. Edward Conne, Los Angeles TV film & radio producer is exec. v.p. and Los Angeles financier and realtor Fred Levy Jr. is treas. & board chairman. Also on board are oilman Edwin W. Pauley, ex-Democratic national chairman; Los Angeles Rams pres. Daniel F. Reeves; Western Auto Supply pres. Bertram Gamble; Metal Moss Corp. (Chicago) pres. Edward Maltz; oilman F. R. Long. Company will produce own films and rent studio space to some outside TV film producers . . . Other big transaction this week was lease of Charles Chaplin Studios, 2 stages, on long-term basis to Kling Studios by realtors Webb & Knapp. Kling pres. Robert Eirinberg said acquisition makes his firm "the country's largest motion picture facility, with the exception of the major Hollywood studios." Kling has other studios in Chicago and Hollywood . . . Distributors of TV film see 1954 volume, thanks to more stations, jumping 50% over the nearly \$50,000,000 they grossed this year, says Dec. 19 *Billboard*. Syndication of 30 & 15-min. series alone brought in about \$30,000,000; features and westerns, about \$15,000,000; musical libraries & shorts, about \$4,000,000 . . . "In the feature film field," says *Billboard*, "some 150 titles were brought into TV distribution for the first time. This was a mere trickle in an industry consisting of about 2000 features and about 500 westerns" . . . No great promise for more feature film is seen for 1954, though magazine sees "possibility that Samuel Goldwyn will set up his own TV distribution subsidiary, and at the same time may go into production of TV film series"; and reports current bidding for small group of Eagle Lion pictures, current distribution by Vitapix Corp. of 2 feature films, release soon by Tele-Pictures Inc. of 20 new films, mostly Lippert . . . Gross-Krasne Inc., up-&-coming TV film producer-distributor, expands into production of filmed commercials, Vernon E. Clark heading commercial dept. in Hollywood, Hampton W. Howard in N. Y. . . . Eddie Cantor reported from Hollywood to be planning half-hour film show, a la Groucho Marx, won't renew live on *Colgate Comedy Hour* . . . Thanks to TV, American Museum of Natural History has been converted from a N. Y. city institution to a national educational medium, notes Museum pres. Alexander White in annual report which estimates some 5,000,000 viewers "toured" museum through CBS-TV's weekly *Adventure* series . . . Senate Judiciary Committee hearing into political dynamite-laden Smaildore jury tampering case Dec. 12 was carried live in its entirety from Denver Appeals Court 10 a.m.-8:30 p.m. by KBTW . . . N. Y. News' WPIX, independent, re-reported by *Variety* to have grossed record \$374,000 in Nov., up 43% from same 1952 month.

Total sets-in-use jumped to 26,364,000 as of Nov. 1, increasing 674,000 during Oct., reports NBC Research. Nearly half the Oct. installations, which were equalled only 4 times in TV history, were in areas opened up since lifting of freeze. The 674,000 compare with 626,000 in Oct. 1952. New set installations first 10 months of 1953 were 5,130,000, compared with 3,974,000 same 1952 period. NBC Research no longer releases area-by-area monthly figures, but prepared county-by-county "census" as of last May 1 (published in *TV Factbook No. 17* of July 15, 1953). Area figures updated to latter 1953 are now being gathered for CBS-TV by Nielsen, will be released at end of Jan.

Six applications for new TV stations were filed with FCC this week. WOPA-TV Inc., operating WOPA, Oak Park, Ill., and headed by TV film producer Egmont Sonderling, filed first application for Chicago's Ch. 44 and WOOK, headed by Richard Eaton, for Washington's newly-assigned Ch. 50. Eaton last week received CP for Baltimore's Ch. 18. Other applications were for Miami, Ch. 7 (5th application for that channel), by Sunbeam Television Corp., local group headed by shoe manufacturer Sidney D. Ansin; for Charlotte, N. C., Ch. 9, by Carolinas' Television Corp. (G. Richard Shafto, WIS-TV, Columbia, S. C., pres.), where application by Bestg. Co. of the South was dismissed this week; for Palm Springs, Cal., Ch. 14, by investor Florence P. Raley; for Carthage, N. Y., Ch. 7, by Brockway Co., grantee of WNY-TV, Watertown, N. Y. (Ch. 48), and publisher of *Watertown Daily Times*. Latter promises to relinquish uhf CP if granted Carthage; FCC has thus far refused to accept applications on such condition. Seven applications were dismissed this week. On file with FCC at week's end were 363 applications, including 79 for uhf. [For further details about these applications, see *TV Addenda 17-X* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Westinghouse Radio Stations Inc. has changed corporate name to Westinghouse Broadcasting Co. Inc., will be headed as of Jan. 1 by Chris J. Witting, ex-DuMont Network director, succeeding E. V. Huggins, who will devote fulltime to his duties as v.p. in charge of corporate affairs for parent Westinghouse Electric Corp. Broadcasting subsidiary, which operates 2 TV and 5 AM stations, will move headquarters from Washington to New York sometime next year.

Commercial TV for Britain was approved by House of Commons Dec. 16 on strict party-line vote, 302-280. Govt.'s proposal for limited advertising on new TV chain competitive with BBC was previously approved by House of Lords (Vol. 9:46,48).

Iowa State College's WOI-TV, though colleges are exempt from taxation, must pay income taxes on profits from its commercial income, according to Federal ruling, which impelled Iowa's Attorney General to ask those of other states to join in test suit in U. S. Tax Court.

AT&T interconnections this week: KOMO-TV, Seattle; WJHP-TV, Jacksonville, Fla. Next to begin network service probably will be: KSLA, Shreveport, La.; WDAN-TV, Danville, Ill.; KWTW, Oklahoma City.

Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 18* will be off the presses shortly after Jan. 15, 1954—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly *Addenda*); list of all new-station grantees (with reported starting dates); directories of station representatives and major advertising agencies; directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, electronics laboratories; plus many other reference features. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost \$1.50 each; single copies, \$3.

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Full Text of FCC's

FINAL COLOR TELEVISION DECISION

Adopted Dec. 17, 1953 and Released as FCC Public Notice No. 53-1663, Mimeo 98948

With Appendix Describing Operation of New System and

Full Text of FCC Technical Standards Amended to Incorporate Color

In the Matter of
Amendment of the Commission's
Rules Governing Color
Television Transmissions } Docket No. 10637

REPORT AND ORDER

By the Commission: Commissioners Webster, Sterling and Lee concurring with separate statements; Commissioner Hennock present but not voting.

I — PRELIMINARY STATEMENT

1. On August 7, 1953, the Commission issued a Notice (FCC 53-1015) instituting rule-making proceedings looking toward the adoption of new signal specifications for color television transmissions to replace the present rules and standards. Petitions requesting such action had been filed by the Radio Corporation of America (RCA) and the National Broadcasting Company, Inc. (NBC), jointly; the National Television System Committee (NTSC);¹ the Philco Corporation; Sylvania Electric Products, Inc.; the General Electric Company; and Motorola, Inc. All of the above petitioners urged the adoption of color television signal specifications advanced by the NTSC.

2. In accordance with the Commission's Notice formal comments supporting the adoption of the proposed new signal specifications for color television transmissions were filed by Columbia Broadcasting System, Inc. (CBS); Hazeltine Corporation; Admiral Corporation; Westinghouse Radio Stations, Inc.; and Harry R. Lubcke. In addition, the Commission accepted as comments in the proceeding the petitions referred to above; and NTSC filed additional material in support of the adoption of new rules.

3. Oppositions to the adoption of the signal specifications as proposed were filed by Paramount Television Productions, Inc.; Chromatic Television Laboratories, Inc.; American Television, Inc.; and Marshall Soghoian and S. L. Cooke, Jr.,² Richmond, Va.

4. We believe that a brief review of prior Commission proceedings and activity relating to color television will be helpful.

5. The Commission has concerned itself with the development of a commercially practicable color television system in formal proceedings since 1940.³ In addition, the Commission and the industry have conducted studies, investigations, and experimentation in the field of color television. Finally, on October 10, 1950, the Commission

¹ The NTSC is an association of engineers and scientists interested in the development of television and its members include representatives of many of the companies engaged in the manufacture of television equipment.

² Marshall Soghoian and S. L. Cooke, Jr., and Otto Luther, New Preston, Connecticut, proposed alternative color television systems. In a Memorandum Opinion and Order (FCC 53-1325), adopted October 7, 1953, the Commission dismissed these comments insofar as they proposed new color systems on the grounds that the proposed color systems did not meet the specified requirements for receiving consideration by the Commission in these proceedings. (The requirements referred to are set forth below in par. 8.)

³ 1940 (Docket No. 5806), 1944-45 (Docket No. 6651), 1946-47 (Docket No. 7896), 1949-50 (Docket No. 8736 et al.).

adopted Rules and Engineering Standards for color television based upon the "field sequential" system of color television, one of the systems proposed in the hearing in Docket 8736. The Commission found that of the systems then before it only this system produced an acceptable color picture and that neither of the other two systems in that hearing satisfied the Commission's minimum requirements.

6. The field sequential system which the Commission standardized was, however, an incompatible system in the sense that existing receivers could not receive color transmissions in monochrome without adaptation. The Commission recognized the practical difficulties involved in commercializing an incompatible color system and indicated that had a satisfactory compatible system been ready at that time it would certainly have been desirable to adopt it.

7. A number of circumstances, not necessary to detail here, combined to prevent the commercial development of color television on the field sequential standards. The limited amount of commercial color broadcasting on these standards was short-lived, and color television broadcast equipment for the field sequential system has never been produced in quantity and is not now being produced, nor are color transmissions in accordance with the field sequential standards being broadcast or contemplated.

8. When the Commission adopted rules for color television in 1950, it recognized the need for further research and experimentation in this field. In a Public Notice (FCC 51-592) of June 11, 1951, the Commission pointed out that "In a field as relatively new as radio in general and television, in particular, there is always room for genuine programs of experimentation." In that Notice, the Commission stated, however, that in the interests of orderly procedure and stability, the following steps would be required of the proponents of new color systems:

(a) An appropriate petition must be filed requesting rule making proceedings with respect to color television standards.

(b) Representative receiver apparatus must be delivered to the Commission's laboratory at Laurel, Maryland.

(c) A signal must be put on the air in Washington, D. C. for the purpose of demonstrating the system.⁴

(d) The above tests must show to the Commission's satisfaction that the proposed system has a reasonable prospect of satisfying all of the criteria for a color tele-

⁴ Waiver of this requirement was requested. In the Notice of Proposed Rule Making (FCC 53-1015) issued in these proceedings the Commission determined that it was not necessary that a signal be put on the air in Washington prior to the institution of rule making. The Commission stated, however, that it would determine at a later date whether during the course of the proceeding a signal on the air in Washington will be required. It is now our view in light of all the circumstances, and particularly the demonstration held in these proceedings and the broadcast of several color programs in Washington and elsewhere that no useful purpose would be served by requiring petitioners to put a signal on the air in Washington for evaluation in these proceedings.

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vision system set forth in the reports. These criteria are as follows:

(1) It must be capable of operating within a 6-megacycle channel allocation structure.

(2) It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.

(3) The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.

(4) It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

(5) It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

(6) It must not be unduly susceptible to interference as compared with the present monochrome system.

(7) It must be capable of transmitting color programs over inter-city relay facilities presently in existence or which may be developed in the foreseeable future.

9. In the early part of 1950 the NTSC, among other undertakings, commenced studies looking toward the development of a commercially practicable system of color television. The signal specifications now proposed for adoption are the product of a program of study and experimentation lasting for a period of more than two years. The NTSC during this period considered and evaluated several sets of signal specifications which employed various alternative techniques and values. On January 13, 1953, the NTSC adopted the specifications now proposed in this proceeding for field testing purposes. Numerous tests and demonstrations have been conducted to determine whether the signal specifications under consideration satisfy the Commission's criteria for a color television system.⁵ Subsequent to the adoption of the proposed signal specifications for field testing, shake-down tests were first held to determine whether the specifications merited formal testing. Thereafter, formal tests were held and the data obtained in such tests have been submitted to the Commission in this proceeding.

10. The Commission was kept advised of the progress of the NTSC in this field by means of various reports submitted to the Commission and by attendance at tests and demonstrations. Following a conference with the parties to this proceeding the Commission ordered a demonstration of the color television signal specifications proposed in this proceeding to be held in New York City under the auspices of the NTSC. Programs were transmitted over Stations WNBT (National Broadcasting Company, Inc.), WCBS-TV (Columbia Broadcasting System, Inc.) and KE2XDR (Allan B. DuMont Laboratories, Inc.). The program material consisted of representative indoor and outdoor scenes and color slides and covered a wide range of hue and chroma including strongly contrasting color patterns.

⁵ In order to conduct the field testing of the NTSC signal specifications for color television, Panel 16 was established. The responsibility for insuring "by actual observations during field tests that the proposed standards would result in a signal which will satisfactorily operate color receivers and provide the public with service which, in color, is comparable in performance to that established by the monochrome standards" was delegated to this Panel. At the conclusion of its field test program, Panel 16 was composed of 109 engineers. The group averaged from 15 to 20 years' experience and included among its members 18 Fellows and 30 Senior Members of the IRE. The Panel was in existence for more than 2 years and a total of 126 engineers were in some way officially connected with it; and many other persons actively participated in its work as receiver operators, unofficial observers, or in some other capacity. In addition, RCA-NBC held several tests to obtain (1) an engineering evaluation of the proposed specifications by trained technical personnel; and (2) reaction of public opinion with respect to the color picture (conducted by Opinion Research Corporation).

11. Proponents of the new signal specifications for color television, which are urged in place of the present rules governing color transmission, contend that the new signal specifications meet or are capable of meeting all of the Commission's criteria for a satisfactory color system, and that these specifications, in addition, are compatible with the Commission's present rules and standards for monochrome transmission. Thus, RCA-NBC states that all of the criteria are met by the proposed color specifications. Substantially the same position is advanced by Sylvania, Motorola, Admiral, Westinghouse Radio Stations, and by Harry R. Lubcke. NTSC states that the new color specifications meet Commission's criteria (1), (2), (3), (6) and (7); that transmitters and receivers of a number of manufacturers have been successfully demonstrated; but no comment is directed to the possibilities of producing low-cost receiving and transmitting equipment [criteria (4) and (5)]. Philco alleges that the new signal specifications meet the Commission's technical criteria but that inexpensive receivers are not now available and the Commission should waive criterion (4). Philco concludes that adoption of these signal specifications will give a strong impetus to the scientists and engineers "to develop a satisfactory color receiving tube, capable of economical mass production, and hence color receivers that will be within the price range of the great mass of the American people." CBS maintains that the new signal specifications do not meet criteria (4) and (5), but that basic changes in circumstances warrant "less rigid application" of the criteria now than in 1950 and 1951, and that adoption of the new specifications will provide a tremendous challenge to the industry to meet the criteria sometime in the future. The views advanced by General Electric were generally similar to those of CBS.

12. Oppositions to the new color specifications have been advanced by Paramount Television Productions, Inc.; Chromatic Television Laboratories, Inc.; American Television, Inc. and Marshall Soghoian and S. L. Cooke Jr. These oppositions, in common, contend that little basis now exists for a reasonable assurance that receivers under the proposed color specifications will be "cheap enough in price to be available to the great mass of the American purchasing public" and that the Commission should not adopt the proposed color specifications until such assurance is possible.

II — EVALUATION OF PROPOSED SIGNAL SPECIFICATIONS

13. The Commission has before it for consideration proposed new signal specifications for color television to replace its present rules and standards governing color television. The standardization of signal specifications for the utilization of radio frequencies is always a grave undertaking with important consequences to the public and the electronics industry. Such standardization for color television is particularly important in view of the emergence of the television service as a powerful medium of mass communications. The ultimate question presented is whether the proposed signal specifications provide a reasonable basis for the development of a color television system in the public interest. In order to aid in the resolution of that question we have in our earlier considerations of the problem formulated certain criteria to serve as guide lines in the evaluation of proposed signal specifications.⁶ In the discussion that follows the proposed signal specifications are evaluated in the light of the Commission's criteria based upon the evidence in the record and the observations of the Commission at the demonstrations and at the Commission's laboratory.⁷

14. Operation Within a 6-Megacycle Channel Structure. The Commission's first criterion for evaluating signal specifications for the transmission of color television is that it must be capable of operating within a 6 megacycle

⁶ Criteria are set forth above, paragraph 8.

⁷ A description of color television transmissions in accordance with the proposed signal specifications is attached hereto in Appendix A.

channel allocation structure.⁸ The signal specifications now under consideration meet this objective. Within the same bandwidth that had been allocated to monochrome alone, the proposed system has succeeded in adding color information, while maintaining compatibility with present monochrome standards. This has been achieved by "interlacing" the color information with the luminance signal when portrayed on a picture tube in either color or monochrome;⁹ and by taking advantage of the relative insensitivity of the eye to changes in hue and saturation in small areas.

15. To "interlace" the color information, a color subcarrier within the 6 megacycle channel is used. The location of this subcarrier is critical in that it must be selected so as to minimize color information visible on monochrome receivers in order to maintain to the greatest extent possible the quality of the monochrome picture. In addition, the location of the subcarrier must be well removed from the picture carrier and sufficiently removed from the sound carrier to avoid interference. The objectives with respect to the location of the subcarrier, although not fully attained, have been met to a satisfactory degree.

16. The second technique relied upon in the NTSC system relates to the demonstrated fact that the eye is much less sensitive to changes in hue and saturation in small areas than it is to changes in brightness. The corollary is that as the size of the viewed object is reduced, the eye becomes progressively color blind so that ability to distinguish hue deteriorates. It follows that the color components of a picture can be transmitted over a narrow band of frequencies since resolution of fine detail is a function of bandwidth. In the NTSC system faithful colors are transmitted over a 0.6 mc bandwidth while the monochrome or luminance signal is transmitted over a 4.2 mc bandwidth. In between is a twilight zone where adulterated colors are transmitted. Thus, faithful colors appear in the coarse areas of the picture, adulterated colors in the medium fine detail and only monochrome in the finest detail of the picture. The saving of frequencies resulting from the use of this technique is obtained at a cost in terms of the adverse impact on picture quality, but as indicated below, the overall result meets minimum standards of acceptability.

17. Quality of the Color Television Picture. The Commission's second and third criteria relate to the quality of the color television picture in terms of specific characteristics. In the light of the data of record concerning the tests and demonstrations conducted by proponents, and the observations of the Commission at the demonstration in these proceedings and at the Commission's laboratory we are of the view that the color television pictures transmitted are satisfactory and that the signal specifications merit standardization on this score. We have reached this

⁸ The amount of picture detail which can be conveyed and the resulting quality of the television picture, is delimited by the bandwidth allocated for the transmission of the video signal. Each time the scanning beam traverses from a light element of the picture to a dark element and returns, a complete cycle of video electrical energy is generated. For technical reasons the 6 mc channel assigned to a television station can only accommodate approximately a 4 mc video bandwidth. If the sole objective to be served were a high quality picture, it would certainly be desirable to increase the video bandwidth to permit transmission of greater picture detail. However, spectrum space is severely limited and the bandwidth of television stations must be determined with a view to the desired number of television stations and the needs of other services.

⁹ Color is perceived as a conscious sensation in terms of three major attributes: *brightness*, *hue* and *saturation*. Brightness is a measure of the light intensity radiated or reflected from objects, i.e., their physical "luminance", and is the only attribute exhibited by both colored and non-colored objects. Hue is the most characteristic attribute of color and determines whether the color is red or green or yellow, etc. Finally, saturation distinguishes strong colors from pale colors of the same hue, as red and pink. Saturation may be considered as related to physical "purity" or freedom from dilution with white. It is common knowledge that sunlight is a mixture composed of all the various colors of the rainbow such as red, orange, yellow, green, blue, indigo and violet. It has been found that it is not necessary to mix all the colors of the spectrum to form white light. Three colors properly selected and mixed in proper proportions will form white and most other colors. However, it is not possible to produce colors which are outside the spectrum area included by the primaries. For example, if the three primaries are red, green and blue, it is not possible to produce saturated violet since it is outside the spectrum area included between red and blue. Likewise, if a diluted red or orange were selected as one of the primaries, it would not be possible to obtain a saturated red.

conclusion despite some apparent deficiencies of the color pictures as viewed on presently available receivers. None of the deficiencies present is sufficiently grave, however, to interfere seriously with the over-all enjoyment which may be derived from viewing the color pictures. Although the color reproduction is not completely faithful, it is sufficiently accurate to be a pleasing reproduction. The loss in resolution, as compared to monochrome, is offset by the greater realism resulting from the addition of color information. The brightness level on present color equipment, while lower than on monochrome receivers, is nevertheless within the range of acceptability for home viewing.

18. Receiver Apparatus. The Commission's fourth criterion relates to receiver apparatus and is a two-fold objective. First, the receiver apparatus must be simple to operate in the home and must not have critical registration or color controls, and second, it must be cheap enough in price to be available to the great mass of the American purchasing public.

19. Our evaluation of the receiver apparatus with relation to the first of the foregoing objectives is based on our examination of the receivers furnished by 13 manufacturers for use in the demonstration held in these proceedings and the receivers offered by three manufacturers to the Commission's laboratory and on our consideration of the data submitted in the proceedings. The inherent complexity of the proposed signal specifications is, in large part, reflected in the receiver. The color tube, and the attendant circuitry, is of complicated and intricate design and will impose a substantially greater burden in the servicing and maintenance of the color receiver as compared with monochrome receivers. The viewer controls on the front panel of the receiver apparatus are relatively simple to operate in light of the complexity of the equipment, and color controls do not appear to be critical. The reception of color television transmissions on color receivers demonstrated and examined does require a finer adjustment of the tuner control than is necessary on a monochrome receiver, for by moving this control too far in either direction, a considerable change can be effected in the color balance of the picture. This necessity for finer tuning, however, does not add significantly to the complexity of operation; and such adjustment would appear to be well within the competence of the normal home viewer. In addition to the controls required for monochrome reception, all of the receivers have an additional "chroma" control which requires adjustment by the viewer. The chroma control, which is not critical, determines the saturation of the colors. At one extreme position, the colors are fully saturated, while at the other extreme position, the colors are washed out. Some of the receivers also have a hue control installed on the front panel of the receiver for adjustment by the viewer. The hue control permits the hue of the picture to be adjusted to the personal taste of the viewer.

20. The data in the record with respect to the estimated price of the receiver is meager. The cost of the tri-color kinescope and the complexity of the attendant convergence circuitry, deflection yoke, and high voltage supply in the receiver, comprise major elements in the price of the color television receiver. RCA-NBC has furnished estimates of receivers based on the use of a 16-inch envelope tri-color tube which has a measured viewing surface of 8½ inches by 11 inches, the equivalent of a 12½ inch monochrome tube.¹⁰ The estimated cost of the 16-inch envelope tube to receiver manufacturers is between \$175 and \$200. The estimated introductory price of the first color receiver will be between \$800 and \$1000. We do not believe that the data in the record are sufficient to support the conclusion that the presently available receiver apparatus is "cheap enough in price to be available to the great mass of the American people" as contemplated in our criteria. However, several manufacturers have expressed their conviction that when color

¹⁰ No estimates have been furnished on the price of receivers with larger tubes.

television reaches the mass production stage, substantial reduction in the price of color receivers will follow, as was the case of the monochrome receiver.

21. Broadcast Station Apparatus. The Commission's fifth criterion pertains to apparatus at the broadcast station and, like the criterion relating to receiver apparatus, also is expressed as a two-fold objective. First, the station apparatus must be technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal, and, second, the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

22. Upon the basis of our examination of the data in the record and of our observations, we are of the view that the color signal specifications proposed by petitioners are capable of operating through station apparatus technically within the competence of the type of trained personnel hired by a station owner lacking an extensive research or engineering staff. Clearly, the operation and maintenance of color equipment at the station is more complicated than that employed with monochrome; and in the initial stages, additional training of technical personnel will be required. Nevertheless, it appears that extensive testing of the proposed signal specifications has been satisfactorily carried on by personnel recruited from monochrome operations, and that training of personnel for color operation can be accomplished without undue difficulty. At a demonstration held in this proceeding, color programs were originated by NBC, DuMont, and CBS. These organizations do, of course, have available to them research and engineering staffs that would not be available to the great majority of other broadcasters. And, for that reason, these organizations may not be considered typical or representative of broadcasters generally for this purpose. At the same time, however, the successful participation of NBC, DuMont, and CBS in the demonstration is somewhat persuasive that color transmissions in accordance with the proposed signal specifications can be accomplished by other broadcasters after adequate training of their technical staffs.

23. With respect to the cost of purchase of color broadcasting equipment, approximate estimated cost figures and production plans have been submitted by RCA-NBC. Such data has been furnished for the following types of television broadcast transmissions: (1) network color programs; (2) color slide programs; (3) color film programs; and (4) local live programs in color. The estimated total price for the required equipment for these transmissions is \$187,850. The contemplated equipment for the various types of transmissions, which it is explained will be produced on a custom basis at first, together with the approximate prices for each type of transmission are set out below:

(1) Network operation only. The equipment needed to supplement the monochrome facilities of an existing station to enable network programs to be transmitted in color, consist of the following: Color stabilizing amplifiers, tri-color monitor, phase equalizers, miscellaneous parts, extra side-band filter, and test equipment. The approximate total cost for this equipment would be \$24,500.

(2) Color Slides. The additional equipment required to permit stations to transmit color slides would be the following: Color slide camera, color frequency standard, burst flag generator, colorplexer, modification kit for sync generator, and miscellaneous parts and test equipment. The approximate total cost for this equipment would be \$43,250.

(3) Color Film. The additional equipment required by a station already equipped for Stage 2 to broadcast color motion pictures would be the following: 16 mm film chain and miscellaneous equipment. The approximate total cost for such additional equipment would be \$50,500.

(4) Live Pick-up. The additional equipment required by a station already equipped for either Stage 2 or 3 in order to broadcast simple live programs with one camera would be the following: Three-tube color camera and associated control and miscellaneous equipment. The ap-

proximate total cost of such equipment would be \$69,500. This figure, it should be understood, is based on the utilization of one camera, which is minimum equipment. Generally, two or more cameras are required for the origination of live broadcasts. In addition, price quotations have not been furnished for remote pick-up equipment.

24. The data in the record is meager relating to the cost of the above equipment, and the costs figures submitted, it should be emphasized, represent only estimates on the bases of present conditions. This data indicates that the costs entailed in originating live color programs with present equipment will substantially increase the station's costs above that necessary for monochrome transmissions. However, it is our view that once commercial production designs are finalized and the production level for such equipment is increased, substantial reductions in the costs of such equipment will be feasible. We believe, also, upon our consideration of the evidence in the record, that the future holds promise for the development of cheaper apparatus.

25. Operation and maintenance of color television equipment at the transmitter and the studio concededly will be more complicated than that necessary at a comparable monochrome station. It appears that additional equipment and personnel will be required for the operation and maintenance of the transmitter since it will be necessary to maintain a more careful alignment of the transmitter than is generally required for monochrome transmissions. In addition, where live programs in color are originated by the station, additional personnel will be required to be assigned to each color television camera as video control technicians, and one or more additional persons might be required at the studio for other purposes.

26. Interference Characteristics. The Commission's sixth criterion is that the color system must not be unduly susceptible to interference as compared with the present monochrome system. It is apparent from the tests that have been conducted that susceptibility to interference is related to the signal specifications, but, in addition, it is influenced by equipment design particularly in regard to adjacent channel interference. The significance of the test data submitted to the Commission was limited by the fact that only one type of receiver with a limited range of signal conditions was included, and a question is raised as to the applicability of the data to over-all performance of all types of receivers which may be produced.

27. With respect to the important factor of co-channel station interference, there is no substantial difference between color and monochrome reception. Similarly, with respect to lower adjacent channel interference, impulse and random noise, no significant differences appear to exist between color and monochrome reception. With respect to the interference resulting from multipath it appears that receivers of better design suffer only a negligible increase in interference as compared with monochrome reception.

28. In certain respects, however, the more intensive use of the television channel due to the addition of the chrominance information renders the system more vulnerable to interference and increases the possibility of causing interference to other services. Particularly, color receivers are more vulnerable to interference which falls in the region of the subcarrier. Such interference to the color receiver could originate from the additional sideband energy radiated by a color television transmitter on the upper adjacent channel; or, it could be caused by some other continuous wave source of radio energy. In the first case, the transmitter manufacturer must expend every effort to confine the radiations within the limits of the authorized channel. In the second case, the receiver manufacturers must utilize the methods known to the art for reducing this interference susceptibility, even though such methods may involve additional manufacturing costs.

29. A further interference problem is presented by the radiation from the 3.579545 mc subcarrier oscillator in color receivers. The frequency of this oscillator and several of its harmonics fall in the amateur bands. Here too, receiver manufacturers must make full use of shielding,

traps and any other known methods to minimize the radiation. The ultimate answer to whether the additional interference susceptibility of color receivers will be a serious impediment to the establishment of a successful color television system will be furnished in the performance record of receiver manufacturers and the manufacturers of transmitters and other electronic equipment.

30. **Transmissions over Inter-City Relay Facilities.** The Commission's seventh criterion is that the signal specifications must be capable of transmitting color television programs over inter-city relay facilities presently in existence or which may be developed in the near future.

31. It is our view, based on the data in the record and the observations of the Commission at the demonstration in these proceedings and at the Commission's laboratory that satisfactory color television pictures can be transmitted over existing inter-city relay facilities. Moreover, it appears that improved systems of inter-city relay facilities now under development will provide for the transmission of a more satisfactory color television picture in accordance with the signal specifications under consideration.

32. Long distance television transmissions are generally provided by use of the microwave relay system and the coaxial cable system. Existing microwave circuits have a bandwidth of somewhat more than 4 mc and require no special equipment to transmit color pictures using the proposed signal specifications. The bandwidth of the coaxial cable currently in use, however, is limited nominally to 2.7 mc. Since all the color information in the proposed signal specifications is transmitted on the 3.58 mc sub-carrier, special provision must be made for confining the color signal within the 2.7 mc bandwidth. This is accomplished by the use of cable conversion equipment which heterodynes the color information down to a frequency band within the cable pass band for transmission at the sending end of the circuit and restores it to the original frequency band at the receiving end. The resulting signal is limited to a bandwidth of 2 mc for the luminance channel and .3 mc for the color signal.

33. Color television pictures transmitted in accordance with the proposed signal specifications over the microwave system currently in use results in negligible observable degradation and provides a highly acceptable color inter-city transmission service. Transmissions over the coaxial cable system currently in use results in appreciable degradation. Although the degradation is appreciable it is our view that the over-all quality of the pictures presently meets minimum standards for acceptability. Moreover, although it appears likely that the coaxial cable currently will continue to be used for a number of years to provide network service in some areas, it appears that commercial and audience pressure may result in replacing this equipment with improved cable carrier and improved microwave equipment. The Bell Telephone Laboratories, Inc., which participated in the activity of the NTSC, stated that it has under development improved systems of inter-city television transmission to provide for the satisfactory transmission of a color signal in accordance with the proposed signal specifications.

34. **Compatibility.** The term compatibility in its usual sense refers to the satisfactory reception of black and white pictures from signals broadcast in color on monochrome receivers without alteration. There is, however, another aspect of compatibility, sometimes referred to as "reverse compatibility," which relates to the satisfactory reception of monochrome signals on color receivers without alteration.

35. The first aspect of compatibility is a factor of critical importance in view of the fact that there are at the present time more than 27 million sets in the hands of the public. No change is required in existing monochrome receivers for the reception of a black and white picture from color transmissions on the proposed signal specifications. It appears, however, that the black and white pictures suffer some degradation. At distances from the receiver where the line structure is evident there is also a dot structure visible. Beyond this critical distance there appears to be no significant deterioration in the picture.

It appears that the degree of degradation is not substantial, and we do not believe it will interfere seriously with the public's viewing of color programming in black & white.

36. With regard to the second aspect of compatibility (i.e. reverse compatibility) no test data has been submitted. A number of parties commented favorably on the ability of present color receivers in this respect, but the statements were of a general nature unsupported by data. Our own observation indicates that the monochrome picture suffers a noticeable loss of definition when received on a color set.

37. **Convertibility.** The term convertibility has been used to describe the changes necessary to enable existing receivers to receive color transmissions in color. No practical converter has been demonstrated nor does it appear that proponents of the proposed signal specifications have any current plans for the production of converters.

III — CONCLUSIONS

38. **Field Sequential System.** In our consideration of specifications for the broadcast of color television in the 1949-50 proceedings in Docket 8736 *et al.*, we concluded that of the three systems under consideration only the field sequential system met minimum standards of acceptability. These signal specifications were, however, incompatible in the sense that receivers outstanding in the hands of the public could not receive color transmissions in monochrome without adaptation. The limited amount of commercial color broadcasting on these standards was short-lived, and color television broadcast equipment for the field sequential system has never been produced in quantity and is not now being produced, nor are color transmissions in accordance with the field sequential standards being broadcast or contemplated. Three years have passed since that decision, and there are now more than 27 million television receivers in the hands of the public, all of which are incompatible with our present color television standards. That circumstance serves to nullify those rules and standards completely. We have concluded, therefore, that our present rules for the transmission of color television should be deleted.

39. **Proposed Signal Specifications.** The proponents of the color television signal specifications proposed in this proceeding have been of the view that a color television system in order to prove successful must be compatible. With this premise in mind, petitioners have cooperated in an industry-wide, intensive program of study, research and experimentation, lasting over a period of more than two years, in an effort to evolve and formulate satisfactory compatible color television signal specifications. To this end, petitioners have expended millions of dollars and have employed thousands of man-hours of the most highly skilled engineers and scientists in the electronics and related fields.

40. The accomplishment of a compatible color television system within a 6 mc bandwidth is a tribute to the skill and ingenuity of the electronics industry. The proposed color television signal specifications produce a reasonably satisfactory picture with a good overall picture quality. The quality of the picture is not appreciably marred by such defects as misregistration, line crawl, jitter or unduly prominent dot structure. The picture is sufficiently bright to permit a satisfactory contrast range under favorable ambient light conditions and is capable of being viewed in the home without objectionable flicker. Color pictures can be transmitted satisfactorily over existing inter-city relay facilities and improvements in inter-city relay facilities may be reasonably anticipated.

41. It has long been recognized that compromises are necessary when an attempt is made to compress within a 6 mc channel as much information as is required in a color television system. The achievement of a compatible system within a 6 mc channel has been accomplished only by the utilization of extremely complicated and intricate equipment. It relies on a system of circuitry involving the most advanced techniques in optics, mechanics and electronics. The complexity and intricacy of the equipment and circuitry is reflected in the following:

First, the cost of apparatus is high. The estimated retail price of the receiver is in the luxury range of \$800 to \$1,000. The heart of the receiver problem lies in the color tube and its associated circuitry. The current estimated cost to a receiver manufacturer of a color tube with a viewing surface which approximates that of a 12-inch monochrome tube, is between \$175 to \$200. This figure alone exceeds the entire cost of several popular models of monochrome receivers. Similarly, the costs to television broadcasters for transmitting equipment, and particularly for the origination of color programs, are substantially higher than the cost of monochrome transmissions.

Second, the maintenance and operation of a compatible color receiving and transmitting apparatus in a 6 mc bandwidth will inherently result in greater costs than monochrome alone. Because the proposed signal specifications rely on complicated techniques and because the "system load" is, in large part, shared by the receiver, it is reasonable to anticipate that receiver failures and service adjustments will be more frequent. Similar difficulties may also be anticipated at the studio and transmitter.

Third, the additional susceptibility of the color receiver to interference and the possibility of causing interference to other services from the radiation of the subcarrier in the receiver, must be given close attention by the receiver manufacturer. Also, the transmitter manufacturer, in order to reduce interference, must take steps to eliminate, so far as possible, all unnecessary radiation. In this connection, it is noted that the industry has recently established committees, which have begun work toward these ends.

42. In the comments filed in this proceeding a number of parties urging adoption of the proposed signal specifications have requested that we waive or relax certain of our criteria. It is our view, in light of the changed circumstances, that a rigorous and inflexible application of our criteria would not be warranted and that, accordingly, these requests should be granted. It was our view that any new system would have to sustain the burden of establishing that any improvement which would result from its adoption must be substantial enough to justify the resulting dislocation to receivers then in the hands of the public. There are no color receivers in the hands of the public designed to receive transmissions in accordance with those standards. And no question is presented with respect to dislocation or harm because of investment in apparatus. We believe, therefore, that the change in circumstances warrants a shift in emphasis and that we are justified in relying on the representations of petitioners that certain of the inadequacies as presently exist are a function of "equipment limitations" and are not necessarily inherent "system limitations."

43. We are persuaded to this view on the basis of the following factors:

First, included among the NTSC and the other parties

CONCURRING STATEMENT OF COMMISSIONER E. M. WEBSTER

The adoption of standards for color television is an important milestone on the road to expansion of our broadcast industry. As a member of the Commission and one of the guardians of the public interest I have strong feelings that the adoption of such standards cannot be taken lightly.

Consideration of the color standards proposed by the National Television System Committee indicates to me that those standards, and any system based thereon, involve certain problems among which are included such matters as:

1. Estimated high cost of color receivers and station equipment.
2. Complexity of receivers.
3. Degradation of color transmissions as received on monochrome sets.
4. Degradation of monochrome transmissions as received on color sets.
5. Susceptibility of color receivers to interference.

It would serve no useful purpose for me to elaborate upon such problems here as the Commission's Report and Order adequately discusses these and other problems. However, I believe that the public should be forewarned that in view of the subjective nature of the evaluation of any color television demonstration it is not likely that

to this proceeding are the major electronics manufacturing organizations. Among these parties there is overwhelming support for the proposed specifications. There is virtual unanimity that these specifications are fundamentally capable of producing satisfactory color television pictures. There is also substantial agreement that the proposed specifications have a potential for growth.

Second, although the major effort has, up to this point, been directed to the development of the system, approval of the proposed signal specifications will furnish an incentive and stimulus to manufacturing and research organizations to devote their efforts to the equipment problems. The success of color hinges on mass receiver circulation, and every effort must be made to bring the price down to the level of the mass purchaser. Every effort must also be made to design equipment to minimize the additional interference susceptibility of operations under the proposed specifications. History has demonstrated that American industry is capable of devising practical and economical equipment on a mass production basis. We have the assurance of the industry that the enormous engineering and production ingenuity at their command will be focused on these remaining problems.

Third, the proposed signal specifications are broad enough to permit considerable latitude to competing companies in the future development of more economical and efficient equipment without obsoleting equipment in the hands of the public. Thirteen manufacturers demonstrated receivers in the proceeding employing several types of picture tubes. Thus, the proposed color specifications afford an opportunity and challenge to the industry to implement these specifications with the necessary equipment innovations.

Fourth, the signal specifications proposed are compatible, and a compatible system will afford the consumer a greater degree of freedom than would an incompatible system in choosing whether or not to purchase a color receiver at a given price, since the public will, in any event, continue to receive the program material in monochrome.

44. Upon a careful consideration of the complete record in this proceeding, we are of the view that the signal specifications proposed by petitioners provide a reasonable basis for the development of a color television service in the public interest. We have therefore concluded that the present rules and standards for the broadcast of color television based on the field sequential signal specifications should be deleted and that the signal specifications in this proceeding should be adopted in lieu thereof at this time.

45. Authority for the adoption of the amendments is contained in Section 303(b), (e) and (g) of the Communications Act of 1934, as amended.

46. In view of the foregoing, IT IS ORDERED, That, effective 30 days after publication in the Federal Register, Subpart E of Part 3 of the Commission's Rules Governing Television Broadcast Stations, is amended as set out in Appendix B attached hereto.

unanimity will prevail with respect to the adequacy of present color pictures and that some viewers may find the results somewhat less satisfactory than expected.

The adoption of these standards creates certain receiver problems which must be recognized. Accordingly, the receiver manufacturers are obligated to the public to incorporate in color receivers refinements beyond those in present monochrome receivers necessary to adequately suppress aggravated receiver radiation and to overcome the greater susceptibility to interference, particularly in the region of the color sub-carrier.

While the current system designed around the NTSC standards may fall short of the established criteria in some respects, as for example the estimated cost of color receivers, I believe that compatibility is sufficiently important to warrant a reasonable flexibility in the application of the criteria. Furthermore, in my opinion those features which may be believed to be inadequacies in the current state of development are equipment problems, not inherent limitations imposed by the standards, and future improvement can be expected.

Accordingly, I concur with the Commission in its decision adopting the color television standards proposed by the National Television System Committee.

I have participated in this proceeding and the final results with confidence that a foundation is being laid that will provide the people of this nation a fine compatible color television system, capable of improvement without obsolescence of black and white receivers and color receivers built to receive the programs broadcast in accordance with the signal specifications embraced in the standards.

History is replete with the initial high cost and complexity of products designed for public consumption, resulting from the birth of a new industry, for example: the automobile. This, too, has been the experience in the radio and television industry. With respect to the complexities and cost of equipment, considering the competition in the manufacturing industry coupled with the public enthusiasm and acceptance of the television broadcasting service, I am certain that both larger screen and cheaper color receivers with controls having the ease of adjustments of current monochrome receivers will be made available to the public within the next two or three

years, the time necessary to establish a color television broadcasting service of any consequence. In the meantime, the public can buy black and white television receivers now on the market and which will continue for the next three or four years to represent the greatest percent of production of TV receivers, confident that when programs are broadcast in color they may view them in black and white. In the meantime, the manufacturing industry will move ahead affirmatively to build color receivers within the price range of the great mass of the American people.

The Commission has, in this decision, pointed out with considerable emphasis the necessity of properly shielding and filtering receivers so that color programs will not be degraded by interference from radio frequency sources as well as preventing interference to the important amateur radio service, considering the public service it renders in several respects. It is my hope that industry will continue to give this subject high priority as they proceed to build equipment for public consumption.

COMMISSIONER ROBERT E. LEE CONCURRING

I concur completely with the Commission's decision in this case. The defects and imperfections of this new medium are carefully pointed out and this is as it should be. The factual situation has been given to the public. It is patently apparent that color television will not be available to most of us for some time to come but this was also true in the early days of black and white television.

For my own part, I would like to say that I consider this decision a milestone in the fast moving electronics industry. The American standard of living rises again. I would like to pay my own tribute to the Industry and the able and ingenious men comprising it who have made

this new miracle possible.

The defects and shortcomings that may now exist will evaporate in the coming months as Industry takes on mass production. The first automobile had many defects. An aeroplane going on the assembly line immediately takes on some aspects of being outmoded as experience teaches us new improvements and better methods of production. We would never learn the new short-cuts if we kept the basic idea on the drawing board.

Our economy will get a tremendous boost from this development.

I am delighted at long last to have had a small part in putting the show on the road.

Appendix A

Description of Color Television Transmissions Under New Rules

Description of Color Television Transmissions in Accordance with Proposed Signal Specifications

I — INTRODUCTION

1. Following is a description of color television transmissions in accordance with the proposed signal specifications under consideration. In attempting to simplify the description so that it might be intelligible to the lay reader it has been necessary from time to time to use non-technical terms. This may have resulted in some technical inaccuracies. However, engineers will find full data and descriptions in the record.

II — GENERAL

2. There is much similarity in the composition of television pictures and magazine or newspaper pictures. Printed pictures are composed of small dots and in the case of black and white pictures these dots are black and of varying size to give the impression of various shades of gray. The presence of the dot structure is not apparent to the eye under normal conditions because the distance between the viewer and the picture is such that the eye can no longer distinguish the individual dots and sees the combined effect as a single image. The sharpness of the picture is determined by the number of dots which compose the picture. The monochrome television picture, however, is composed of lines with varying degrees of grayness throughout their length to correspond to the brightness of the original object at that point. The sharpness of such an image is determined to a large extent by the rapidity with which variations in brightness can occur

along the line either from black to white, or from white to black. For a given system there is a maximum rapidity with which the line can change from black to white and back again to black, which change would result in a white dot. The width of this dot determines the number of such dots which could be reproduced in a particular line and thus the number of such dots per line is a measure of the sharpness of images which can be reproduced. The television picture differs from the printed picture in that the number of equivalent dots in television is independent of the size of the television screen whereas the printed picture normally uses a fixed number of dots per inch of picture dimension. In order to create the illusion of motion it is necessary to transmit a series of still pictures in rapid succession. This principle for creating the illusion of motion is the same for both motion pictures and television, and depends upon the well known phenomenon of persistence of vision.

3. In television the tools employed for reproducing a picture are the camera, transmitter, and receiver. The function of the camera in a television system is to transform light energy into electrical energy. In principle, the television camera is not unlike a photographic camera. However, in place of film, in back of the television camera, there is substituted an electrical plate which is sensitive to light. This plate is composed of thousands of separate light-sensitive cells. When the light comes through the lens of the camera, it forms an image of the scene on the plate. The individual cells of the plate store up energy in proportion to the light which falls upon them. Thus, the cells in the bright parts of the image are filled with

considerable energy while the darker parts are filled with less energy. In order to release this stored energy to the transmitter, an electron beam is caused to scan the image from left to right and top to bottom. The beam can be thought of as an electron gun which successively punctures the individual cells thus releasing the stored energy to the transmitter. The transmitter provides a vehicle for transporting the camera signals to the receiver. This is done by generating a radio frequency signal in a part of the spectrum which has previously been determined to have the desired properties with regard to propagation, available bandwidth, etc. The camera signals including the image signals and certain other electrical pulses needed to maintain synchronism between transmitter and receiver are then superimposed on this radio frequency carrier. At the receiver a scanning beam similar to that at the camera is directed against the face of a viewing screen. The receiver scanning beam travels from left to right across each of the lines of the picture in exact synchronism with the beam at the camera. Therefore, the amount of electrical energy released at the camera at any instant will affect the beam at the receiver at that identical point in the picture. Thus, the picture is recomposed.

III — THE COMMISSION'S STANDARDS

4. When the monochrome television standards were adopted, the Commission allocated 6 mc (6 million cycles per second) for each television channel, nearly all of which is utilized for transmitting the video portion of the composite video-sound signals. The Commission's rules for monochrome require that thirty complete pictures each comprising 525 lines be transmitted each second. In a 4 mc video bandwidth 4 million pairs of elemental light and dark areas can be transmitted each second, or 8 million separate distinguishable elements. The number of elements is a limiting factor in determining the sharpness or resolution of the television picture and these may be arranged vertically or horizontally in an infinite variety of combinations. If it is decided, and the Commission's rules so provide, that it is necessary to scan 30 pictures each second in order to maintain continuity of motion and prevent flicker, 266,666 elements (i.e. 8 million divided by 30) are available for each "still" picture. Since the Commission's standards provide for 525 lines of vertical resolution, the horizontal resolution is fixed at 505 elements (i.e., 266,666 divided by 525). It should be noted that since the picture is 4 units wide for each 3 units of height the horizontal elements are thus about 40% wider than the vertical elements. In practice, the values of the number of lines and elements are reduced due to the time required for sending the synchronizing signals, limitation of equipment, and other factors.

IV — OPERATION UNDER PROPOSED SIGNAL SPECIFICATIONS

A. The Camera

Since most colors can be duplicated by the mixture of proper amounts of three properly selected primary colors, it follows that a color television system can be based on the transmission and reception of images in the three primary colors.

5. The first step in the transmission and reception of images in the three primary colors is accomplished in the television camera. The camera generates three different signals from the information in the picture. These may be the signals corresponding to the red, green and blue components in the picture but other combinations of three such independent sets of information could be used.

6. One method that has been used is the equivalent of three monochrome cameras. These cameras are operated from a single set of controls so that the view televised by each camera is identical. In front of each camera lens there is placed a red, a blue and a green filter, respectively. Thus, while the view in front of each camera is identical, the scene reaching the light sensitive plate of each camera contains only the components passed by the

red, blue or green filters. Hence, this camera produces an image in each of the primary colors, and changes the optical images into their equivalent electrical energy.

B. The Transmitting System

7. The three components obtained from the camera are electrically processed in such a manner as to obtain a brightness signal and two color-minus-brightness signals, namely red-minus-brightness and blue-minus-brightness. The brightness signal is channeled into one circuit with the other two signals being dealt with in a separate circuit.

(1) The Brightness Component

8. The brightness circuit of the color transmitter is similar to the conventional monochrome transmitter. Both have the same function of transmitting the relative brightness of the picture in monochrome. Thus, the two systems may be considered compatible, since a receiver performing satisfactorily on the monochrome system will also receive the brightness or monochrome signals transmitted in the color system. Since the eye is most sensitive to green, less sensitive to red, and least sensitive to blue, the brightness is obtained by mixing signals in that order of proportion. The specific values of the mixture are 59% green, 30% red, and 11% blue.¹ Such a mixture will produce a picture on monochrome receivers, in shades of gray. In the color system, this mixture accomplishes the primary objective of transmitting with correct intensity the brightness signal which is one of the two components of the color picture image.

(2) The Chroma Component

9. The color-minus-brightness signals are derived by subtracting the electrical value of the brightness signal from the electrical value of the color signals. The result is called the "color-minus-brightness" signal or "color difference" signal.² Thus, the chroma circuits of the transmitter must process two signals, red minus brightness ($E_R' - E_Y'$), and blue minus brightness ($E_B' - E_Y'$). Only two signals are necessary since the similar relation for the green signal ($E_G' - E_Y'$) can be recovered at the receiver from a mathematical relationship between the other two.³ The two signals transmitted are the red minus brightness and blue minus brightness. This still presents somewhat of a problem since the two signals must be transmitted in the same circuits without interaction. The method used is to modulate⁴ the two signals on a selected

¹ Mathematically, this is written:

$$E_Y' = .59 E_G' + .30 E_R' + .11 E_B'$$

Where

E_Y' = brightness signal

E_G' = electrical signal corresponding to the green components of the picture

E_R' = electrical signal corresponding to the red components of the picture

E_B' = electrical signal corresponding to the blue components of the picture

² The brightness signal is not separated from the chroma signal until after the color image has been transformed by the camera from an optical quantity to its electrical equivalent. The reason for this is that the electrical quantity "color-minus-brightness" has no physical equivalent since the eye responds only to chroma accompanied by brightness. Chroma minus brightness would be invisible. The subtractions and additions necessary to compose the brightness and chroma signals are accomplished in a matrix unit which is a computing machine for units of electricity. Mathematically, the color minus brightness signal of the blue signal is written:

$$E_R' - E_Y'$$

$$\begin{aligned} E_Y' &= .59 E_G' + .30 E_R' + .11 E_B' \\ .59 E_G' &= E_Y' - .30 E_R' - .11 E_B' \\ E_G' &= 1.7 E_Y' - .51 E_R' - .19 E_B' \\ E_G' - E_Y' &= .7 E_Y' - .51 E_R' - .19 E_B' \\ &= .51 E_Y' - .51 E_R' + .19 E_Y' - .19 E_B' \\ &= -.51 (E_R' - E_Y') - .19 (E_B' - E_Y') \end{aligned}$$

⁴ The term modulation is used a number of times in the text of the decision. For those unfamiliar with this fundamental process the following may be helpful. A radio transmitter generates a "carrier frequency" on the frequency assigned to the station. (This carrier might be considered as a replacement for the wire in a telephone system.) The intelligence to be transmitted, whether it is sound, picture or facsimile, is imposed upon this carrier by the process of modulation. For radio and television the intelligence or modulation, always a lower frequency than the carrier, is imposed upon the higher frequency for more efficient transportation to the receiver. When the desired intelligence modulates a carrier wave there results a composite signal which has the propagation characteristics of the carrier wave but also

subcarrier in a manner designed to prevent interaction.⁵ The frequency of the subcarrier is carefully selected to reduce the visibility of interaction between the chroma information and the brightness signal on the received picture.⁶

10. The relative location of the subcarrier within the channel is also an important consideration. If the subcarrier is placed too near the picture carrier there may be interference between the two. On the other hand, if the subcarrier is placed too near the edge of the channel it will restrict the width of the side-bands and limit the information which can be carried. The NTSC has compromised on a subcarrier frequency which is 3.579545 megacycles above the video carrier. Since this frequency is approximately .6 mc from the edge of the pass band (see Fig. 3, App. B), if the blue and red chroma signals were transmitted they would be limited to .6 mc. Resolution being a function of bandwidth, this would limit the resolution of color to very coarse detail. This limitation to a .6 mc bandwidth applies only when two sets of information such as the two color difference signals must be modulated on a single subcarrier. The reason for this is that in the quadrature method of modulating the subcarrier, both upper and lower side-bands of each color difference signal must be equal. It is, however, possible to send one set of information by using a single sideband. Thus, it would be possible to send two sets of information up to .6 mc and continue to a higher modulating frequency with a single set of information, e.g., a single color difference signal, using only one sideband. This is the method used in the NTSC system with the result that coarse color detail in the scene being televised which produces signals of frequency less than .6 mc is reproduced in approximately the original color. (The third color difference signal is recreated at the receiver.) Semi-fine color detail in the scene being televised which produces signals of frequencies greater than .6 mc and less than 1.5 mc is reproduced in hues which are contaminated. (With only one color difference signal being transmitted the primaries cannot properly combine at the receiver.) Very fine color detail in the scene being televised which produces signals of frequency greater than 1.5 mc is reproduced in monochrome. The NTSC has made a variation in the method of sending the red minus brightness and blue minus brightness signals. Instead of sending the blue minus brightness and the red minus brightness over the subcarrier, each of these signals is mixed with the other so that the blue minus brightness contains some red and the red minus brightness contains

⁵ A sine wave subcarrier can carry two sets of information by splitting the sine wave into two components in quadrature and amplitude modulating each component with one set of information.

⁶ The line frequency is chosen as 1/286 times the frequency difference between the sound and picture carriers (4.5 mc/sec) or 15,734.26 cycles/second. Since there are 525 lines per frame, the frame frequency becomes 29.97 cycles per second and the field frequency 59.94 cycles per second. The subcarrier frequency is chosen as an odd multiple of one half the line frequency which in this case was chosen as 455/2 of the line frequency or 3.579545 mc/sec. It will be noted that the line, field and frame frequencies are very close to the nominal values used for monochrome, namely, 15,750, 60 and 30 cycles/sec.; thus existing monochrome sets will be able to respond to such scanning rates. The above combination will result in the beat note between the quiescent sound carrier and the color subcarrier being an odd multiple of one half the line frequency. It has been determined that such a relationship results in a minimum visibility, on the received picture, of such interaction as well as a minimum visibility of the subcarrier itself due to a similar relationship of its frequency to that of the line scanning rate.

contains the original intelligence in one form or another. At the receiver the demodulation process results in recovery of the original intelligence and elimination of the carrier wave which has served its purpose. This is accomplished in a demodulator (detector) and there are a number of ways of performing the demodulation. One way is to generate in the receiver another frequency which is exactly equivalent to the transmitter carrier frequency. When these two identical carriers (frequencies) are placed in the same receiver circuit (demodulator) they have the effect of cancelling each other leaving the original intelligence. This is the system used in the recovery of the color signals described above. (The system of modulation described above is known as *amplitude modulation* because the modulation varies the amplitude of the carrier.) Other systems based on the same broad principles are called *frequency modulation* and *phase modulation*. In the latter cases, the modulation varies the frequency or phase characteristics of the carrier rather than the amplitude; however, the objective of the modulation is the same.

some blue.⁷ Corresponding changes are also made in the receiver circuits so that as long as both color mixture signals are received, i.e., in the modulation range 0-.6 mc, the circuits could unscramble the mixture and deliver the red minus brightness, blue minus brightness, and green minus brightness to the viewing tube. Thus, there results no change in the coarse detail of the picture. However, when only one color mixture signal is transmitted, i.e., a .6 mc to 1.5 mc modulation, the receiver circuits unable to function as above produce a contaminated color varying from orange to cyan depending upon the actual color being televised. This contaminated color produces less noticeable distortion in the semi-fine detail of the picture than when a single pure color is transmitted. The luminosity of the picture is approximately uniform throughout its range from orange to cyan, thus further reducing the appearance of its color distortion. This distortion in fine detail is sometimes called *edge distortion*, the reason being that fine detail only occurs at the edge of an object where it contrasts with the background, or, with other objects or with part of the same object. Thus, while the eye is relatively insensitive to the color in these edges, nevertheless, if the color is intense or sharply different from the adjoining area, some distortion will be apparent. The NTSC system overcomes this difficulty by using a blended color which does not call attention to the transition.

(3) Synchronization

11. The NTSC color system requires no change in the black and white synchronizing standards except that additional synchronizing information, referred to as the "color burst," is added. In order to demodulate the color subcarrier the receiver must generate a subcarrier of its own of exactly the same phase and frequency. It is, in fact, so important that the received subcarrier be identical with the transmitted subcarrier that it is necessary to send along a sample of the transmitted subcarrier which can be used as a reference by the receiver. It is rather a problem of just where to put this reference "burst" so that it won't be in the way of the luminance signal, the chrominance signals or the other synchronizing pulses. The place selected was the so-called "back porch" (blanking interval) following the horizontal synchronizing pulse. This is the short period during which the picture is blanked out to prevent visible retrace while the scanning beam is returning across the picture to its starting point. Only a few cycles (9 cycles of 3.579545 megacycles) of the reference burst (derived from the color subcarrier) are transmitted.

(4) The Combined Signal

12. Prior to transmission over the air the various signals mentioned above are combined into a composite signal. This signal includes the synchronizing signals, the brightness signal, and the chroma information on the subcarrier.⁸

C. The Receiver

13. The following description of receivers now known is included to indicate how the signal can be used to produce a color picture.

14. The composite color signal arriving at the receiver antenna consists of a brightness component and a chroma component.

⁷ The amplitude of these two orthogonal components of the chrominance signals can be expressed in terms of color difference signals as follows:

$$E_{Q'} = .41 (E_{R'} - E_{Y'}) + .48 (E_{B'} - E_{Y'})$$

$$E_{I'} = -.27 (E_{B'} - E_{Y'}) + .74 (E_{R'} - E_{Y'})$$

Where

$$E_{Q'} = \text{narrow-band component of the color signal}$$

$$E_{I'} = \text{wide-band component of the color signal}$$

⁸ The complete color signal has the following composition:

$$E_{M'} = E_{Y'} + E_{Q'} \sin(\omega t + 33^\circ) + E_{I'} \cos(\omega t + 33^\circ)$$

$$E_{M'} = E_{Y'} + 0.493 (E_{B'} - E_{Y'}) \sin \omega t + 0.877 (E_{R'} - E_{Y'}) \cos \omega t$$

where the angular frequency ω is 2 pi times the frequency of the chrominance subcarrier.

The second equation above is only valid for color difference frequencies below 500 kilocycles since the $E_{Q'}$ signal is removed for frequencies above that range.

(1) Brightness Component

15. If the signal is received on a monochrome television set the brightness component will pass through the receiver circuits and appear on the viewing tube as a monochrome picture. The interference from the chroma component of the incoming signal will be reduced on the monochrome receiver because of the interlacing principle previously described.⁹ If the composite color signal is received on a color set the brightness component will be processed by the receiver brightness circuits and appear at the viewing tube ready to be combined with the chroma component.

(2) Chroma Component

16. When the composite color signal is received on a color receiver the chroma component must be separated by means of special filters before it can be processed.¹⁰ The output of these filters is fed to the chroma demodulator

⁹ The color subcarrier frequency selection for minimum visibility of the color information on the luminance channel is sometimes called frequency interlacing.

¹⁰ The chroma signal is removed from the composite signal at about the third video amplifier and then fed through a 1.8 mc to 4.3 mc bandpass filter. This filters out the video carrier frequency and low frequency components leaving the color subcarrier and sidebands along with the high frequency components of the lumi-

which recovers the original color difference signals.¹¹ The two color difference signals thus derived are fed into a matrixing unit from which is recovered the third color difference signal (green minus brightness). In the case of the three-gun type of color tube, the three color minus brightness signals are routed to the three respective electron beams of the color tube where they are combined with the brightness signal. The result—color minus brightness plus brightness equals color, i.e., the original primary color is restored and projected on the viewing tube.

¹¹ The local oscillator supplies two signals having exactly the same frequency as the subcarrier. These two signals are placed in quadrature with each other in the same phase relationship as the two quadrature components of the subcarrier. Each quadrature component demodulates the respective color signal with which it is in phase.

nance signal. The modulations of the two color difference signals on the subcarrier remain independent only when the modulated waves each consist of like upper and lower sidebands. When the sidebands are not equal, the modulation $E_{q'}$ and $E_{r'}$ cross talk on each other and the color is contaminated. Since the receiver response falls off for the higher video frequencies, compensation is necessary to make the upper sideband equal the lower sideband in the region 0 to 0.6 mc from the subcarrier. This compensation consists usually of peaking coils with a peak of about 6 db in the 4.0 mc region and is inserted in the circuit to the demodulator grids.

Appendix B—Full Text of

FCC Technical Standards Amended to Incorporate Color

I. Section 3.681 is amended to read as follows:

§ 3.681 Definitions—(a) *Amplitude modulation (AM)*. A system of modulation in which the envelope of the transmitted wave contains a component similar to the wave form of the signal to be transmitted.

(b) *Antenna height above average terrain*. The average of the antenna heights above the terrain from two to ten miles from the antenna for the eight directions spaced evenly for each 45 degrees of azimuth starting with True North. (In general, a different antenna height will be determined in each direction from the antenna. The average of these various heights is considered the antenna height above the average terrain. In some cases less than 8 directions may be used. See § 3.684(d)).

(c) *Antenna power gain*. The square of the ratio of the root-mean-square free space field intensity produced at one mile in the horizontal plane, in millivolts per meter for one kilowatt antenna input power to 137.6 mv/m. This ratio should be expressed in decibels (db). (If specified for a particular direction, antenna power gain is based on the field strength in that direction only.)

(d) *Aspect ratio*. The ratio of picture width to picture height as transmitted.

(e) *Aural transmitter*. The radio equipment for the transmission of the aural signal only.

(f) *Aural center frequency*. (1) The average frequency of the emitted wave when modulated by a sinusoidal signal; (2) the frequency of the emitted wave without modulation.

(g) *Blanking level*. The level of the signal during the blanking interval, except the interval during the scanning synchronizing pulse and the chrominance subcarrier synchronizing burst.

(h) *Chrominance*. The colorimetric difference between any color and a reference color of equal luminance, the reference color having a specific chromaticity.

(i) *Chrominance subcarrier*. The carrier which is modulated by the chrominance information.

(j) *Color transmission*. The transmission of color television signals which can be reproduced with different values of hue, saturation, and luminance.

(k) *Effective radiated power*. The product of the antenna input power and the antenna power gain. This product should be expressed in kilowatts and in decibels above one kilowatt (dbk). (If specified for a particular direction, effective radiated power is based on the antenna power gain in that direction only. The licensed effective radiated power is based on the average antenna power gain for each horizontal plane direction.)

(l) *Field*. Scanning through the picture area once in the chosen scanning pattern. In the line interlaced scan-

ning pattern of two to one, the scanning of the alternate lines of the picture area once.

(m) *Frame*. Scanning all of the picture area once. In the line interlaced scanning pattern of two to one, a frame consists of two fields.

(n) *Free space field intensity*. The field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

(o) *Frequency modulation (FM)*. A system of modulation where the instantaneous radio frequency varies in proportion to the instantaneous amplitude of the modulating signal (amplitude of modulating signal to be measured after pre-emphasis, if used) and the instantaneous radio frequency is independent of the frequency of the modulating signal.

(p) *Frequency swing*. The instantaneous departure of the frequency of the emitted wave from the center frequency resulting from modulation.

(q) *Interlaced scanning*. A scanning process in which successively scanned lines are spaced an integral number of line widths, and in which the adjacent lines are scanned during successive cycles of the field frequency.

(r) *Luminance*. Luminous flux emitted, reflected, or transmitted per unit solid angle per unit projected area of the source.

(s) *Monochrome transmission*. The transmission of television signals which can be reproduced in gradations of a single color only.

(t) *Negative transmission*. Where a decrease in initial light intensity causes an increase in the transmitted power.

(u) *Peak power*. The power over a radio frequency cycle corresponding in amplitude to synchronizing peaks.

(v) *Percentage modulation*. As applied to frequency modulation, the ratio of the actual frequency swing to the frequency swing defined as 100 percent modulation, expressed in percentage. For the aural transmitter of television broadcast stations, a frequency swing of ± 25 kilocycles is defined as 100 percent modulation.

(w) *Polarization*. The direction of the electric field as radiated from the transmitting antenna.

(x) *Reference black level*. The level corresponding to the specified maximum excursion of the luminance signal in the black direction.

(y) *Reference white level of the luminance signal*. The level corresponding to the specified maximum excursion of the luminance signal in the white direction.

(z) *Scanning*. The process of analyzing successively, according to a predetermined method, the light values of picture elements constituting the total picture area.

(aa) *Scanning line*. A single continuous narrow strip of the picture area containing highlights, shadows, and half-tones, determined by the process of scanning.

(bb) *Standard television signal.* A signal which conforms to the television transmission standards.

(cc) *Synchronization.* The maintenance of one operation in step with another.

(dd) *Television broadcast band.* The frequencies in the band extending from 54 to 890 megacycles which are assignable to television broadcast stations. These frequencies are 54 to 72 megacycles (channels 2 through 4), 76 to 88 megacycles (channels 5 and 6), 174 to 216 megacycles (channels 7 through 13), and 470 to 890 megacycles (channels 14 through 83).

(ce) *Television broadcast station.* A station in the television broadcast band transmitting simultaneous visual and aural signals intended to be received by the general public.

(ff) *Television channel.* A band of frequencies 6 megacycles wide in the television broadcast band and designated either by number or by the extreme lower and upper frequencies.

(gg) *Television transmission standards.* The standards which determine the characteristics of a television signal as radiated by a television broadcast station.

(hh) *Television transmitter.* The radio transmitter or transmitters for the transmission of both visual and aural signals.

(ii) *Vestigial sideband transmission.* A system of transmission wherein one of the generated sidebands is partially attenuated at the transmitter and radiated only in part.

(jj) *Visual carrier frequency.* The frequency of the carrier which is modulated by the picture information.

(kk) *Visual transmitter.* The radio equipment for the transmission of the visual signal only.

(ll) *Visual transmitter power.* The peak power output when transmitting a standard television signal.

II. Section 3.682 is amended as follows:

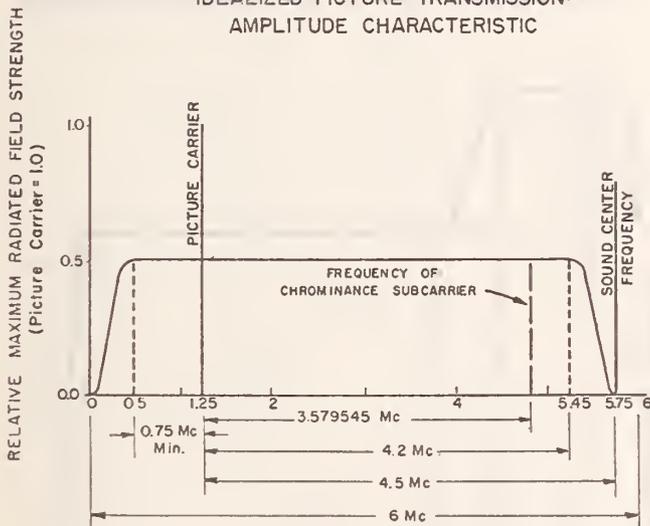
Delete subparagraph (a) and substitute the following:
§ 3.682. Transmission standards and changes (a) Transmission standards. (1) The width of the television broadcast channel shall be six megacycles per second.

(2) The visual carrier frequency shall be nominally 1.25 mc above the lower boundary of the channel.

(3) The aural center frequency shall be 4.5 mc higher than the visual carrier frequency.

(4) The visual transmission amplitude characteristic shall be in accordance with the chart designated as Appendix III, Figure 3.

IDEALIZED PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC



Note: Not drawn to scale

FIGURE 3

(5) The chrominance subcarrier frequency shall be 3.579545 mc \pm 10 cycles per second with a maximum rate of change not to exceed one-tenth cycle per second per second.

(6) For monochrome and color transmissions the number of scanning lines per frame shall be 525, interlaced two to one in successive fields. The horizontal scanning frequency shall be 2/455 times the chrominance subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734.264 \pm .044 cycles per second). The vertical scanning frequency is 2/525

times the horizontal scanning frequency; this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second). For monochrome transmissions only, the nominal values of line and field frequencies may be used.

(7) The aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

(8) During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically, at uniform velocities.

(9) A carrier shall be modulated within a single television channel for both picture and synchronizing signals. For monochrome transmission, the two signals comprise different modulation ranges in amplitude, in accordance with the charts designated as Appendix III, Figures 3 and 4(b). For color transmission, the two signals comprise different modulation ranges in amplitude except where the chrominance penetrates the synchronizing region and the burst penetrates the picture region, in accordance with the charts designated as Appendix III, Figures 3 and 4(a).

(10) A decrease in initial light intensity shall cause an increase in radiated power (negative transmission).

(11) The reference black level shall be represented by a definite carrier level, independent of light and shade in the picture.

(12) The blanking level shall be transmitted at 75 \pm 2.5 per cent of the peak carrier level.

(13) The reference white level of the luminance signal shall be 12.5 \pm 2.5 per cent of the peak carrier level.

(14) The signals radiated shall have horizontal polarization.

(15) An effective radiated power of the aural transmitter not less than 50 percent nor more than 70 percent of the peak radiated power of the visual transmitter shall be employed.

(16) The peak-to-peak variation of transmitter output within one frame of video signal due to all causes, including hum, noise, and low-frequency response, measured at both scanning synchronizing peak and blanking level, shall not exceed 5 percent of the average scanning synchronizing peak signal amplitude.²⁰

(17) The reference black level shall be separated from the blanking level by the setup interval, which shall be 7.5 \pm 2.5 percent of the video range from blanking level to the reference white level.

(18) For monochrome transmission, the transmitter output shall vary in substantially inverse logarithmic relation to the brightness of the subject. No tolerances are set at this time.²⁰

(19) The color picture signal shall correspond to a luminance component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature.

(20) Equation of complete color signal.

(i) The color picture signal has the following composition:

$$E_M = E_Y' + \left\{ E_Q' \sin(\omega t + 33^\circ) + E_I' \cos(\omega t + 33^\circ) \right\}$$

where

$$\begin{aligned} E_Q' &= 0.41 (E_B' - E_Y') + 0.48 (E_R' - E_Y') \\ E_I' &= -0.27 (E_B' - E_Y') + 0.74 (E_R' - E_Y') \\ E_Y' &= 0.30 E_R' + 0.59 E_G' + 0.11 E_B' \end{aligned}$$

For color-difference frequencies below 500 kc (see (iii) below), the signal can be represented by:

$$E_M = E_Y' + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

(ii) The symbols in (i) have the following significance:
 E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E_Y' is the gamma-corrected voltage of the monochrome

²⁰ These items are subject to change but are considered the best practice under the present state of the art. They will not be enforced pending a further determination thereof.

(black-and-white) portion of the color picture signal, corresponding to the given picture element.²¹

E_Q' and E_I' are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes.

E_R' , E_G' , and E_B' are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element.

ω is the angular frequency and is 2π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets in (i) represents the chrominance subcarrier signal which carries the chrominance information.

The phase reference in the E_M equation in (i) is the phase of the burst + 180°, as shown in Figure 4(c). The burst corresponds to amplitude modulation of a continuous sine wave.

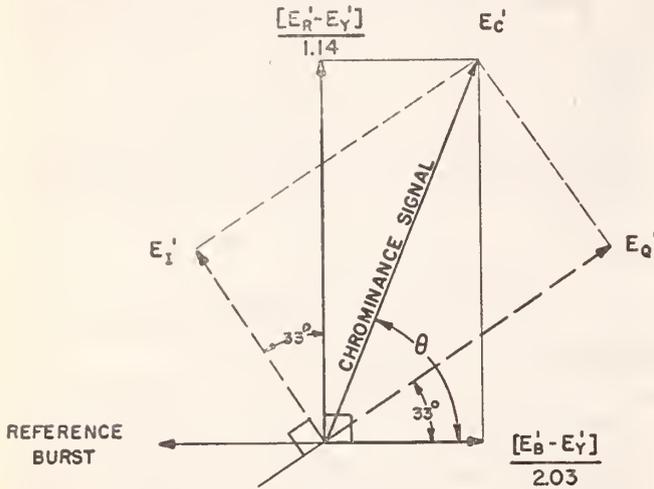


FIGURE 4(c)

(iii) The equivalent bandwidth assigned prior to modulation to the color difference signals E_Q' and E_I' are as follows:

Q-channel bandwidth
 at 400 kc less than 2 db down
 at 500 kc less than 6 db down
 at 600 kc at least 6 db down

I-channel bandwidth
 at 1.3 mc less than 2 db down
 at 3.6 mc at least 20 db down

(iv) The gamma corrected voltages E_R' , E_G' , and E_B' are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

| | x | y |
|-----------|------|------|
| Red (R) | 0.67 | 0.33 |
| Green (G) | 0.21 | 0.71 |
| Blue (B) | 0.14 | 0.08 |

and having a transfer gradient (gamma exponent) of 2.2²² associated with each primary color. The voltages E_R' , E_G' , and E_B' may be respectively of the form E_{R1}/γ , E_{G1}/γ , and E_{B1}/γ although other forms may be used with advances in the state of the art.

(v) The radiated chrominance subcarrier shall vanish on the reference white of the scene.^{22a}

(vi) E_Y' , E_Q' , E_I' and the components of these signals shall match each other in time to 0.05 microseconds.

(vii) The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within $\pm 10^\circ$ and their amplitudes shall be within ± 20 percent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the

²¹ Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

²² At the present state of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

^{22a} The numerical values of the signal specification assume that this condition will be reproduced as CIE Illuminant C (x = 0.310, y = 0.316).

luminance signal for the same saturated primaries and their complements shall fall between the limits of 0.8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

III. Section 3.687 is amended as follows:

A. Delete subparagraph (a) and substitute the following:

§ 3.687. Transmitters and associated equipment—(a) *Visual transmitter.* (1) For monochrome transmission only, the over-all attenuation characteristics of the transmitter, measured in the antenna transmission line after the vestigial sideband filter (if used), shall not be greater than the following amounts below the ideal demodulated curve. (See Appendix III, Figure 7.)

- 2 db at 0.5 mc
- 2 db at 1.25 mc
- 3 db at 2.0 mc
- 6 db at 3.0 mc
- 12 db at 3.5 mc

The curve shall be substantially smooth between these specified points, exclusive of the region from 0.75 to 1.25 mc.²⁷

(2) For color transmission, the standard given by § 3.687(a)(1) applies except as modified by the following: A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the composite color picture signal shall produce a radiated signal having an amplitude (as measured with a diode on the R.F. transmission line supplying power to the antenna), which is down 6 ± 2 db with respect to a signal produced by a sine wave of 200 kc. In addition, the amplitude of the signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 mc.

(3) The field strength or voltage of the lower sideband, as radiated or dissipated and measured as described in subparagraph (4) of this paragraph, shall not be greater than -20 db for a modulating frequency of 1.25 mc or greater and in addition, for color, shall not be greater than -42 db for a modulating frequency of 3.579545 mc (the color subcarrier frequency). For both monochrome and color, the field strength or voltage of the upper sideband as radiated or dissipated and measured as described in subparagraph (4) of this paragraph shall not be greater

ASSUMED IDEAL DETECTOR OUTPUT

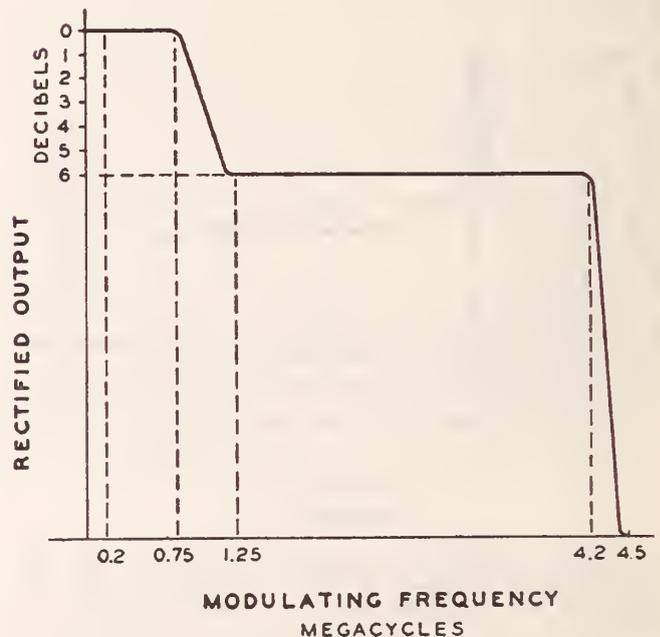


FIGURE 7

²⁷ Output measurement shall be made with the transmitter operating into a dummy load of pure resistance and the demodulated voltage measured across this load. The ideal demodulated curve is that shown in Appendix III, Figure 7.

than -20 db for a modulating frequency of 4.75 mc or greater.²⁸ ^{28a}

(4) The attenuation characteristics of a visual transmitter shall be measured by application of a modulating signal to the transmitter input terminals in place of the normal composite television video signal. The signal applied shall be a composite signal composed of a synchronizing signal²⁹ to establish peak output voltage plus a variable frequency sine wave voltage occupying the interval between synchronizing pulses. The axis of the sine wave in the composite signal observed in the output monitor shall be maintained at an amplitude 0.5 of the voltage at synchronizing peaks. The amplitude of the sine wave input shall be held at a constant value. This constant value should be such that at no modulating frequency does the maximum excursion of the sine wave, observed in the composite output signal monitor, exceed the value of 0.75 of peak output voltage. The amplitude of the 200 kilocycle sideband shall be measured and designated zero db as a basis for comparison. The modulation signal frequency shall then be varied over the desired range and the field strength or signal voltage of the corresponding sidebands measured. As an alternate method of measuring, in those cases in which the automatic d-c insertion can be replaced by manual control, the above characteristic may be taken by the use of a video sweep generator and without the use of pedestal synchronizing pulses. The d-c level shall be set for mid-characteristic operation.

(5) A sine wave, introduced at those terminals of the transmitter which are normally fed the composite color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 mc, of zero microseconds up to a frequency of 3.0 mc and then linearly decreasing to 4.18 mc so as to be equal to -0.17 microseconds at 3.58 mc. The tolerance on the envelope delay shall be ± 0.05 microseconds at 3.58 mc. The tolerance shall increase linearly to ± 0.1 microseconds, down to 2.1 mc, and remain at

²⁸ Field strength measurements are desired. It is anticipated that these may not yield data which are consistent enough to prove compliance with the attenuation standards prescribed above. In that case, measurements with a dummy load of pure resistance, together with data on the antenna characteristics, shall be taken in place of over-all field measurements.

^{28a} Television stations shall have until July 1, 1954 for compliance with the requirements of this subparagraph with respect to attenuation of the upper sidebands.

²⁹ The "synchronizing signal" referred to in this section means either a standard synchronizing wave form or any pulse that will properly set the peak.

± 0.1 microseconds down to 0.2 mc.^{29a} The tolerance shall also increase linearly to ± 0.1 microseconds at 4.18 mc.

(6) The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Appendix III, Figure 4(a) or (b), as modified by vestigial sideband operation specified by Appendix III, Figure 3.

(7) The time interval between the leading edges of successive horizontal pulses shall vary less than one half of one per cent of the average interval, however, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(8) The rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals shall be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the blanking interval. However, for color transmissions, § 3.682(a)(5) and § 3.682(a)(6) shall be controlling.

(9) Sufficient monitoring equipment shall be employed to determine whether the visual signal complies with the requirements of this subpart.

(10) For color transmission the transfer characteristic (that is the relationship between the transmitter RF output and video signal input) shall be substantially linear between the reference black and reference white levels.

B. Delete subparagraph (c)(1) of § 3.687 and substitute the following:

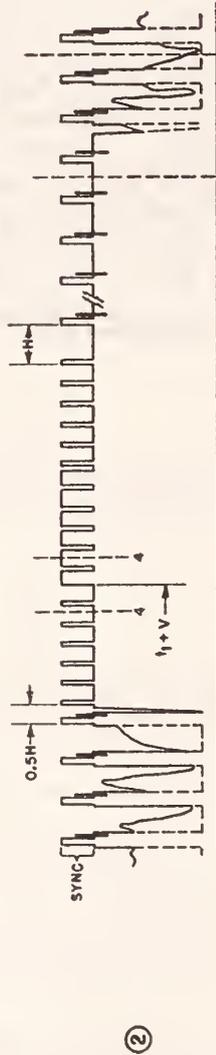
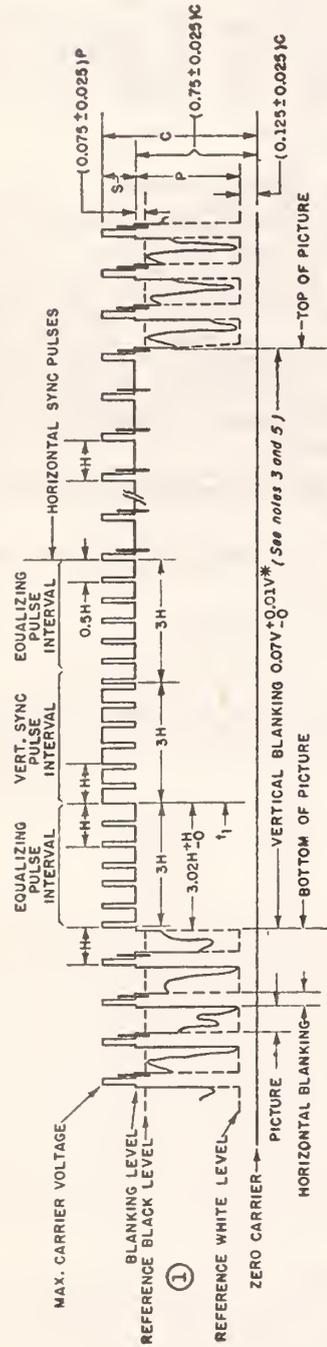
(c) *Requirements applicable to both visual and aural transmitters.*

(1) Automatic means shall be provided in the visual transmitter to maintain the carrier frequency within one kilocycle of the authorized frequency; automatic means shall be provided in the aural transmitter to maintain the carrier frequency within four kilocycles of the assigned aural carrier frequency or, alternatively, 4.5 megacycles above the actual visual carrier frequency within five kilocycles. For color transmission the aural carrier shall be maintained 4.5 megacycles above the visual carrier within ± 1 kilocycle. When required by § 3.606, the visual and aural carrier frequencies are to be offset in frequency by 10 kilocycles (plus or minus, as indicated) from the normal carrier frequencies.

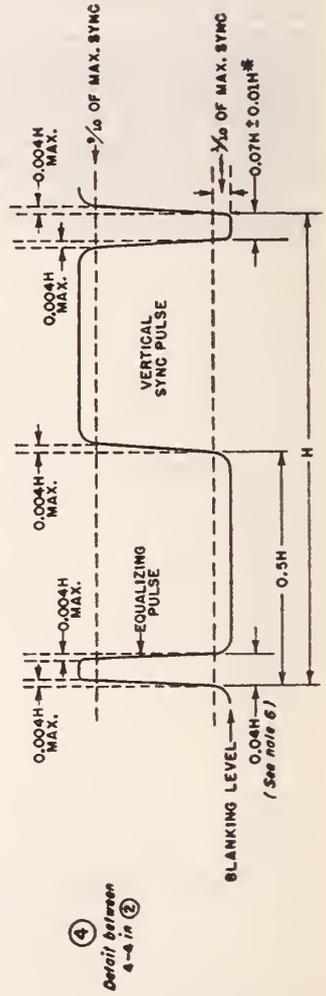
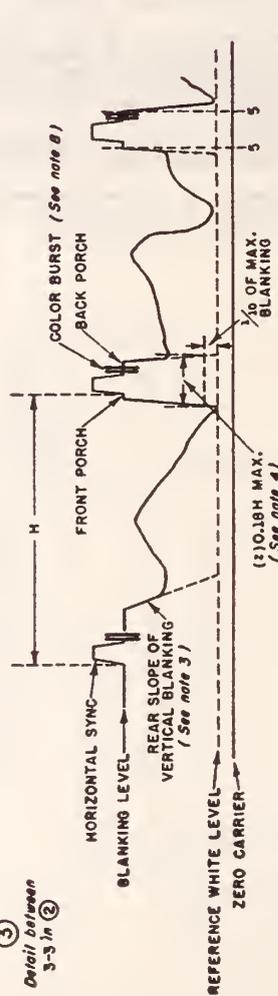
IV. Appendix III to subpart E is amended as follows: Delete Figures 3, 4, and 7 and add the attached Figures 3, 4(a), 4(b), 4(c), and 7.

^{29a} Tolerances for the interval of 0.0 to 0.2 mc are not specified at the present time.

TELEVISION SYNCHRONIZING WAVEFORM FOR COLOR TRANSMISSION



Horizontal dimensions not to scale in 1, 2 and 3

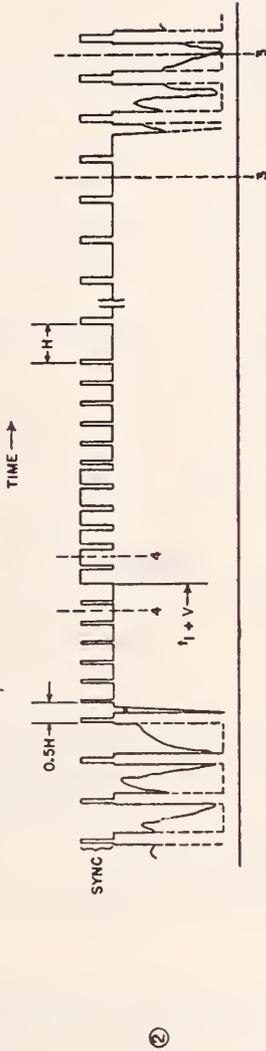
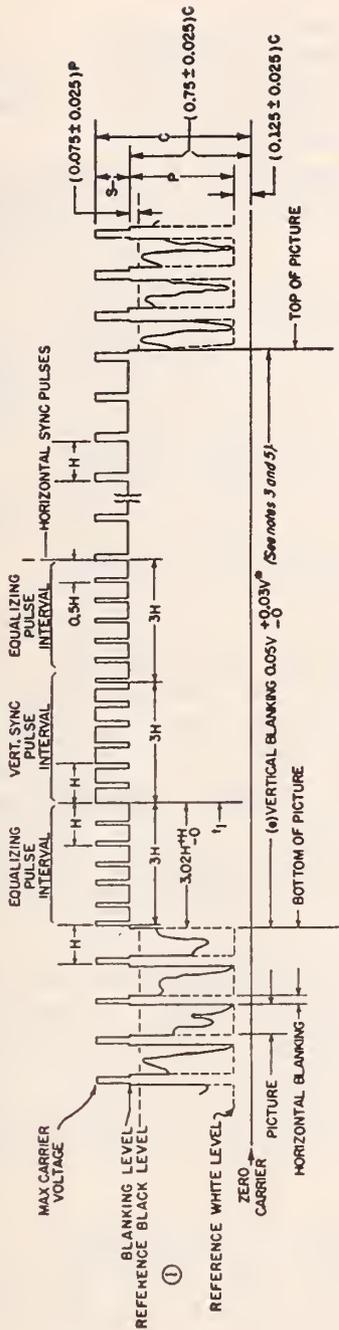


NOTES

- 1 H = Time from start of one line to start of next line.
- 2 V = Time from start of one field to start of next field.
- 3 Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
- 4 Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x+y) and (z) under all conditions of picture content.
- *5 Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
- 6 Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
- 7 Color burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
- 8 Color bursts to be omitted during monochrome transmission.
- 9 The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be ± 10 cycles with a maximum rate of change of frequency not to exceed $\frac{1}{10}$ cycle per second per second.
- 10 The horizontal scanning frequency shall be $\frac{1}{25}$ times the burst frequency.
- 11 The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
- 12 Dimension "p" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal. Dimension "S" is the sync amplitude above blanking level. Dimension "C" is the peak carrier amplitude.
- 13 Refer to text for further explanations and tolerances.

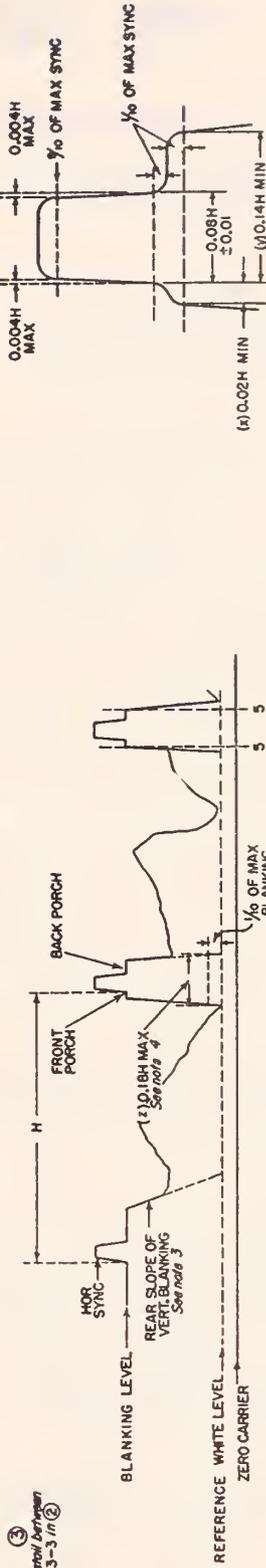
FIGURE 4(a)

TELEVISION SYNCHRONIZING WAVEFORM FOR MONOCHROME TRANSMISSION ONLY

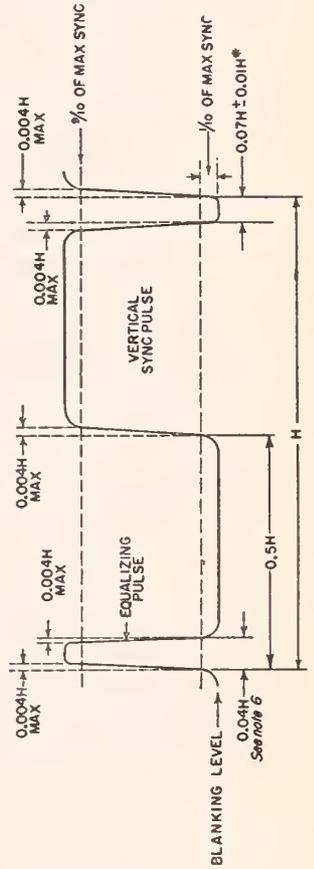


Horizontal dimensions not to scale in 1, 2 and 3

③
Detail Dimensions
3-3 in ②



④
Detail Dimensions
4-4 in ②



NOTES

- 1 H = Time from start of one line to start of next line.
- 2 V = Time from start of one field to start of next field.
- 3 Leading and trailing edges of vertical blanking should be complete in less than 0.1H.
- 4 Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x+y) and (z) under all conditions of picture content.
- 5 Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
- 6 Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync pulse.
- 7 Refer to text for further explanations and tolerances.

FIGURE 4(b)

L. Bryan

Television Digest

with **ELECTRONICS** REPORTS

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December 26, 1953

In this issue:

Multiple Owners 'Definitely' Seek UHF, page 1
Color Unleashed, Active on All Fronts, page 1
FCC Grants 5, Defends 'Intermixture', page 3
353 Now on Air, Fewer Starters in 1954, page 4
Telecasting Fast Forging Ahead of Radio, page 5

Armed Services' Own TV Stations, page 7
Higher Power UHF & Upcoming New Stations, page 8
First Low-End Price Cuts Presage More, page 9
Intra-Industry Arguments Over Color, page 11
What Expiration of EPT Means to Electronics, page 13

MULTIPLE OWNERS 'DEFINITELY' SEEK UHF: Proposal to lift limit on station ownership from 5 to 7 -- no more than 5 of them in vhf -- was issued by FCC this week, and there are certain to be "customers" for additional stations if rule is made final.

All using the word "definitely", ABC, CBS and NBC told us they'll go after 2 uhfs each as soon as possible; Dr. Allen B. DuMont said no decision has been made. George Storer indicated interest in attractive markets. The station brokers report buyers have eyes on specific stations now. None would divulge which cities they're interested in or whether they plan to buy or to file applications, or both.

Why the Commission chose to propose a rule (FCC Notice 53-1720) rather than adopt it finally wasn't stated, but fact that Sen. Edwin Johnson filed opposition to the idea -- although quite some time ago -- may have prompted caution.

Reason for proposing change, FCC said, is "to encourage the rapid and effective development of the uhf band." Last week (Vol. 9:51), we discussed Commission's reasons in detail; generally, FCC saw potential for far more good than harm.

Comments are due Feb. 1, replies 10 days later. Comr. Bartley concurred in proposing the rule "for the purpose of eliciting current comments and arguments" but said previous arguments haven't convinced him of wisdom of changing the rules. Comr. Hennock dissented, wants first to "explore all facets of the uhf problem."

COLOR UNLEASHED, ACTIVE ON ALL FRONTS: FCC's color decision last week gave full rein to developments in the 3 major phases of the new medium -- programming, transmission and receiver production-distribution. (For latest on manufacturing, distribution and patent competition, see pp. 9-12.)

On transmission end, biggest buildup is still towards NBC-TV's coast-to-coast colorcast of Tournament of Roses Parade Jan. 1. (Rose Bowl game itself will be in monochrome.) AT&T still guarantees "full" color to only 18: Los Angeles, KNBH; San Francisco, KRON-TV; Salt Lake City, KDYL-TV; Denver, KOA-TV; Omaha, WOW-TV; St. Paul, KSTP-TV; St. Louis, KSD-TV; Milwaukee, WTMJ-TV; Chicago, WNBQ; Detroit, WWJ-TV; Toledo, WSPD-TV; Cincinnati, WLWT; Cleveland, WNBK; New York, WNBTV; Philadelphia, WPTZ; Wilmington, WDEL-TV; Baltimore, WBAL-TV; Washington, WNBW.

* * * *

But these aren't only stations to be equipped for network rebroadcasts by Jan. 1, because RCA is committed to equipping stations according to priority of purchase. Therefore, following additional stations are due to be equipped by Jan. 1 -- most of which, however, won't get Tournament parade in color:

NBC -- Ft. Worth, WBAP-TV; Oklahoma City, WKY-TV; Jackson, WJTV; Grand Rapids, WOOD-TV; Johnstown, WJAC-TV; Wilkes-Barre, WBRE-TV; New Haven, WNHC-TV.

CBS -- Los Angeles, KNXT; Salt Lake City, KSL-TV; Omaha, KMTV; Minneapolis, WCCO-TV; Chicago, WBBM-TV; Cleveland, WEWS; Buffalo, WBEN-TV; Baltimore, WMAR-TV; Norfolk, WTAR-TV; New York, WCBS-TV. Only ABC affiliate is WXEL, Cleveland.

At least 4 of these plan to get the Jan. 1 show without benefit of AT&T: WNHC-TV, New Haven, and WBRE-TV, Wilkes-Barre, plan to take it off-air from WNBT; WJAC-TV, Johnstown, will get it via "unguaranteed" AT&T microwave from Pittsburgh; WOOD-TV, Grand Rapids, will use its private microwave.

RCA has been operating on "emergency" round-the-clock schedule to equip the stations. Equipment was rushed from Camden plant to airport, then air-expressed to stations where RCA Service Co. technicians worked day and night to install it. Five installation crews timed their work and itineraries according to shipments. This week end, Sat. & Sun., RCA planned to keep going, delivering with its own trucks.

On another equipment front, DuMont has shipped its new "Colcrvision" flying-spot color slide scanners to CBS and to equipment makers Motorola (receivers) and Eitel-McCullough (picture tubes). Scanner provides good picture for transmission of program material and for testing equipment.

Authoritative report on color film transmission is being readied for release in January by NTSC Panel 11-A, headed by consultant Dr. Alfred N. Goldsmith.

* * * *

Here are examples of what stations are doing with their brand new signals:

(1) Omaha. WOW-TV reported successful color transmission Dec. 20 after 3 nights' work by RCA and station technicians. Opera "Amahl and the Night Visitors" was shown to VIPs and their wives. For Jan. 1, some 300 guests are invited, including civic and business leaders, sponsors, ad agencies, press.

(2) Philadelphia. Westinghouse's WPTZ claimed to be first with local color commercial, with Dec. 18 color slides of "Falso" commercial for Fels & Co. Program included film clips from Disney's Technicolor "Living Desert", projected via Philco's 35mm continuous scanner (Vol. 9:18) and microwaved from Philco labs.

(3) Denver. KOA-TV plans gala Jan. 1 affair for 1500 guests (Vol. 9:50). Program will go directly to Cosmopolitan Hotel rather than to station.

* * * *

How about the end product? Is all the fuss and fury about color worth it? Consider these comments on "Amahl" by a couple of TV-radio columnists who normally don't enthuse without considerable stimulation:

Jack Gould, New York Times: "The beauty and loveliness of full color TV was bestowed last night on Gian-Carlo Menotti's modern Christmas classic...The effect was striking in the home, like a succession of Yuletide cards come to life...The addition of color [was] much the same as adding another dimension. [It was] a moving picture of theatrical grandeur."

Harry MacArthur, Washington Star: "Any hesitancy you may have about small-screen-large-price color TV vanishes when you are face-to-face with it. Color makes a difference you can't believe without seeing. It is something other than the difference between black-&-white and color movies, too."

"There is nothing artificial about the color that glows with life on the face of the picture tube. This is just complete TV, delivering to you all the picture you would see if you were standing beside the camera, and it is exciting stuff. The lapse back into monochrome [afterwards] was almost a shock, for once your eye is attuned to color the normal gray picture is a singularly lifeless one...The trade isn't going to have trouble selling sets once it gets a few demonstration models."

Gould is particularly color-savvy, being the only newsman with a color set (Emerson) in his home. His rhapsody over "Amahl" had been preceded by column built around theme "the show's the thing, whether in color or black-&-white." After viewing Donald O'Connor's "uninspired" job on Nov. 22 Comedy Hour (Vol. 9:48), he wrote:

"Enthusiasts for color TV are going to have to readjust their sights [because] the novelty of color can wear off quickly [and] the acid test of the tinted medium will be the same as in black-&-white -- how good is the show. Color by itself will not save any show. If the quality of the color program is either second rate or not to individual taste, the set owner indicates no reluctance to turn the color off and look for something better in black-&-white."

Gould also noted CBS's improvement this week: "In song, dance and comedy, the CBS colors, for perhaps the first time, had real stability and depth. Their texture still may not be up to NBC's tints, but in vividness they now may be ahead." The importance of the CBS development is that it is employing a much simplified camera...With the color TV race now in full swing, it begins to look as if many advance prognostications may have to be revised."

We watched "Amahl" and we shared the columnists' feelings completely. We also watched NBC's special "Season's Greetings" Dec. 22, found colors good but the Tums commercials extremely distracting and in bad taste. Sidelight: KSD-TV, St. Louis, invited Tums' president and press to show but color never came through, AT&T not being quite fully prepared.

Color film of "Dragnet" was to be transmitted in usual time, Thu. Dec. 24 -- but this Letter went to press before we could report on it. From now on, you can expect at least one color show weekly from NBC, same from CBS, non-simultaneously, so that sponsors especially can observe results. Both intend to give each of their advertisers at least one crack at color during 1954.

Color set tuning is still not child's play. It took great care to keep the colors properly balanced. Another observation: FCC's statement in its decision -- that compatible pictures of color transmissions on monochrome sets are poorer than on regular black-&-white -- certainly wasn't true of "Amahl". One engineer at FCC told us he couldn't believe it was being transmitted in color. And "Season's Greetings" also came through very well as we compared it on color and monochrome screens.

FCC GRANTS 5, DEFENDS 'INTERMIXTURE': Policy of intermixing vhf-uhf channels was strongly defended this week by FCC, as it issued 5 CPs and an initial decision, and published third bi-monthly hearing priority list.

This week's CPs: Thomasville, Ga., E.D. Rivers Sr., Ch. 6; San Diego, Cal., Elliott L. Cushman, Ch. 21; Joplin, Mo., KSWM, Ch. 12; Seattle, U of Washington, Ch. 9 (educational); Newport, Ky., WNOP, Ch. 74 (Cincinnati), final decision.

Initial decision favored Ch. 2 grant to WJBO, Baton Rouge, La. -- on condition stockholders divest themselves of holdings in local WLCS -- after competing Southern TV Co. dismissed.

Thomasville grantee E.D. Rivers Sr., ex-Gov. of Georgia, is principal owner of upcoming WMIE-TV, Miami (Ch. 27) and WOBS-TV, Jacksonville (Ch. 30). San Diego grantee owns San Diego Shopping News and Southwest Color Press.

* * * *

New hearing priority list is less than half the size of last one issued in October, signals virtual end of big post-freeze waiting line. (For full list, see TV Addenda 17-Y herewith.) In next 2 months, almost entire backlog of applications will at least have started through Commission's processing line.

Tabulation has only 30 cities, down from 63 in October (Vol. 9:33), indicating FCC has been processing contested applications at rate of about 16 a month.

The 22 cities left in Group A (those with no operating stations) are mostly small ones, starting with Lexington, Ky. (pop. 55,534) and ending with Hatfield, Ind. (410). The 8 cities in Group B (those with stations now on air): Las Vegas, with one station; Buffalo, San Antonio & Omaha, with 2 stations each; San Francisco, Minneapolis, Boston & Pittsburgh, with 3 stations each.

* * * *

Faced with new attacks on policy of mixing vhf & uhf channel allocations, FCC took occasion this week to stress that it still considers "an assignment plan based on intermixture of vhf & uhf channels both necessary and desirable." Denying petition of KSTM-TV (Ch. 36) to remove 2 vhf channels from St. Louis and add 4 more uhf, Commission urged "a long-range view" and asserted:

"The Commission stated its view in the Sixth Report -- and we are still of this view -- that uhf stations will eventually compete on a favorable basis with vhf stations. If our nationwide assignment plan is to prove effective, uhf stations must constitute an integral part of a single, nationwide TV service. [We] do not

believe that the Commission's principles of TV assignment should be departed from merely because of some temporary adverse effect on private interests." Chairman Hyde was absent; Comr. Webster didn't participate in order.

Commission decided against changing mileage separation rules, dismissed the petition of WSAL, Logansport, Ind. to permit channel assignments to cities coming within 5 mi. of minimum separation from authorized transmitter sites in other cities -- provided site of new station complies with the minimum.

Though it had proposed to approve the change (Vol. 9:38), FCC now sees no "necessity at this time" to alter TV assignment principles, but says it will explore possible changes "at some later date in the light of additional data and experience." Comr. Bartley dissented. As result of decision, FCC dismissed petition by WTIP, Charleston & WMON, Montgomery, W.Va. asking addition of Ch. 2 to Montgomery.

* * * *

In other actions, the FCC this week:

(1) Called 4 more grantees on carpet -- including subscription-TV petitioner WDHN, New Brunswick, N.J. (Ch. 47) -- telling them they can't be given more time to build, on basis of evidence. Besides WDHN, they were WMRF-TV, Lewistown, Pa. (Ch. 38); WMRI-TV, Marion, Ind. (Ch. 29); KMON-TV, Great Falls, Mont. (Ch. 3).

(2) Gave 2 other grantees 6 more months to build -- WCBI-TV, Columbus, Miss. (Ch. 28); WITH-TV, Baltimore (Ch. 60) -- and at same time began proceedings to let WITH-TV switch to Ch. 72 to permit station to use highest site in area without violating FCC spacing requirements.

(3) Granted petition by North Shore Bestg. Co. (Harold R. Murphy) to reinstate its application for Milwaukee's Ch. 31 -- formerly granted to WMIL-TV. North Shore dismissed application last August, paving way for WMIL-TV grant, but latter dropped CP 3 weeks ago to apply for newly assigned Ch. 6 (Vol. 9:49).

Two more CPs were returned this week: KEPO-TV, El Paso (Ch. 13), telling Commission that city, already served by 2 stations, can't support 3; KTVF, Eugene-Springfield, Ore. citing usual economic reasons -- "lack of interest" by networks, vhf competition, sluggishness of set sales, etc.

353 NOW ON AIR, FEWER STARTERS IN 1954: Face of new-station starts will doubtless slow down next few months, even though a half dozen or so more are due before end of this year and several dozen say they'll get going in January or February. Reasons for slowdown: (1) Winter weather hampering construction in many parts of country; (2) Diminishing competitive urge as one-station markets disappear; (3) Stalling on part of many, particularly uhf grantees proposing to wait-&-see how higher powers and maybe subscription TV come along.

If 1954 brings as many as 200 more stations, it will be surprising -- this despite 239 CPs still outstanding and FCC's continually generous grants.

Up to time we went to press Thu. p.m., 6 more stations were testing -- and one is due in Canada. All but one were vhf. Denver gets its 4th vhf, obviating the likelihood anybody will go ahead with uhf there. Montreal gets second outlet. Other towns getting stations were medium-sized, mostly new markets. Total now is 353 on air, of which 232 are vhf, 121 uhf. Latest starters up to Dec. 24:

KOA-TV, Denver (Ch. 4) started testing Dec. 22, began programming Xmas Eve, despite storm that recently wrecked its partially constructed tower atop Lookout Mt. (Vol. 9:52). Though temporary tower is being used with 25-kw RCA transmitter, gen. mgr. Don Searle reports it starts with full 100-kw ERP. Station will get huge promotional boost as outlet for NBC-TV color starting Jan. 1. John Henry is sales mgr.; Judson Wood, program operations mgr.; Robert H. Owen, chief engineer. Station's owners are actor Bob Hope and large group of local citizens, who combined last year to purchase 50-kw KOA from NBC. Base rate is \$500. Rep is Petry.

KSLA, Shreveport (Ch. 12), first TV station in that rich community in north-west corner of Louisiana, began testing Dec. 22 -- and associate mgr. Deane R. Flett wires, "Excellent reception reported in the immediate area. One set dealer in Marshall, Tex., 45 mi. distant, reported a 260 mv/m signal." Station is licensed to

Interim Television Corp. which, as name infers, is combination of rival local groups (including KRMD & KCIJ) who built and shared costs pending FCC hearing decision that will decide which one should get CP (Vol. 9:38). Pres. is Don George, theatreman; chief engineer is Morris C. Barton Jr. Equipment is RCA. Base rate is \$250, and station will be interconnected with all 4 networks. Rep is Raymer.

WNCT, Greenville, N.C. (Ch. 9), first TV in coastal plain community 71 mi. east of Raleigh, began test patterns Dec. 22 from 10-kw RCA transmitter with 12-bay antenna and 800-ft. Skyline tower. "Excellent coverage," says report from gen. mgr. A. Hartwell Campbell, who also manages radio WGCT, has tower construction business and heads big group of local investors underwriting project. It affiliates with ABC, CBS & DuMont. John G. Clark is sales mgr.; Margaret J. Laughinghouse, business mgr.; Hank Tribbley, chief engineer. Base rate is \$200. Rep is Pearson.

WLBT, Jackson, Miss. (Ch. 3) began testing Dec. 20 with 25-kw RCA transmitter and 488-ft. Truscon tower. It goes commercial Dec. 28 as NBC affiliate. Second station in city (other being Jackson Clarion Ledger and News' Ch. 27 WJTV), it's licensed to old-line broadcaster Lamar Life Bcstg. Co. (WJDX) and owned in co-equal parts by Wiley P. Harris, pres.; Fred L. Beard, secy.-treas. & gen. mgr.; Maurice Thompson, v.p. & program mgr.; Peter Koch Lutken, v.p., pres., Lamar Life Insurance Co.; Wm. Calvin Wells III, v.p., attorney for Lamar Life. Frank Gentry is sales mgr.; Robt. Smathers, chief engineer. Base rate is \$200. Rep is Hollingbery.

KTVU, Stockton, Cal. (Ch. 36), about 60 mi. east of San Francisco and 45 mi. down valley from uhf-only Sacramento, began programming Dec. 18 after only a few days of test patterns. GE transmitter is throwing such good signal, reports gen. mgr. Knox LaRue, that viewer reports have come from 160 mi. north and south. LaRue is ex-San Francisco mgr. for Hollingbery, is 20% stockholder, with Fontana (Cal.) Herald-News owning 75% and L.E. Chennault, of KYNO, Fresno, 5%. Mgr. of operations is D.M. Greene, ex-KSTN, Stockton. Base rate is \$250. Rep is Hollingbery.

KMID-TV, Midland, Tex. (Ch. 2), about 125 mi. away from nearest other station (in Abilene, Tex.), began programs Dec. 20, will get service from ABC, DuMont & NBC. RCA-equipped, it's owned by group (headed by R.H. Drewry) owning KSWO-TV, Lawton, Okla. Sid Grayson, ex-KWFT, is gen. mgr. Base rate is \$200. Rep is Taylor.

* * * *

CBMT, Montreal (Ch. 6), 5th outlet of Canadian Broadcasting Corp. to get on air, was all set to begin testing RCA transmitter on Mt. Royal this weekend, regular programming to start Dec. 28. It will be the English-language outlet, as original CBC outlet CBFT (Ch. 2) goes over entirely to French. Francis Coleman is CBMT program mgr., Fernand Guerard his opposite number at CBFT, both reporting to Alphonse Ouimet, CBC director of TV for Montreal. CBMT will carry U.S. as well as CBC network shows. Two more CBC stations are projected -- CBWT, Winnipeg (Ch. 4), due in April; CBHT, Halifax (Ch. 3), in Oct. Others operate in Toronto, Ottawa, Vancouver.

TELECASTING FAST FORGING AHEAD OF RADIO: There's a chance that telecasting revenues this year will very nearly equal, may even surpass, those of radio broadcasting. For it looks like a \$450-475,000,000 year for TV's 4 networks and 350-odd stations.

Radio broadcasting's 4 nation-wide networks and 2500-odd AM stations (to say nothing of some 550 FM), enjoying flourishing business lately too, should come near to its record 1952 volume of \$473,100,000, as reported by FCC auditors. But there are some who think its sales curve has flattened out to a "plateau", even though NARTB's Dick Doherty thinks it may show as much as a 3% increase -- to \$490,000,000.

Figures are for time sales plus what FCC statisticians call revenues from "incidental broadcast activities." They do not include incalculable talent and production costs handled and paid for by sponsors & agencies direct. So it's reasonable to say combined TV-radio broadcasting businesses this year will exceed \$1 billion.

For TV at least, that's only the beginning -- for new stations are being added every day, old stations are increasing rates, and the business currently is fairly bursting its britches -- like the adolescent offspring of radio that it is.

Only definite TV revenue figures as yet available are FCC's for previous years, showing networks-stations combined took in \$324,000,000 in 1952, \$235,700,000

in 1951, \$105,900,000 in 1950, \$34,300,000 in 1949, \$8,700,000 in 1948. Figures were on the loss side for inceptive 1947 & 1946.

Comparable radio broadcasting figures: \$473,100,000 in 1952, \$450,400,000 in 1951, \$444,500,000 in 1950, \$413,800,000 in 1949, \$407,000,000 in 1948. [Both TV & radio figures, broken down as between networks & stations and showing earnings before taxes, are tabulated more completely on p. 351 of our TV Factbook No. 17.]

We know how the networks are faring, thanks to the Publishers Information Bureau's monthly reports, which for the 10 months through October show total of very nearly \$180,000,000 for time sales by the 4 TV networks -- CBS-TV & NBC-TV accounting for about \$77,000,000 each, ABC-TV \$16,000,000, DuMont \$8,500,000. But even if they are projected to an assured \$225,000,000 or more for the whole year, these figures are more apparent than real. They're based on one-time gross rates, which probably means that only about 60% of this sum actually goes into network coffers.

They're generally accepted as index to trends, however, and on the basis of the enormous upsurge they represent, the upsurge in national spot and local business on nearly all TV stations, higher rate cards -- and of course the more than doubled number of stations this year -- it's a good guesstimate that 1953 gross revenues could readily achieve \$475,000,000, or even higher.

Note: For 1952, Printers' Ink estimated \$580,100,000 spent by advertisers for time, talent and all other costs. Good guess is that this figure will go up to perhaps \$700,000,000 this year. Consider the report this week by the authority on TV film production & syndication, Billboard Magazine. It says that business grossed about \$50,000,000 this year from all types of film alone (see Telecasting Notes).

Personal Notes: Frank White, ex-NBC pres., named chairman of McCann-Erickson Corp. (International); George Giese promoted from v.p. to pres. of subsidiary operating company's 17 overseas offices . . . John K. Herbert, NBC v.p. in charge of TV network sales, resigns as of Jan. 1, will be succeeded by George H. Frey, v.p. & director of sales; Herbert also quits NBC board, has not yet announced plans . . . Sam Fuller, NBC-TV director of network programming and producer of *Colgate Comedy Hour*, promoted to director of TV network programs, succeeding Tom McAvity, now in charge of TV network programs div.; reporting to him are Mike Dann & Roy Passman, mgr. & administrative mgr., respectively, of network programming, as well as all producers . . . Kenneth Craig, ex-exec. asst. to H. Leslie Atlass, v.p. of CBS central div., named director of business affairs, CBS Radio, Hollywood, replacing Jack Meyers, now CBS-TV script coordinator . . . Guy Herbert promoted to v.p., Stuart MacKay to gen. mgr., All-Canada Radio Facilities Ltd., national sales reps . . . Frank A. Carter, from KWFT-TV & KWFT, Wichita Falls, to Dallas office of Blair-TV, replacing Steve Beard, shifted to N. Y. office . . . Alex Roseman, recently gen. mgr. of WCAN-TV & WCAN, Milwaukee, ex-sales v.p. of WCAU-TV & WCAU, Philadelphia, becomes N. Y. business mgr. of new WTVI, St. Louis (Belleville, Ill.), working with national rep firm, Weed . . . Winston Kirby, ex-O. L. Taylor Co., joins Weed & Co. . . . Irvin Paul Sulds, ex-theatre TV consultant to ABC-Paramount, joins Theatre Network Television Inc. (Nathan L. Halpern, pres.) as specialist in sales and production of its Tele-Sessions, closed-circuit system . . . Charles W. Stone, ex-WNAO-TV, Raleigh, succeeds Martin Silver as excc. v.p. & gen. mgr. of WTVU, Scranton, Pa. . . . Howard S. Frazier, Washington TV-radio management consultant, named gen. mgr. of proposed St. Louis Ch. 11 station by applicant 220 Television Inc., due to start hearings Dec. 31 in competition with KMOX, St. Louis Amusement Co. & St. Louis Telecast Inc.; he proposes to acquire about 10% interest in licensee and continue Washington business under lease arrangement . . . Robert B. Hoag, ex-CBS TV spot sales, replaces W. O. Edholm who resigns as gen. sales mgr. of

KFMB-TV, San Diego . . . Lee Ruwitch reelected exec. v.p., John Allen elected v.p., in addition to election of Jack Shay as operations v.p., WTVJ, Miami . . . Robert B. Hoag, ex-CBS-TV spot sales, on Jan. 4 becomes commercial mgr. of KFMB-TV, San Diego . . . Dixon Harp has resigned as gen. mgr. of WETV, Macon, reports Alfred Lowe, exec. v.p.; Carl Williams, new sales mgr., replacing Barney Kobres . . . A. Roy Briscoe named asst. production mgr. of new WSTV-TV, Steubenville, O. (Ch. 9) . . . Robert E. Lee (no kin to FCC Comr. Lee), ex-WAAM, Baltimore, named program mgr., WSWA-TV, Harrisonburg, Va. (Ch. 3) . . . James Paterson, ex-J. Walter Thompson, recently a B-29 pilot in Korea, has joined KNXT, Hollywood, as TV producer . . . Ralph Bachman joins D. P. Brother & Co., Detroit, as TV-radio timebuying asst. to Carl Georgi Jr., media director . . . Don Blahut, ex-Raymond Spector Co., named TV-radio director, Edward Kletter Assoc., N. Y. . . . Charles King, ex-WKAL, Rome, N. Y., named Mutual station relations contact . . . Alfred R. Stern, from film div., named asst. to Robert W. Sarnoff, NBC exec. v.p. . . . Maurice Unger, mgr. of Ziv west coast operations, promoted to v.p. . . . James L. Wolcott named exec. v.p., James S. Burkett sales mgr., Pathe Laboratories, whose Pathecolor was used on Dec. 24 colorcast of *Dragnet*; both are ex-Color Corp. of America . . . Humphrey Ireland, ex-TV director, Ruthrauff & Ryan, joins Brisacher, Wheeler & Staff, San Francisco.

Ernest B. Loveman, 58, Philco v.p. who was gen. mgr. of its TV station WPTZ until its sale to Westinghouse last year (Vol. 9:8, 22), collapsed of a heart attack in the company's main plant in Philadelphia Dec. 22 and died shortly thereafter. He was Philco adv. mgr. from 1928-42, became head of its TV activities fulltime in 1945. He was unmarried.

John Blair re-elected pres. of Station Representatives Assn.; v.p., Robert Meeker; secy., Adam J. Young Jr. (re-elected); treas., Joseph J. Weed. Directors: Lewis H. Avery, Avery-Knodel; Russell Woodward, Free & Peters; Joseph Timlin, Branham.

ARMED SERVICES' own TV stations—for entertainment and education of troops at isolated bases both in America and overseas—was foreshadowed Dec. 23 as Strategic Air Command began 6-month trial operation of low-power TV station at lonely Limestone Air Force Base near Caribou, Me. Success of this operation will determine whether Air Force will go ahead with plans for overseas TV installations, patterned after Armed Forces Radio Service, to “increase incentive” and help make duty at out-of-the-way bases “more attractive to potential enlistees.”

Limestone station—on Ch. 8, assigned by FCC to Presque Isle, 17 mi. away—is RCA-built, covers about 3 mi. with its 8-10 watt output. It has vidicon camera and film chain, will rely principally on kines of network shows for its 50-60 hours-a-week schedule. It cost \$30,000, funds coming from PX sales and movie receipts. Airmen will buy their own TV sets.

Though FCC has no authority over assignment of govt. stations, Air Force has agreed with FCC to cease operations if any regular TV station begins operating in area, and to begin no similar operations in any area already served by TV. It's only installation of kind so far, though for some time Navy has had booster station near Inyokern, Cal. to relay signals from Los Angeles stations to personnel at China Lake Naval Ordnance Station. Army has discussed building satellite at White Sands, N. M. to rebroadcast programs from El Paso.

Senator Robert S. Kerr (D-Okla.) and fellow oilman Dean A. McGee were authorized by FCC this week to sell their radio KRMG, Tulsa (50-kw D, 25-kw N, on 740 kc, ABC) to company headed by Frank E. Wimberly, member of Federal Power Commission and publisher of *Altus* (Okla.) *Times-Democrat*. They get \$305,000 for radio station, and are thus left free to hold interests in Ch. 2 application of Central Plains Enterprises Inc., Tulsa, in which oilman W. G. Skelly's KVOO holds 52.5%; Sen. Kerr, 13.49%; Mrs. Grayce B. Kerr, his wife, 15.31%; T. M. Kerr, son, 7.09%; Mr. McGee, 7.66%; T. A. Love, 2.09%; C. B. Akers, 1.87%. Ch. 2 competitor Fred Jones (Oil Capital Television Co.), who owns KFMJ, Tulsa, had protested sale of radio KRMG, alleging it would overlap Mr. Wimberly's 250-watt KWHW, Altus, but FCC held against him. It's expected Tulsa's Ch. 2 will be set for hearing shortly, third applicant being Fryer Television Co., backed by Texas oilmen. Sen. Kerr and McGee propose to donate 2% interest in Tulsa TV station, if it's granted, to Oklahoma A&M College, and Mr. Skelly promises 2% to Tulsa U. Sen. Kerr also controls WEEK-TV & WEEK, Peoria, Ill.

Formerly co-owned, Havana's CMA-TV (Ch. 2) and CMUR-TV (Ch. 4, with Ch. 3 satellites in Santa Clara & Pinar del Rio) are now separately owned. Amadeo Bartletta, publisher of *El Mundo* and Cuban distributor for Cadillac, Oldsmobile & Chevrolet, now heads Tele-Mundo, S.A., licensee of CMA-TV, with Pedro Alvarez Rios as gen. mgr. and Ventura Montes as technical director. CMUR-TV and satellites are now operated by Radio Television Nacional, S.A., with Angel Cambo as pres.; Juan Montaner, v.p.; Carlos Rom, Gustavo Fernandez, Angel Barranco & Ramiro Gomez Kemp, exec. v.p.'s. Cuba's other stations are CMQ-TV (Ch. 6), CMBF-TV (Ch. 7) and George Storer's CMTV (Ch. 11)—also all in Havana. First 2 are owned by Goar Mestre group, and CMQ has 5 satellite outlets: CMJL-TV, Camaguey (Ch. 6); CMKJ-TV, Holguin (Ch. 4); CMGC-TV, Matanzas (Ch. 9); CMHQ-TV, Santa Clara (Ch. 5); CMKN-TV, Santiago (Ch. 2).

RCA Victor and NBC ad accounts leave J. Walter Thompson after June 30, 1954; new agency not yet named, though Grey Adv. continues to handle NBC film div. account, Al Paul Lefton some of RCA space.

Network Accounts: Flushed by success of Dave Garroway's 7-9 a.m. *Today*, NBC-TV now is preparing nighttime version in new program tentatively titled *Tonight*, with Steve Allen as m.c., and using similar format. Idea would be to expand *Steve Allen Show*, now on WNBT 11:20-midnight, to a network show from 11:20-12:50 a.m. It's pet project of new NBC pres. Pat Weaver, guiding light of *Today* . . . Reader's Digest buys partic. on *Panorama Pacific*, CBS-TV west coast regional 7-9 a.m. show, starting Jan. 6 thru Schwab & Beatty; Ford Dealers of So. California, Jan. 6 thru J. Walter Thompson; Accent (food flavorer) Jan. 4 thru BBDO . . . Mystic Adhesive Products Co. (tape) buys Fri. 1:45-2 p.m. portion of *Garry Moore Show* on CBS-TV starting Jan. 15, thru George Hartman Co., Chicago; Kellogg Co. moves to Thu. 2:15-2:30 . . . Congoleum-Nairn Co. (linoleum) buys alt.-week sponsorship (with Revlon cosmetics) of *Mr. and Mrs. North* on NBC-TV starting in Jan., Tue. 10:30-11 p.m., thru McCann-Erickson . . . With regional sponsors, DuMont starts weekly pro-basketball games each Sat. 3-4:15 p.m. in 56 cities . . . Variety replacement for *I Bonino* on NBC-TV will be *Spike Jones Show*, starting Jan. 2, Sat. 8-8:30 p.m.; no sponsor yet . . . Quaker Oats sponsors *Contest Carnival* on CBS-TV starting Jan. 3, Sun. 12:30-1 p.m. thru Sherman & Marquette.

Seeking to settle long-standing ASCAP dispute, All-Industry Local TV Music Committee is polling all TV stations on new offer to ASCAP: (1) Blanket license agreement for 4 years beginning Jan. 1, involving commercial fee of 2.05% of receipts from sponsors after certain deductions, and monthly sustaining fee equal to station's highest quarter-hour rate. (2) Per-program agreement covering same period and retroactive to Jan., 1949, involving 9% of net receipts from sponsors on certain programs using ASCAP music, 4% for theatrical type films in which ASCAP music is used incidentally, 3.5% of applicable rate card for sustaining programs.

General Teleradio Inc., the General Tire & Rubber Co. subsidiary operating WOR-TV, WNAC-TV & KHJ-TV, as well as Yankee & Don Lee networks and various radio stations, has purchased Phillips H. Lord Inc., whose TV-radio properties include *Gangbusters*, *We the People*, *Mr. District Attorney* and script rights to Kathleen Norris novels. Phillips Lord becomes consultant to General Teleradio for 5 years.

“Birthplace of the talking pictures,” old Warner Bros. studio on Sunset Blvd., Hollywood, was sold this week to Paramount Pictures for “more than \$1,000,000” to become future home of its KTLA, Los Angeles. Paramount has agreed to make part of the studio available to Motion Picture Relief Fund for establishment of a motion picture museum.

First 3 feature films of series of 26 to be made especially for TV have been completed by Princess Pictures Inc. for cooperatively-owned Vitapix Corp., whose latest stockholder is Paramount's KTLA, Los Angeles. Series, which will not be shown theatrically prior to TV release, will be premiered next month on 30 stations; all 26 films will be delivered first 9 months of 1954.

First receiving tube type intended primarily for use in color TV sets goes into production at GE's Owensboro, Ky. plant in first quarter 1954. Type 6BJ7 is miniature triple diode for use as DC restorer for the 3 signal channels of color sets. Information is available from GE tube dept., Schenectady, N. Y.

Another TV operator seeks AM: John S. Booth & T. K. Cassell, who last June started WTVE, Elmira, N. Y. (Ch. 24), have applied for 500-w D on 800 kc there.

HIGHER-POWERED UHF transmitter now under development by RCA probably won't be available until next May. Long-awaited tetrode-powered plant, using A-2500 power tube (Vol. 9:36, 44), will be rated at least 12½ kw, possibly 15. Prototype model is slated to be shown before May. Meanwhile, Standard Electronics now has prototype 1-kw uhf transmitter, plans to show higher powered model this summer.

No new transmitter shipments were reported by any company this week, but 2 more existing stations have increased their power outputs. WALA-TV, Mobile, Ala. (Ch. 10) went from 22 to 112-kw ERP; WOC-TV, Davenport, Ia. (Ch. 5) from 22.9 to 100 kw. GE's WRGB plans to switch Jan. 4 from Ch. 4 to 6, up output from 16.3 to 93 kw.

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

KBIZ-TV, Kirksville, Mo. (Ch. 3) hasn't ordered equipment or begun construction yet, but hopes to get going in 5-6 months, reports owner-gen. mgr. James J. Conroy who also controls WBIZ, Eau Claire & WLCX, La Crosse, Wis. CP was granted last week after KBIZ Inc. switched application from Ch. 15 in Ottumwa, Ia. Rep not yet chosen.

KQED, Berkeley-San Francisco (Ch. 9, educational) expects to get converted KPIX transmitter before Jan. 1, still awaits other equipment, now hopes to get going by March or April, reports gen. mgr. James Day. It's planning initial \$150,000 fund drive and concurrent campaign for 6800 \$10-a-year dues-paying members—a membership goal equal to 2% of potential audience, which it's estimated would place station on self-sustaining basis.

WMUR-TV, Manchester, N. H. (Ch. 9) didn't make promised Xmas debut, now hopes for Jan. 15 tests, with RCA equipment due shortly. It's going to adapt former FM tower for TV. Rep will be Weed.

WSEE, Erie, Pa. (Ch. 35) has ordered 12-kw GE transmitter for Jan. delivery, begins construction any day now, plans March tests, goes commercial in April, reports v.p.-gen. mgr. Charles E. Denny. Rep not yet chosen.

WCET, Cincinnati (Ch. 48, educational), granted Dec. 2 to Greater Cincinnati Television Educational Foundation, has ordered RCA equipment, hopes to begin construction Jan. 15, plans debut after April 1, 1954, according to gen. mgr. Uberto I. Neely.

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CKCK-TV, Regina, Sask. (Ch. 2), equipment not specified, plans July 1 tests, Sept. 1 programming, according to mgr. H. A. Crittenden. Weed will be U. S. rep; All-Canada Television in Dominion.

CFPA-TV, Port Arthur, Ont. (Ch. 2), recommended by CBC Dec. 7—tantamount to a grant—hasn't ordered equipment as yet, plans to buy unused City Fire Hall located at highest point in city for studio-transmitter house, hopes to begin next Sept. 3, reports owner Ralph H. Parker. Rep not yet chosen.

CHCH-TV, Hamilton, Ont. (Ch. 11) reports delay in equipment deliveries, now plans April start with RCA transmitter, according to gen. mgr. Kenneth D. Soble, who heads group of 3 local radio stations which combined to get grant. Temporary rate card quotes \$300 hourly base rate. Reps will be Adam Young for U. S. and All-Canada Television.



New Rider books: *UHF TV Antennas & Converters*, by Allan Lytel (128 pp., \$1.80); *Audio Reproduction*, by David Fidelman (240 pp., \$3.50); *How to Troubleshoot a TV Receiver*, by J. Richard Johnson (128 pp., \$1.80); and Vol. 12 of *Rider TV Manual* series.

Seeking "realistic" depreciation base for taxes on uhf station equipment, Uhf TV Assn. counsel Wm. A. Roberts has requested meeting with Internal Revenue officials. In letter to John H. Fahrenbach, Revenue Service public utilities engineering chief, Roberts wrote: "The extremely expensive transmitter equipment [for] uhf stations is obsolete almost when installed, and with no certainty as to the time when 'maximum' powers in the order of 50 kw or above will be available . . . Uhf broadcasters, having invested heavily, are confronted with great insecurity commercially, instability in their revenue and the certainty of obsolescence in their initial installations . . . The uncertainties of the impact of color TV in accelerating obsolescence of transmitting equipment require flexibility of depreciation rates."

Annual "Mike" awards by *McCall's Magazine*: outstanding woman in TV & radio, Helen Tullis, blind announcer of WMAR-TV, Baltimore, for rehabilitation series, *As You Can See*; service to women, Beulah Donohue, WTMJ-TV, Milwaukee, for *Your Family's Health* series, and Marian Gifford, WHAS-TV, Louisville, for maternity series, *Good Living*; service to youth, Judith Waller, NBC-TV, Chicago, for development of *Ding Dong School*, and Jean Sullivan, KMTV, Omaha, for programs on mentally handicapped children on *Woman's View*; community service, Bea Johnson, KMBC(AM), Kansas City, for traffic safety reminders on *Happy Home*, and Dolly Banks, WHAT(AM), Philadelphia, for better understanding of Negro problems.

Background of every FCC employe, as of July 1, 1953, is included in 180-page supplement to annual report to Congress submitted by Commission this week under requirements of McFarland Act. Henceforth, annual report will cover only employes added or dropped during year. Report includes information on date and place of birth, salary, education, employment history, other "pertinent biographical data and experience." It's first such submission by FCC, and Commission is believed to be only govt. agency required to make such report.

You'll never guess who said this: "I think TV is terrific. The more we have the more we like it." That was National Football League commissioner Bert Bell, commenting on NFL-DuMont deal, which, he said "created thousands of new fans" and helped to make 1953 an all-time record year for pro football. Bell and members of his league went to court last year to defend League's right to restrict members' football telecasts in recent anti-trust case (Vol. 7:41, 9:46), in which formal court order is still pending.

Legal action to tear down old WOR-TV tower on the Palisades in N. Bergen, N. J., overlooking New York City, was threatened this week by town's public safety commissioner Patrick Sullivan. WOR-TV moved transmitter to Empire State Bldg. Dec. 12, retained 760-ft. tower in Jersey for standby. Sullivan said tower, in heavily populated area, is possible aircraft hazard, added he would give WOR-TV opportunity to remove it before taking steps to have it razed as a menace.

Rep. Robert L. Condon (D-Cal.) was denied court order Dec. 21 in demanding time from KGO-TV, San Francisco, to reply to testimony before House Un-American Activities Committee alleging he had attended a closed Communist party meeting in 1948. Though he claimed a verbal agreement with station for time for public answer to charge, court ruled no "oral contract" existed and denied court order for proposed telecast.

"Determination of VHF Superturnstile Antenna Gains" is new 70-p. book by RCA's M. R. Johns, available from Broadcast Equipment Section, RCA, Camden.

FIRST LOW-END PRICE CUTS PRESAGE MORE: Even lower prices of low-end black-&-white sets all through trade are certain in wake of announcements of cheaper sets by RCA and Philco. RCA introduced one 21-in. table model at \$200 and reduced two 17-in. tables to their original \$180. Philco disclosed all-new line of 17 models, all 21-in., with low-end plastic table at \$200, discontinuing production of 17-in. tables.

Prodded by advent of color, reduced tube costs and, in varying degrees, inventory positions, prices of other manufacturers may go even lower -- with strong possibility widespread price cuts will be offered at Chicago marts next month.

RCA's 6 new sets: 'Master 21', ebony 21-in. table model \$200; Modernette, 21-in. open-face limed oak console \$250; Barnes, 21-in. open-face maroon console \$260; Farrell, 21-in. open-face blonde or natural walnut \$300; Barrett, 24-in. open-face mahogany \$395, blonde \$415; Sewell, 24-in. full-door mahogany \$460, blonde \$480. Craig and Brent, 17-in. table models in ebony and maroon, respectively, were reduced to their original price of \$180 after having been raised to \$190 two months ago.

Philco's price slashes are due to be announced on NBC-TV Philco Playhouse Sun., Dec. 27. At this writing, it's known only that there will be new line of 17 models, all 21-in., the low-end plastic table priced at \$200, wood console at \$280. No more 17-in. tables will be made. Last low-end 21-in. table was \$250, console \$300; last low-end 17-in. table was \$180. Though Philco says its Atlantic City convention Jan. 4-8 will be devoted only to white goods, custom is to display TV-radio lines there, too -- and distributor orders aren't likely to be refused.

Admiral distributors meet in Chicago Dec. 30 -- and spokesman said company may introduce some cheaper sets at that time, though he insisted prices won't be finally determined until just before meeting. Admiral already has a 17-in. table selling at \$160 and a 21-in. table at \$200.

Motorola, like Admiral, isn't saying anything officially about prices -- yet -- but probably will have some news by time of Chicago marts. And the news should be less about new models than about prices. At distributors meeting Dec. 18 in Chicago, Motorola introduced only one model -- a 21-in. metal cabinet table at \$230, to replace same-price set with plastic cabinet.

As the Big 4 go, so usually goes rest of the industry, who also will be represented in big way at the marts or will hold distributor meetings in January.

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Rash of activity broke out following FCC color decision. Metropolitan newspapers for most part played story of color to the hilt -- stressing compatibility and also giving proper prominence to color's immediate limitations for consumer.

Set makers geared to rush such sets as were available to distributors in cities equipped by AT&T (see p. 1) in time to let dealers watch colorcast of Tournament of Roses, Jan. 1. RCA dispatched 2 color sets each to distributors on loan basis in 21 cities, sent out 50 servicemen to install them. Admiral, Raytheon & Hallicrafters were among those who also announced shipments to distributors. Doubtless there were others -- just as more will be added in coming weeks.

Distributors and dealers will get another look at color sets at the marts and at company conventions. Virtually every manufacturer who has produced a pilot color set will demonstrate it within month.

Some manufacturers moved quickly into the servicing front, too. RCA set up series of 4-day color servicing clinics for its set-making licensees, distributors & service technicians. Clinics for licensees start in N.Y. Jan. 11, Chicago Jan. 25, Los Angeles Feb. 8 -- each consisting of 28 hours of instruction by RCA Service Co. on color theory, color signals, basic circuitry, components and adjustment.

RCA Service Co. also announced 3 other servicing actions: (1) Published new

textbook, "Practical Color Television for the Service Industry", showing the various techniques for installation and maintenance, available for \$2 through RCA parts and tube distributors or from company headquarters in Camden. (2) Offered, through RCA Institutes, 350 West 4th St., N.Y., a home study course for technicians. (3) Developed and installed in factory service branches new type of test equipment, called color signal simulator, to be used for proper phasing and alignment of color sets. It was also disclosed that RCA service contract for color will cost minimum of \$180, as compared to \$60 for black-&-white sets.

Westinghouse also started 2-week course this week for its key engineers on problems of color service at TV-radio div. headquarters in Metuchen, N.J. Admiral starts its school for distributor servicemen in Chicago Feb. 1.

Few distributors had established any allocation plan for color sets, for simple reason no factory was in position to make any commitments on deliveries. And besides, with 100,000 or more dealers handling TV, and with outside guesstimate of only 200,000 color sets to be produced next year, what chance does a dealer have? One major Washington distributor, still awaiting first color set, told us: "I know one priority system I'm going to use -- my best-paying accounts get first crack."

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As for consumer reactions, it was still too early to draw any conclusions. There were widespread reports of considerable curiosity among late Xmas shoppers in first few days after FCC decision. But their interest was dampened when dealers told them the facts of color life -- only a comparative trickle of sets next year, at \$800-\$1000, only 12-in. screens as yet, few color programs at outset. These facts are expected to minimize any immediate impact on planned black-&-white purchases.

Epitomizing approach of trade to prospective set purchasers was significant paragraph in Philco's full-page ad in Dec. 23 & 24 New York Times and in Dec. 24 Philadelphia Bulletin and Wall Street Journal. Headed "Facts the American People Should Know About Color Television," ad said, among other things:

"You should understand that much work still remains to be done, and color receivers will not be available in quantity for a long time. Now that the standards have been approved, manufacturers can proceed with the problem of developing color TV receivers with viewing screens large enough in size to interest the buying public and at prices they can afford to pay. At present, the industry has developed only small screen color tubes with approximately 11½-in. viewing screens giving only 89-sq. in. of picture, which will cost from \$800 to \$1000 each. Contrast this with today's 21-in. black-&-white set with an approximate 250-sq. in. picture which sells for as little as \$200."

Retailers were generally appreciative of the timing of FCC decision and all seemed agreed Xmas trade was hurt little, if at all. Said Mort Farr, ex-president of National Appliance & Radio-TV Dealers Assn. who had requested FCC to delay decision until as close to Xmas as possible (Vol. 9:45): "I'm pleased the FCC gave us any consideration and think they handled the situation very fairly."

While trade busied itself, the few stations that are getting color from network fanned interest by inviting local civic leaders, merchants and press to private showings of color programs (see p. 2).

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No production statistics this week. Because of short work week, RETMA staff wasn't able to compile all area reports before shutting down for weekend Dec. 24.

Shipments of TVs to dealers totaled 5,305,072 in first 10 months of 1953, when production was 6,204,803, according to RETMA's state-by-state and county-by-county tables released this week and available on request. They represented 20% gain over first 10 months of 1952, when shipments were 4,451,759, as against production of 3,394,707. New York led with 500,054, Pennsylvania was second with 458,942, California third with 424,515. For Oct. alone, shipments were 690,711, compared to 816,529 in Sept. and 913,779 in Oct. 1952.

Federal Trade Commission issued initial decision this week against Sylvania for selling radio tubes to Philco in 1949 at 7-9¢ less than to its own distributors (Vol. 6:2, 8:46). Decision, which must be approved by full FTC, orders Sylvania to stop "discriminatory pricing practices." Charges against Philco of "knowingly inducing and receiving" discriminatory prices from Sylvania were dismissed by FTC examiner Webster Ballinger.

Majestic Radio has acquired 50,000-sq. ft. plant at 41 Water St., N. Y. for final TV assemblies.

INTRA-INDUSTRY arguments over who did what for color, to say nothing of hints of more patent suits, are already being heard—and the signs right now don't augur any such happy "cooperative relationship" as existed among the rival manufacturers in their virtually solid front against FCC's original adoption of the field sequential system. This week, for example, Philco stated in full page ads in *New York Times*, *Wall Street Journal* and *Philadelphia Bulletin*, which were captioned "Facts the American People Should Know About Color Television":

"The standards were developed by the leading scientists of the electronics industry. They are *not* the work of *any one company* [italics Philco's]. In the words of the FCC: 'The accomplishment of a compatible color TV system that can operate within a 6-megacycle bandwidth is a tribute to the skill and ingenuity of the electronics industry.'"

Ad then lists 42 companies as "some of the organizations whose combined knowledge and strength are responsible for the system that won final FCC approval." Among them are all NTSC participants—comprising top companies in TV-radio manufacturing and such organizations as American Radio Relay League, Bell Laboratories, Chromatic Television, Color Television Inc., Gates, General Aniline, Hazeltine, Mallory, Remington-Rand, Technicolor.

Text then goes on to tell how "Hundreds of scientists in the electronic industry combined their efforts, developed one set of standards after another, all of which were subjected to rigorous field tests until the major problems were overcome and the final result achieved . . . the color system which the *industry committee* recommended to the Commission with confidence in July, 1953. *This is the system the FCC has now adopted and made official.* Every electronic laboratory, every TV manufacturer, large or small, who participated in this gigantic undertaking can rightfully share in the credit for the final result. It is a thrilling story of the strength of American industry in the solution of a highly complex peace-time problem."

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There's no secret in the trade that the ad was intended to counteract RCA's claim, also heavily publicized in full-page ads immediately after FCC's decision last week, that it had led the fight for compatible color and that "RCA has made the basic inventions." As if in anticipation of disputation of its leadership in this respect, RCA's chairman David Sarnoff told N. Y. Society of Security Analysts Dec. 14 that RCA's net income from patent royalties has averaged less than \$3,500,000 a year from 1947-53 and will be less than \$2,500,000 in 1954 (Vol. 9:51). He asserted RCA, its Princeton Labs employing more than 1000 plus 2200 other scientists and engineers in RCA Victor plants, has invested more than \$50,000,000 in black-&-white TV research and development "before it made a dime of profit," and added: "Before the end of next year we will have spent more than \$30,000,000 in research and

development of color TV, and we cannot possibly hope to make a dime on color TV in the first year of its life."

With respect to lawsuit brought by GE and Westinghouse against RCA sublicensing rights under their patents, which they say expire Dec. 31, 1954, Gen. Sarnoff said AT&T doesn't take same position and matter is now before Delaware district court. "However," he added, "without arguing the pending case, I can tell you certain facts concerning it.

"First, no matter what the outcome of the case may be, no question has been raised as to the fact that both GE and Westinghouse are required to continue to pay the RCA, after Dec. 31, 1954, royalties on all radio, TV and other electronic patents in our field which they use and which were developed by GE, Westinghouse, the telephone company or RCA before Dec. 31, 1954.

"Second, it is the opinion of our experts that the most important inventions for the future of our business and for the business of those whom we license are not the GE and Westinghouse inventions. Among the areas for licensing which we regard as most important are color TV and transistors. In color TV, I'm sure you all know that RCA has made the basic inventions. In transistors, the basic inventions have been made by RCA and the telephone company."

He denied RCA takes competitive advantage of its patent position. "If RCA were not in the business of licensing its competitors on the inventions which it makes," he said, "we would be the only one able to market our own important developments and to retain for the RCA all the benefits from such exclusivity. As matters stand now, we share our inventions with our competitors at a very moderate royalty rate of less than 2% of the manufacturers' selling price of the apparatus which uses our inventions. And our very liberal license agreements contain no restrictions at all as to price, quantity, territory or anything else.

"It is this liberality in our licensing policy which has contributed to making the TV industry the highly competitive industry it is today. If RCA were to give up its licensing business and stop licensing the rest of the industry, it would be RCA's competitors who would suffer most in relative standing and not the RCA."

* * * *

Note: RCA claims it's pushing for final judgment in Zenith suit in Wilmington court questioning its patents and rights to collect royalties, expects adjudication before end of next year. Meanwhile, Zenith has not paid royalties and its financial statements show no reserve fund set up for possible back payments if case goes against it. Meanwhile, too, certain staff efforts within FCC to resume probe of RCA patent structure, which came to light during early stages of color fight, have again met cold reception among commissioners—though it's understood data is still being transmitted to Dept. of Justice from staff level.

WHAT IS TELEVISION? The word covers more territory than you may think. It's been registered at least 10 times at the U. S. Patent Office to apply to as many different products. It was first registered as trademark in 1928, by Television Corp. of America, St. Louis, applying to a product described as "a certain novelty known as Television." In 1933 it was registered as trademark for theatrical makeup; in 1939, metal cans; 1942, sweaters; 1945, a publication; 1948, a permanent wave machine; 1950, electric clocks and fresh tomatoes; 1952, bird seed. These trademarks all still stand—the only one dropped was use of the word to apply to fabrics, registered in 1929. And there's a "Television Gun," too—it's a target practice gun, which got its trademark registered in 1937.

There's been no scramble yet to register trademarks and slogans for color TV sets and tubes—presumably because a tradename must be used in interstate commerce before it may be registered. Only new color trademark we could find submitted for registry was "CBS Colortron," which was filed Aug. 31, 1953 to describe color TV picture tube. Registered or pending registration, however, are these names, leftovers from an earlier "color TV era": "Telecolor," registered by CBS in 1944; "Colorola," described as "TV receiving apparatus" by registrant Joseph W. Jones of New York in 1951; "Colorvue," for "multi-color filter screen which is placed over the face of a black-&-white TV tube to give illusion of color TV," and "Color-vision eye glasses for viewing TV" (1950).

Topics & Trends of TV Trade: Here's one manufacturer who says he's "a little more optimistic than my brethren in the trade on the outlook for 1954" and comes up with some unusual reasons why he thinks it should be "a fairly successful year". Robert S. Bell, exec. v.p. of Packard-Bell, Los Angeles, guesstimates 1954 retail sales will be 5-5,000,000, gives as reasons for his optimism: (1) "Pent-up desire in purchasing power" by consumers, which will bear fruit next spring. (2) Ability of set makers to adjust their production to consumer demand more quickly than in past. He says:

"There has been a deferment of purchasing by a rather good-sized segment of the public, apparently, from all statistics we have, and that means there will be some pent-up desire in purchasing power for TV sets this spring when business is psychologically lower. It is the eternal history of the purchasing public that while they can defer their purchases for a short time, the money soon burns a hole in their pockets and they are back in the market places. Normally, the maximum period they can stay away is about 6 months.

"Industry statistics have become more and more complete and reliable during the past several years and most of the manufacturers are now willing to rely upon them. As a result, production has been trimmed very quickly compared to past history when there were times of slower sales. While overall industry inventory is large, it is not an impossible burden in most cases so long as the pressure from the manufacturing end is reduced by the manufacturers trimming their production plans."

He says prices should be about the same as 1953, but concedes that cost of CR tubes might go down a bit more, and concludes: "Most of our other components and labor certainly are not going down, and even the strongest of our competitors can't sell at a loss forever."

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Says H. L. Hoffman, Hoffman Radio: "I believe 1954 will not be nearly as bad a year as some seem to feel at this time. In my opinion, the industry should produce about 5,200,000 sets in 1954 and sell at retail approximately 6,000,000 . . . 1954 will be a year of challenge [demanding] more down-to-earth marketing, more value selling compared to mere price selling, fewer gimmicks, more education on the value of the show on TV, the facts on color and high fidelity. The outlook for our national economy for 1954 is good, with high employment, high consumer income and high spending by business, the people and govt. We have never had a bad year in the radio and TV business in an election year."

GE's Dr. W. R. G. Baker foresees strong demand for black-&-white equipment maintained as 200 new TV stations go on air in 1954, bringing total to 550. He also forecasts limited commercial color telecasting opening new markets for broadcast equipment and receivers; industry-to-distributor sales of 5,200,000 black-&-white, 100,000 color sets; production of about 7,600,000 home and portable radios; further improvement in black-&-white picture tubes, intensified research in color tubes, continued growth in total tube sales; high level of military electronics output.

Motorola v.p. Edward R. Taylor thinks only 1,000,000 TV sets will be produced first 1954 quarter, about half output of same 1952 quarter, and figures that only about 20% will list over \$300. He calculates year-end inventories at 2,100,000, as against 1,200,000 year ago, but high Xmas trade and good going rate of sales does not make the higher figure dangerous. He agrees with exec. v.p. Robert Galvin that year's output will be about 5,000,000 TV sets (our proofreaders erred last week in quoting young Galvin as saying 3,000,000). He also sees 1954 sales of 6,775,000 radios, exclusive of auto radios.

Trade Personals: Don G. Mitchell, Sylvania chairman, appointed by ex-President Hoover to "task force" of Commission on Organization of Executive Branch, dealing with govt. personnel . . . David J. Hopkins, Emerson Radio sales director and son of late Presidential adviser Harry Hopkins, Jan. 4 joins CBS-Columbia as sales director, reporting to v.p. Harry Schecter and assuming duties of sales mgr. R. D. Payne, resigned; Leo Hahn promoted to national radio sales mgr., Emerson . . . A. Melvin Skellett, ex-research v.p., named to new post of v.p. for manufacturing & engineering, National Union Radio Corp.; Lawrence L. Hardin promoted to director of research div. . . . Harvey Williams, ex-v.p. of H. J. Heinz Co., named Avco v.p. in charge of overseas operations, handling relations with Crosley and Bendix licensees and distributors abroad . . . Paul T. Wickman, ex-Boston district sales mgr. for replacement tubes, named by GE to new post of merchandising mgr. for dealer products, in charge of distributor-dealer liaison on electronic tubes, high-fidelity systems, test equipment & germanium products . . . Albert C. Allen resigns as DuMont central regional mgr. to head Allen Distributing Inc., Providence (appliances) . . . Otis W. Murray named west coast operations v.p., James S. Burket west coast sales mgr., Pathe Laboratories . . . Dr. George E. Duvall, ex-GE & MIT, and Dr. Charlotte Zihlman LeMay, ex-Texas Instrument Co. (transistors), join Stanford Research Institute physics engineering staff . . . Edward Edison, ex-KLAC-TV & NBC Hollywood, named RCA Victor broadcast field sales rep, Los Angeles . . . Louis DeLaFleur leaves FCC frequency allocation & treaty div. after 13 years with Commission to become mgr. of RETMA international dept., Washington . . . D. W. Gunn promoted to gen. sales mgr., Sylvania electronic products, succeeding Harold P. Gilpin, retired.

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Distributor Notes: McCormack & Co., San Francisco, which relinquished Hoffman line last week, moves headquarters to Western Merchandise Mart, plans to take on new line shortly . . . Emerson Radio of Pennsylvania, Philadelphia, appoints Charles F. Boice as gen. sales mgr.; he's succeeded as Tele King Philadelphia branch mgr. by Joseph Supplee . . . Gough Industries Inc., Los Angeles (Sylvania) opens new offices at 560 So. Mission Road, L. A. . . . Pilot Radio appoints Adolph L. Gross Assoc. Inc., 23 Park Place, N. Y. . . . Bendix Radio appoints Lynn Dickerson Co., ex-Raytheon Houston outlet . . . Samson Distributors, Washington (Motorola) appoints C. D. Kendall gen. sales mgr. . . . Simon Distributing Co., Washington (Zenith) appoints M. A. Becker exec. v.p.

James D. Shouse, Avco v.p. in charge of appliance-electronics operations, sees period of change ahead like that which automobile industry went through. Trend in distribution and marketing is toward full-line companies, he says. Year should see beginning of consolidations, mergers and outright sales as more companies strive to expand into full lines—with strong brand names maintained and others dying out.

Service survey by GE among 40,000 service dealers reveals these details: Average bill for TV service is \$8.75-\$11.50, with parts and labor charges about evenly divided; two-thirds of service work is done in set owner's home; average of 35-40 calls is handled per week per technician. Every group of service dealers predicted business volume in 1953 would exceed last year.

Regal Electronics Corp., 605 W. 130th St., N. Y., has filed petition under Chapter XI of the bankruptcy Act in Federal court, proposing settlement at 75%—10% on confirmation and balance of 7½% every 90 days. Maker of TV and radio sets, it also has several govt. cost-plus contracts, lists assets of \$1,185,500, liabilities of \$864,000.

Financial & Trade Notes: What does expiration of excess profits tax (EPT) at end of this year mean to the electronics industry? We asked an expert, consultant Edgar N. Greenebaum Jr., the youthful LaSalle Streeter who helped set up Television-Electronics Fund Inc., for a summary—and this is what he says:

“There is no hard and fast answer as it depends entirely on which particular company or companies referred to. For example, 2 representative manufacturers, GE and Sprague Electric, one a giant and the other medium-sized, paid taxes last year at close to the maximum rate. GE’s tax bill was 63.5% of earnings, Sprague’s 69.6%, which is virtually the 70% tax ceiling.

“Specifically, EPT is a 30% tax added to the 52% regular corporate income taxes. Showing graphically how burdensome it is to many companies, Sprague last year earned \$4.18 per share for its 1383 stockholders; without EPT, the earnings would have been \$6.60 per share. So it’s clear that companies like GE and Sprague will benefit greatly from the expiration of EPT Dec. 31.

“On the other hand, quite a few companies have satisfactory EPT exemptions, due in part to the work done by RETMA in obtaining a fair shake for corporations which would have been severely penalized by the inequities of EPT legislation as originally drawn—particularly the set makers, most of whom enjoyed their most profitable year in pre-EPT 1950.

“Hence Motorola paid an effective tax rate of 55% in 1952, only slightly more than regular income tax rate; with increases in sales and earnings this year, Motorola will of course have a greater EPT liability.

“Even though RCA paid more than \$35,000,000 in Federal income taxes last year, none was for EPT. Admiral also had a large enough exemption so that it paid no EPT last year, nor will it have to for 1953. Philco will be subject to EPT, though it will be well under \$1 per share; its exemption is slightly below \$3.50 per share, and total 1953 earnings are currently estimated at less than \$4 after all taxes (not including the non-recurring capital gain of \$1.51 per share from the sale of its TV station WPTZ to Westinghouse).

“Zenith is expected to show net earnings of about \$13 per share this year on sales close to \$170,000,000; its earnings would be quite a bit higher were it not for EPT since estimated overall tax rate for 1953 is 58% in contrast to 55.7% paid last year. Emerson will pay a relatively small

EPT figure, if any, for its fiscal year ended Oct. 31, 1953; the preceding year no EPT was required from Emerson.

“Westinghouse is subject to a rather steep liability as its EPT credit base is estimated at \$3.50 per share while earnings should run about \$1 per share additional after taxes. Sylvania paid the maximum tax of 70% last year, so that its \$3.05 per share earnings would have been increased roughly 25% had there been no EPT; this year Sylvania will again pay the maximum rate. And last of the Big 10 set makers, Avco (Crosley), had no EPT liability last year and won’t have any again this year.

“Considering one electronics firm not in TV, Beckman Instruments Inc. earned more than \$2,000,000 before taxes, but after paying 66% tax was left with relatively little to show for the fiscal year ended June 30, 1953. It even had to borrow \$2,500,000 during that year.

“More than \$2 billion EPT will be paid by all industries this year. Without this burden in 1954, things may be quite different. For example, even major sales and earnings declines in many cases will not result in any decrease in net profits after taxes for many companies. Quite a few electronic concerns are paying the maximum 70% this year. Their pre-tax earnings can drop as much as 37.5% next year and they will still earn as much as in 1953.

“This analysis, in some cases, may be an over-simplification—for renegotiation may rear its ugly head. However, for those supplying little or no materiel to the Govt., the expiration of EPT can truly be a bonanza.”

DuMont directors did not vote usual 25¢ annual dividend this week, Dr. Allen B. DuMont stating FCC approval of color standards (Vol. 9:51) makes it “imperative that DuMont have additional working capital for production of color tubes, receivers and transmitting equipment.” He said sales for first 11 months of 1953 were 25% ahead of same 1952 period, profits for full year would exceed the \$1,425,000 (55¢) on sales of \$76,367,000 reported in 1952. Last DuMont report showed sales for first 40 weeks of this year were \$65,896,000, profit before taxes \$1,910,000 (Vol. 9:43).

Television-Electronics Fund Inc. has declared 2-for-1 stock dividend payable Jan. 20 to holders of record Jan. 8. This increases authorized stock from 5,000,000 to 10,000,000 shares. As of Dec. 22, there were 2,112,716 shares outstanding.

Electronics Reports: Nearly \$5 billion worth of equipment and components was turned out by electronics industry in 1953—a record exceeding 1952 by nearly \$1 billion. So says year-end summary by RETMA board chairman Robert C. Sprague, Sprague Electric Co.

Uncle Sam was by far biggest customer, spending between \$2.7-\$3 billion on military electronics-communications. Sprague puts factory value of 1953’s TVs at more than \$1.25 billion, radios at \$250,000,000. TV-radio replacement parts business enjoyed record of nearly \$500,000,000. While neither military nor civilian electronics production set record this year, Sprague said the 2 together constituted an all-time high, easily exceeding peak years of World War II. For next year, he forecast:

“As for defense production, the industry has good reason to expect that electronics procurement will not be reduced substantially . . . regardless of an over-all cut in military funds. In the first place, a large backlog of military orders will keep deliveries high. Secondly, the proportion of military expenditures for electronic products in all probability will increase as the Defense Dept. curtails its spending. The reason is that electronics is becoming increasingly essential to the operation and control of almost all modern military weapons as well as to communications, navigation and detection.”

Control of Johnson Electronics Inc., Orlando, Fla. (coils & components) has been acquired by 4 executives of Gramer Transformer Corp., Chicago—James M. Blackridge, pres.; Burt Anderson, gen. sales mgr.; Ralph L. Weber, secy.; Fred R. Cooper, chief engineer. Gramer Transformer will serve as national sales agency for Johnson products, and Blackridge becomes chairman of Johnson Electronics; Anderson, sales v.p.; Cooper, engineering v.p.; Weber, secy. E. S. Johnson continues as president.

Chesapeake Industries Inc., investment firm, has acquired Allen D. Cardwell Corp., manufacturer of military radar, closed-circuit industrial TV equipment and other electronic products, with plants in Plainville & Stamford, Conn. Among other Chesapeake holdings are Pathe Laboratories Inc. (film processors) and Television Center Inc.

GE had good and bad news this week for employees in receiver & CR tube depts. at Electronics Park, Syracuse. It cancelled plans to lay off 4000 workers over holidays (Vol. 9:51)—but announced 700-800 would be furloughed indefinitely beginning Jan. 8 because of production cut-backs in first quarter 1954.

Electronic Parts Show next year will be held at Chicago’s Conrad Hilton, May 17-20; booth applications should be sent to gen. mgr. Kenneth Prince, c/o Conrad Hilton.

Telecasting Notes: "I only wish we had color TV right here now, so you could see this in all its real beauty." This type of comment, ad-libbed by announcers more and more on TV these days, is "ill-advised," says Schwerin Research Corp., which adds: "Promoting a feeling among viewers that they are being 'left out' is one of the quickest ways to build audience resentment against your program or product." Schwerin *Bulletin* cites actual case in which 5 new food commercials were tested; one with "if-you-could-see-it-in-color" approach got 48% fewer viewers to remember brand name and some sales point than did average other commercial in group . . . Color TV will step up use of spot commercials, forecasts rep Joseph J. Weed; he visualizes color spots sandwiched in between monochrome shows and ultimately distributed over stations' time schedules just as color ads are intermixed with black-&-white in magazines . . . One of nicest self-introductions we've ever heard of, as stated on the air Dec. 20 on occasion of commercial debut of KWTW, Oklahoma City, new CBS outlet (Vol. 9:51)—gen. mgr. Edgar T. Bell speaking: "We are planning to conduct ourselves as honored guests whenever your dial is turned to Channel 9 and you invite us into your home. We plan to make our station one of real public service to the people of Oklahoma" . . . Advertiser Research reports TV viewers understand why networks go in for alternate sponsorships (e.g., Philco & Goodyear *Playhouse*) and generally approve; survey showed 3 out of 4 knew they're due to high cost of TV time and production. Highest sponsor recall for an alternately-sponsored program: *Lucky Strike Hit Parade*, 86%; Buick's *Milton Berle*, 79% . . . Catholic Digest for Jan. starts monthly "rating" service of program favorites of its readers, ranks top ones in this order: *Bishop Sheen*, *I Love Lucy*, *Toast of the Town*, *Dragnet*, *Arthur Godfrey & His Friends*, *What's My Line?*, *Our Miss Brooks*, *Mama*, *Jackie Gleason Show*, *Studio One*, *You Bet Your Life*, *Liberace* . . . Unsure what his rates ought to be, v.p. Bill Hoover of Eastern Okla. Television Co. Inc., grantee of Ch. 10 in Ada, Okla., this week wrote nation's 100 top ad agencies to see if they had any suggestions, informing them he intends to adopt average of their suggestions as national rate; he enclosed complete market data on area, TV set circulation estimates and coverage map . . . More rate increases: WBBM-TV, Chicago, Class A hour from \$1550 to \$2000, min. from \$475 to \$500; WSAZ-TV, Huntington, W. Va., \$500 to \$600 & \$100 to \$120; KCBD-TV, Lubbock, \$200 to \$250 & \$20 to \$30 . . . KFAZ, Monroe, La. (Ch. 43), which started last Aug. with \$150 rate, has reduced it to \$100, cutting min. also from \$22.50 to \$14.50.

President and Mrs. Eisenhower got color set last week as gift from RCA chairman David Sarnoff—and promptly put it to use, watching colorcast of *Amahl and the Night Visitors* Dec. 20. It was placed in White House oval study, where two 21-in. black-&-white receivers are recessed in wall. Other RCA color sets in Washington are in Shoreham Hotel suite of Gen. Sarnoff; office and home of NBC v.p. Frank Russell; home of Carleton Smith, WNBW v.p. & gen. mgr.; viewing room of Sheraton Park Hotel studios of WNBW—plus transmitter monitor there.

FCC's color decision is legally effective Jan. 22, or 30 days after publication in *Federal Register* Dec. 23. Of course, for all practical purposes, decision is now effective, since Commission ruled that stations can go ahead commercially immediately, only requirement being that they notify FCC. Commission has interpreted its ruling to mean that notification by network suffices for its affiliates.

Kansas City's Sheriff Owsley, buying 12 TV sets for county jail, is quoted in AP dispatch as stating, "Keeps 'em from thinking about who they're going to rob when they get out."

Fight over Comr. Robert E. Lee's confirmation as FCC member appears to be shaping up as Congress prepares for second session beginning Jan. 6. Lee holds recess appointment, without pay, subject to approval by Senate. He has been sharply attacked by several writers, bitter foes of Sen. McCarthy, because of his friendship with McCarthy and his alleged activities on behalf of the Senator's supporters. Among critics of Lee are *St. Louis Post-Dispatch*, columnists Marquis Childs and Doris Fleeson. Latest to blast Lee is free-lance writer Arthur R. Main, with lead article in Dec. 19 *Nation* titled "McCarthy's \$300,000 Windfall," referring to free TV-radio time McCarthy obtained to answer ex-Pres. Truman during Harry Dexter White controversy.

Two applications for new TV stations were filed with FCC this week. With 7 dismissals, pending applications were reduced to 351 (74 uhf). Week's applications were for Shorewood, Wis., Ch. 31 (allocated to Milwaukee), by Harold R. Murphy, former applicant for same channel, whose application was reinstated by order of FCC; for Fayetteville, N. C., Ch. 18, by adman Ralph E. Hess, whose purchase of radio WFAI from Rollins Bestg. Co. pends FCC approval. [For further details about these applications, see *TV Addenda 17-Y* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, see *TV Factbook No. 17 & Addenda* to date.]

Copley Press Inc.'s purchase of KLAC-TV, Los Angeles (Ch. 13) from Mrs. Dorothy Schiff Sonnenborn (Vol. 9:49) was approved by FCC Dec. 23, and station will soon become known as KCOP and will have Jack Heintz, from San Diego's radio KSDO, as new mgr., succeeding Mrs. Sonnenborn's son Mortimer W. Hall. Big publishing firm, whose newspaper chain includes 7 Los Angeles County dailies, paid \$1,375,000 for TV outlet, did not acquire sister AM station KLAC, which Hall will continue to manage.

Interconnected by AT&T to nationwide TV network facilities this week: WDAN-TV, Danville, Ill.; KWTW, Oklahoma City. These make total of 239 stations in 147 U. S. cities on network routes. Next on interconnection schedule are WOSH-TV, Oshkosh, Wis.; WSTV-TV, Steubenville, O.; KCEB, Tulsa; KCMC-TV, Texarkana, Tex.; WLBT, Jackson, Miss.; KOA-TV, Denver. AT&T this week filed application with FCC to construct new Orlando-West Palm Beach microwave relay, which would make possible 2 additional TV network channels.

TV-radio will add nearly \$1,000,000 to receipts of New Year's Day football bowl games, about half as much as spectators will pay at gate. Associated Press gives this roundup of TV-radio contributions to major bowl receipts: Rose Bowl, TV-radio \$610,000, gate \$340,000; Orange Bowl, TV-radio \$70,000, gate \$386,000; Cotton Bowl, \$120,000 (including programs & concessions) and \$300,000; Sugar Bowl, \$100,000 (estimate) & \$365,000; East-West All-Star (Jan. 2), \$65,000 & \$280,000.

Sale of Crosley's radio WINS, New York, to J. Elroy McCaw and Jack Keating for \$450,000 was approved by FCC this week. It's understood theatreman Charles Skouras will acquire 50% interest, and McCaw agrees to divest himself of interests in KPOA, Honolulu; KILO, Hilo; KORC, Mineral Wells, Tex.

World's tallest TV tower now in use is WHIO-TV's in Dayton, O., measuring 1104 ft. from base to top of antenna. If it's possible to overlook a 1104-ft. tower, that's exactly what we inadvertently did in story last week on high towers (Vol. 9:51). WHIO-TV tower has been in use since late last month.

Color tape recording of Jan. 1 Tournament of Roses parade is reportedly being planned by Bing Crosby Laboratories.